



The 2025 UK Contact Centre HR & Operational Benchmarking Report

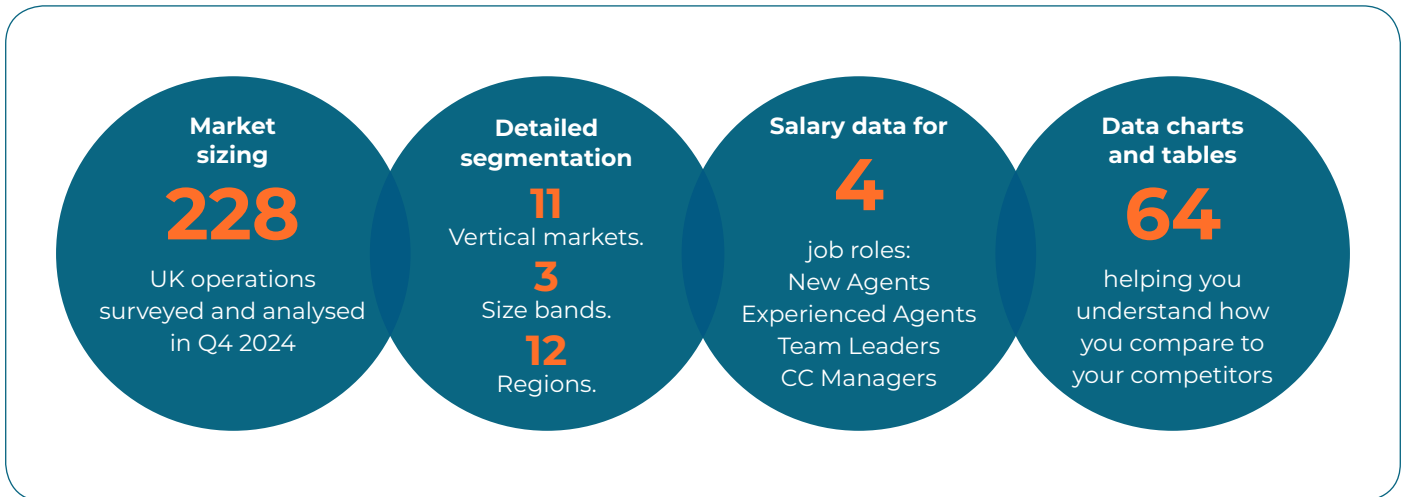
(14th edition)

How do you compare to
your competition?



Report contents

- ✓ Based on detailed surveys with 228 UK contact centres in Q4 2024
- ✓ HR Benchmarking: Salaries | Bonuses | Agent Attrition | Short & Long-Term Absence | Recruitment Methods
- ✓ Operational Benchmarking: Speed To Answer | Cost Per Channel | Call Duration | Call Abandonment | Agent Activity | First-Contact Resolution | Call Transfers | Planned Growth Rates
- ✓ Unique historical data from 2003 onwards, helping you to understand changes over time



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Report contents overview

Vertical markets

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

Other salary segmentation

- ✓ Inbound | Mixed | Outbound
- ✓ Service | Mixed | Sales
- ✓ 12 UK Regions

Size bands

- ✓ 10-50 seats
- ✓ 51-200 seats
- ✓ >200 seats

Readership

This report provides the most up-to-date and accurate HR & operational performance benchmarking data for the UK contact centre industry.

It provides invaluable data for those responsible for performance of their contact centre, and those setting or benchmarking salaries and pay.

Typical readers include:

- ✓ Senior contact centre managers & directors
- ✓ HR, pay & rewards specialists
- ✓ Financial & operational management
- ✓ Consultancies

Report contents

The report is divided into 4 sections

01 Agent Attrition

Segmented by:

- ✓ Contact centre size band
- ✓ Vertical market
- ✓ Activity type (sales / mixed / service)
- ✓ Inbound / Mixed / Outbound
- ✓ UK region

Also includes:

- ✓ Causes of staff attrition
- ✓ Short-term attrition rates
- ✓ Use of new agent onboarding techniques & impact on short-term attrition rates

02 Agent Absence

- ✓ Short-term unplanned absence by contact centre size
- ✓ Short-term unplanned absence by activity type
- ✓ Long-term plannable absence by contact centre size
- ✓ Recruitment methods

03 Salaries and Bonuses

Mean and median average salaries for:

- ✓ New agents
- ✓ Experienced agents
- ✓ Team Leaders / Supervisors
- ✓ Contact Centre Managers

Segmented by:

- ✓ 3 contact centre size bands
- ✓ 11 vertical markets
- ✓ Service / mixed / sales
- ✓ Inbound / mixed / outbound
- ✓ 12 UK regions

04 Operational Performance Benchmarking

- ✓ Performance metrics used and rated by importance
- ✓ Historical data for context and confidence
- ✓ Segmented by vertical market and contact centre size where appropriate

Performance Benchmarks:

1. Average speed to answer
 2. Call abandonment rates
 3. First-contact resolution rates
 4. Service call duration
 5. Sales call duration
 6. Call transfer rates
 7. Agent activity (talk-time / idle / post-call wrap-up)
 8. Cost per inbound call
 9. Cost per outbound call
 10. Cost per email
 11. Cost per web chat
 12. Cost per social media customer service contact
- ✓ Use and effectiveness of first-contact resolution measurement methods
 - ✓ Effect of downstream business failures on inbound volumes
 - ✓ Planned and actual changes in agent headcount

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