



The US Contact Center HR & Operational Benchmarking Report 2022

8th 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-call resolution, call abandonment, call duration, call transfer rate, agent activity

Segmented by: 9 vertical markets, 3 size bands, sales / service and inbound / outbound

Historical annual data from 2007 onwards; projected figures in 2024

Based on 203 interviews with US contact centers in Q4 2021

Published January 2022

Report contents:

- 72 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 with forecasts to 2024

Vertical markets covered for market sizing:

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

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 and future trends

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 and median 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 used
- Historical trends included

Recruitment

- The cost of recruitment
 - By vertical market
 - By contact center size
 - By contact center activity
- Most effective recruitment methods
- Key agent attributes
- Agent profile by age

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 data and future trends to 2024**

Options for ordering **The 2022 US Contact Center HR & Operational Benchmarking Report**

1. **Visit www.contactbabel.com/research**, select this report and add it to your basket. Payment can be made by credit or debit card (VISA, Mastercard, AMEX).

Alternatively, you may a) complete and send this form to info@contactbabel.com; b) **call +44 (0)191 271 5269**; or c) email info@contactbabel.com requesting a secure online payment link.

2. **To pay by invoice: please complete this form and email it to info@contactbabel.com.** Please provide a billing address & purchase order number (if required). You will be sent an invoice with 28 days' payment terms.

I would like to order:

The 2022 US Contact Center HR & Operational Benchmarking Report (PDF format) - \$495

Contact Details

Name:

Company:

Billing address:

Telephone in case of queries:

Email address (for delivery of report):

Payment Details

Please invoice me at the address above. My purchase order number is:

Please debit payment card with \$495

Card number:

Expiry date: 3-digit security code (if VISA/Mastercard) or 4-digit (if AMEX):

Name on card:

Contact:

e: info@contactbabel.com

a: ContactBabel, 7 Abberwick Walk, Newcastle-upon-Tyne NE13 9AY (UK) / t: +44 (0)191 271 5269

Order delivery: we aim to fulfil orders the same day – please call +44 (0)191 271 5269 or email info@contactbabel.com if you require urgent delivery.