



# The US Contact Center HR & Operational Benchmarking Report 2023

9<sup>th</sup> 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 2025**

**Based on 205 interviews with US contact centers in Q4 2022**

Published January 2023

## Report contents:

- 70 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 2025

### 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 2025**

## Ways to order **The 2023 US Contact Center HR & Operational Benchmarking Report**

1. **Visit [www.contactbabel.com/the-2023-us-hrob](http://www.contactbabel.com/the-2023-us-hrob)**, and register your details. Payment can then be made online by credit or debit card (VISA, Mastercard, AMEX).
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