



The 2025 US Contact Center HR & Operational Benchmarking Report

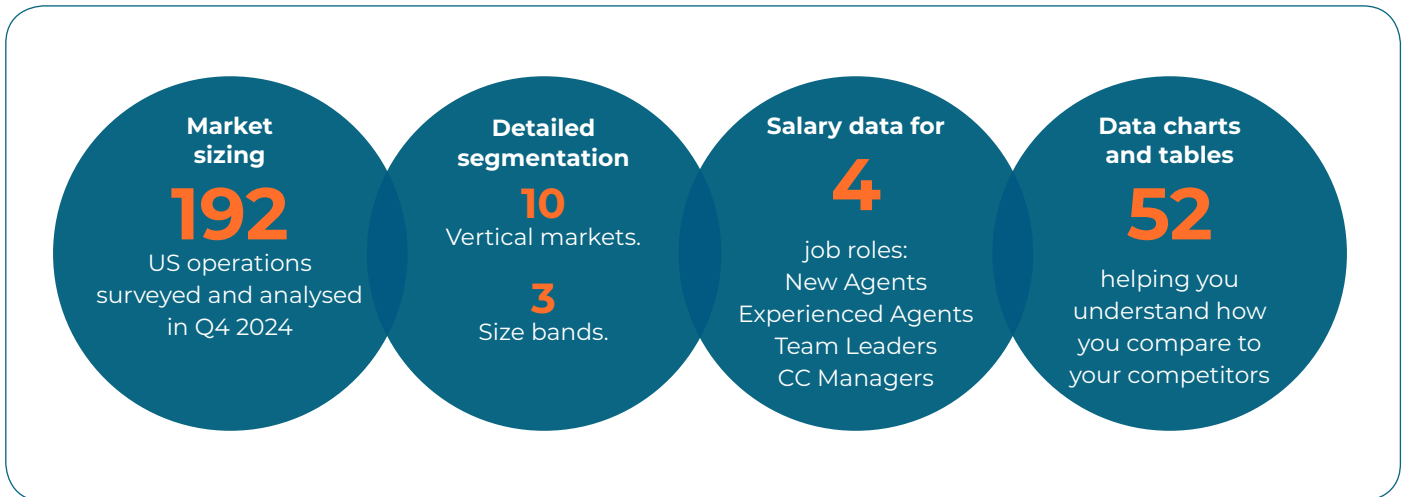
(11th edition)

How do you compare to
your competition?



Report contents

- ✓ Based on detailed surveys with 192 US contact centers 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 2007 onwards, helping you to understand changes over time



Published February 2025

Report contents overview

Vertical markets

- ✓ Finance
- ✓ Insurance
- ✓ Manufacturing
- ✓ Medical / Healthcare
- ✓ Outsourcing & Telemarketing
- ✓ Public Sector
- ✓ Retail & Distribution
- ✓ Services
- ✓ Technology, Media and Telecoms (TMT)
- ✓ Transport & Travel

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 US contact center industry.

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

Typical readers include:

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

Other salary segmentation

- ✓ Inbound | Mixed | Outbound
- ✓ Service | Mixed | Sales
- ✓ Small | Medium | Large

Report contents

The report is divided into 4 sections

01 Agent Attrition

Segmented by:

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

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

03 Salaries and Bonuses

Mean and median average salaries for:

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

Segmented by:

- ✓ 3 contact center size bands
- ✓ 10 vertical markets
- ✓ Service / mixed / sales
- ✓ Inbound / mixed / outbound

04 Operational Performance Benchmarking

- ✓ Performance metrics used and rated by importance
- ✓ Historical data for context and confidence
- ✓ Segmented by vertical market and contact center 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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