



The UK Contact Centre HR & Operational Benchmarking Report 2024

13th edition

How do you compare to your competitors?



HR Benchmarking: Salaries, bonuses, attrition, short- & long-term absence, recruitment methods

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

Segmented by: 11 vertical markets, 3 size bands, sales / service, inbound / outbound, region

Historical annual data from 2003 onwards

Based on 225 detailed surveys with UK contact centres

Published January 2024

Report contents:

- 65 charts and data tables show the industry's operational performance and HR benchmarks
- Based on ongoing annual primary research surveys with hundreds of UK contact centres
- Unique historical data patterns, beginning in 2003, helping you understand changes over time

Vertical markets covered for market sizing:

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

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 centre size
- By activity type (sales / service)
- By inbound / outbound
- By UK region
- Causes of staff attrition
- Short-term attrition
- Methods of motivating agents
- Includes historical data and future trends

Short- & Long-Term Agent Absence

- By vertical market
- By contact centre size
- By inbound / outbound
- By activity type (sales / service)
- By region

Salaries & Bonuses

- Mean and median average salaries for
 - New agents
 - Experienced agents
 - Team Leaders / Supervisors
 - Contact Centre Managers

Segmented by:

- contact centre size bands
- vertical market
- sales/service
- inbound/outbound
- region

- Typical bonuses for service and sales agents
- Historical trends included

Recruitment

- Most effective recruitment methods
- Key agent attributes

Operational Performance Benchmarking

- Performance metrics used & rated
- Average speed to answer
- Call abandonment rates
- First-contact resolution rates & measurement methods
- Service call duration
- Sales call duration
- Call transfer rate
- Agent activity (talk-time / idle / wrap-up)
- Cost per inbound / outbound call
- Cost per email, web chat and social media

Segmented by:

- Vertical market
- Contact centre size
- Historical data from 2003 onwards
- Contact centre growth plans in 2024

Ways to order **The 2024 UK Contact Centre HR & Operational Benchmarking Report**

The report costs £375 + VAT.

1. **Visit** <https://www.contactbabel.com/uk-hrob/> and register your details. Payment can then be made online by credit or debit card (VISA, Mastercard, AMEX) with the report immediately available for download.
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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