The US Contact Center
HR & Operational Benchmarking
Report 2024
10th edition

How do you compare to your competitors?

HR Benchmarking: Salary, bonuses, attrition, absence, recruitment

Operational Benchmarking: speed to answer, cost per call / email / web chat, first-contact resolution, call abandonment, call duration, call transfer rate, agent activity

Segmented by: 10 vertical markets, 3 size bands, sales / service and inbound / outbound

Historical annual data from 2007 onwards; planned agent growth rates in 2024

Based on 189 surveys with US contact centers in Q4 2023

Published January 2024

Report contents:

- 69 charts and data tables show the industry's operational performance and HR benchmarks
- Based on ongoing annual primary research surveys with hundreds of US contact centers
- Unique historical data patterns, beginning in 2007

Vertical markets covered for market sizing:

- Finance
- Insurance
- Manufacturing
- Medical
- Outsourcing
- Public Sector
- Retail & Distribution
- Services
- Technology, Media and Telecoms (TMT)
- Transport & Travel

Size bands:

- Under 50 seats (small)
- 50-200 seats (medium)
- Over 200 seats (large)

Activity types

- Inbound / Mixed / Outbound
- Sales / Mixed / Service

The report is divided into five sections

Agent Attrition

- By vertical market
- By contact center size
- By activity type (sales / service)
- By inbound / outbound
- Causes of staff attrition
- Methods of engaging new agents
- Includes historical data

Agent Absence

- By vertical market
- By contact center size
- By activity type (sales / service)
- By inbound / outbound
- By short-term & long-term absence

Salaries & Bonuses

- Mean, median & quartile average salaries for
  - New agents
  - Experienced agents
  - Team Leaders / Supervisors
  - Contact Center Managers

Segmented by:
  - contact center size bands
  - vertical market
  - activity type
  - inbound/outbound

- Typical agent bonuses
- Agent incentive methods
- Historical trends included

Recruitment

- Most effective recruitment methods
- Key agent attributes

Operational Performance Benchmarking

- Use & importance of performance metrics
- Average speed to answer
- Call abandonment rates
- First-contact resolution rates & measurement methods
- Service and sales call durations
- Call transfer rate
- Agent activity (talk-time / idle / wrap-up)
- Cost per inbound / outbound call
- Cost per email, social media interaction & web chat

Segmented by:

- Vertical market
- Contact center size
- Contact center activity type
- Historical trends provided

Planned agent growth rates for 2024

Ways to order **The 2024 US Contact Center HR & Operational Benchmarking Report**

The report costs $495.

1. **Visit** www.contactbabel.com/us-hrob, and register your details. Secure payment can then be made online by credit or debit card (VISA, Mastercard, AMEX) and the report downloaded immediately.

2. **Call +44 (0)1434 682244** or **email** info@contactbabel.com requesting a secure online card payment link.

3. **To pay by invoice: please email us at** info@contactbabel.com. Please provide a billing address & purchase order number (if required). You will be emailed an invoice with 28 days' payment terms along with the report.

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