



The US Contact Center HR & Operational Benchmarking Report 2023

9th 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**

The report costs \$495.

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Contact:

e: info@contactbabel.com

a: ContactBabel Ltd, Millbank House, Riding Mill NE44 6HX (UK)

t: +44 (0)1434 682244