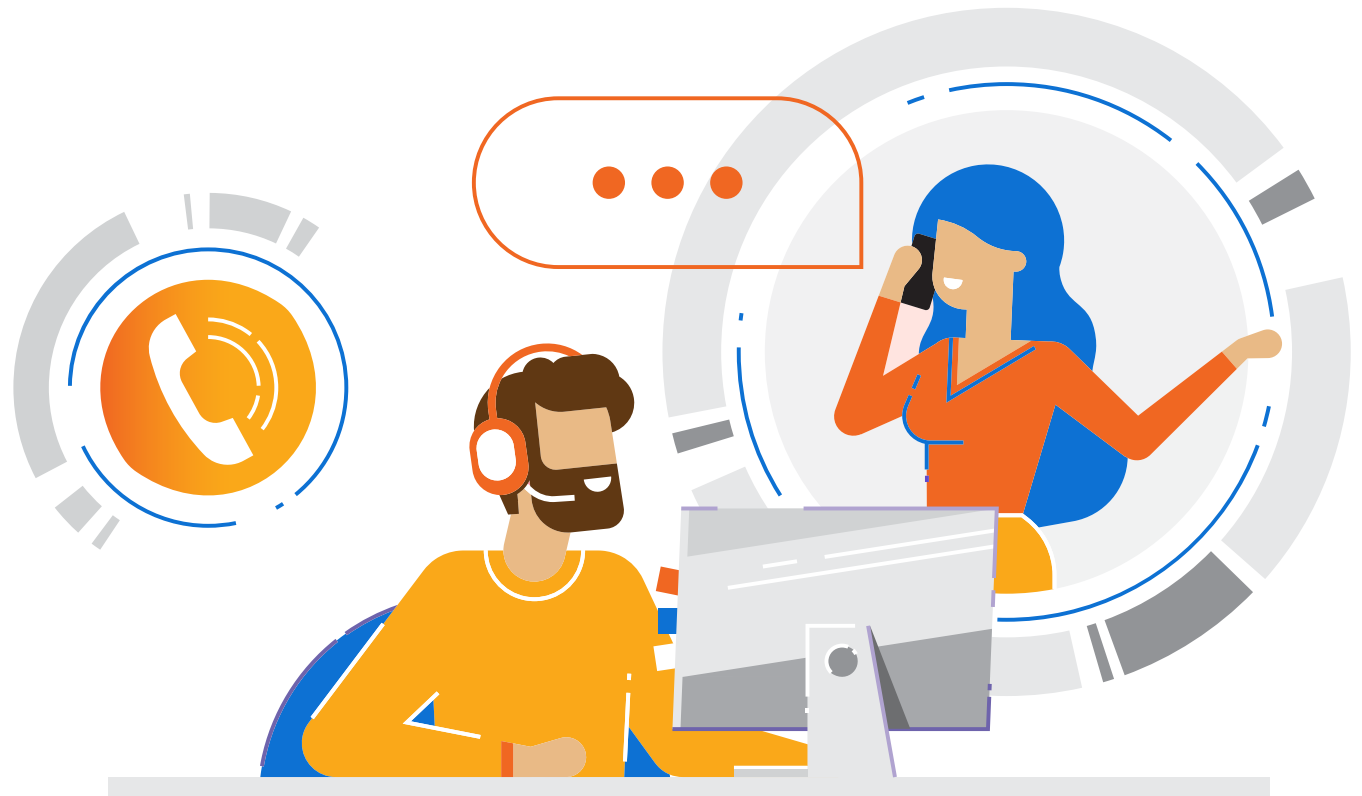




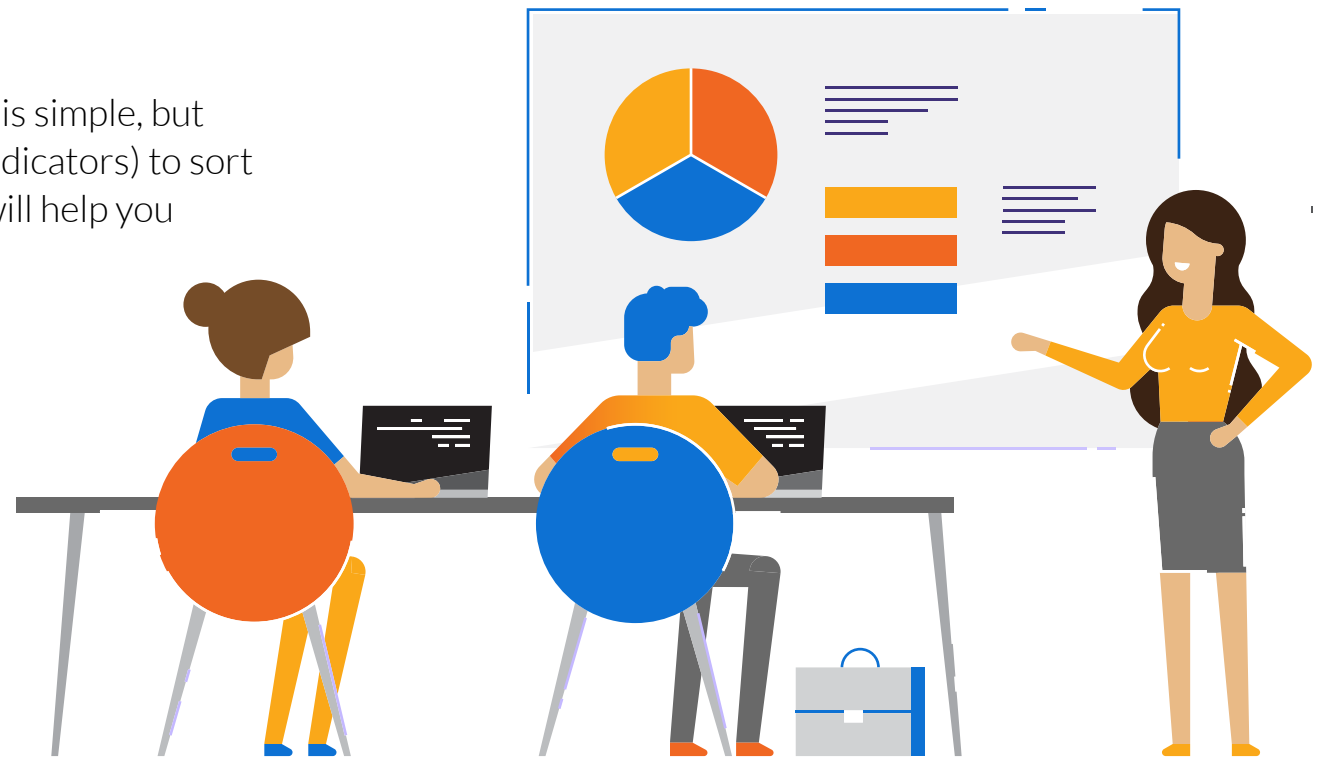
## 8 Contact Center KPIs to Track for Better Performance



# Why Are Contact Center KPIs Important?

The contact center is the frontline of customer service and sales departments. While the primary goal of a contact center is to connect with your customers, it's also an invaluable tool for gaining insight into how your organization is delivering on customer satisfaction and sales – and where you're falling short.

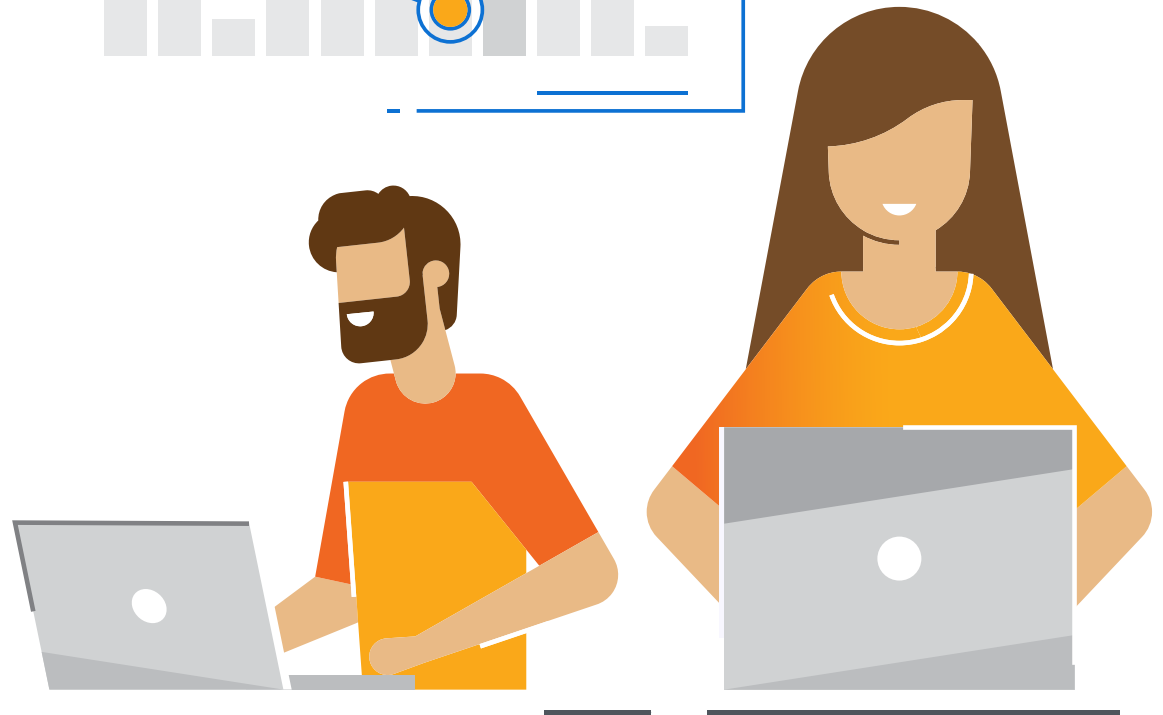
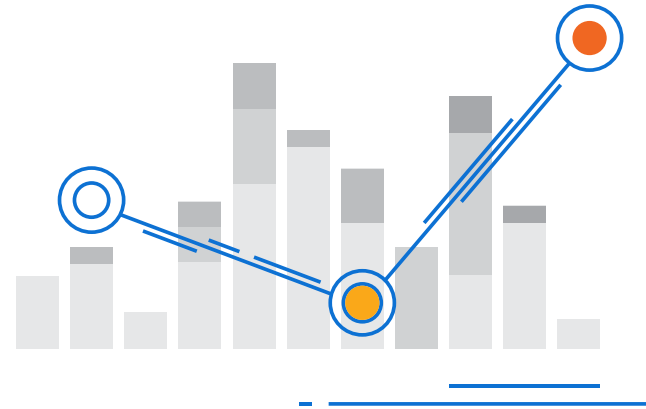
Obtaining your contact center metrics is simple, but with so many KPIs (key performance indicators) to sort through, how can you tell which ones will help you deliver a better customer experience?



# With KPIs, Less Is Usually More

Generally, it's best to start with fewer KPIs. When you have too many data points to track, you run the risk of being overloaded by charts and numbers that don't provide any useful insights or help you determine actionable next steps.

The KPIs you're measuring should also be attainable and relevant to your goals – or they'll bog down your efficiency.



# Which KPIs Are Best for Your Business?

The most valuable KPIs for your business will vary based on the purpose of your contact center and which teams are supporting it.

For example, while the success of your sales team depends on the number of outbound calls made and commissions earned, your customer service team aims to resolve customers' issues via inbound calls. These different end goals call for different KPIs to be measured.



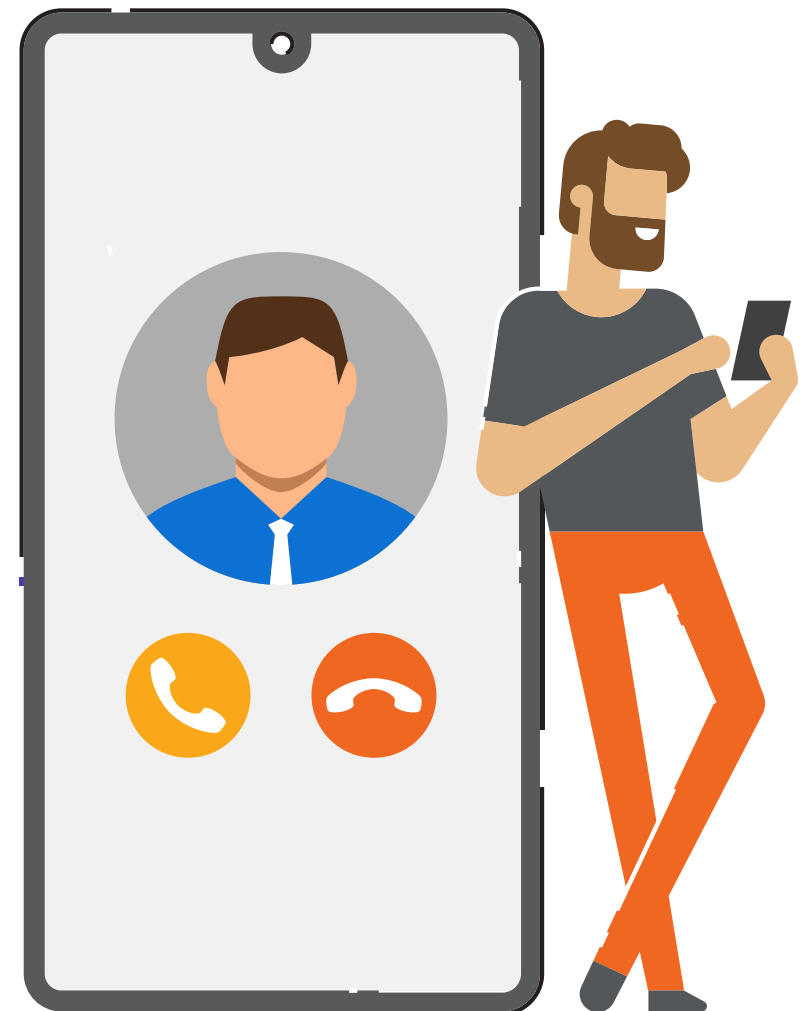
# The 8 Most Common Contact Center KPIs

Let's dive into the most common contact center KPIs you should track to start delivering a better customer experience.

# 1

## Average Time to Answer

This metric measures the average amount of time in seconds from when an inbound call is received to when it's answered by an agent. It's used to assess your team's efficiency and accessibility to customers and can be beneficial in determining an attainable service level objective for your department.



# The 8 Most Common Contact Center KPIs (Continued)

## 2

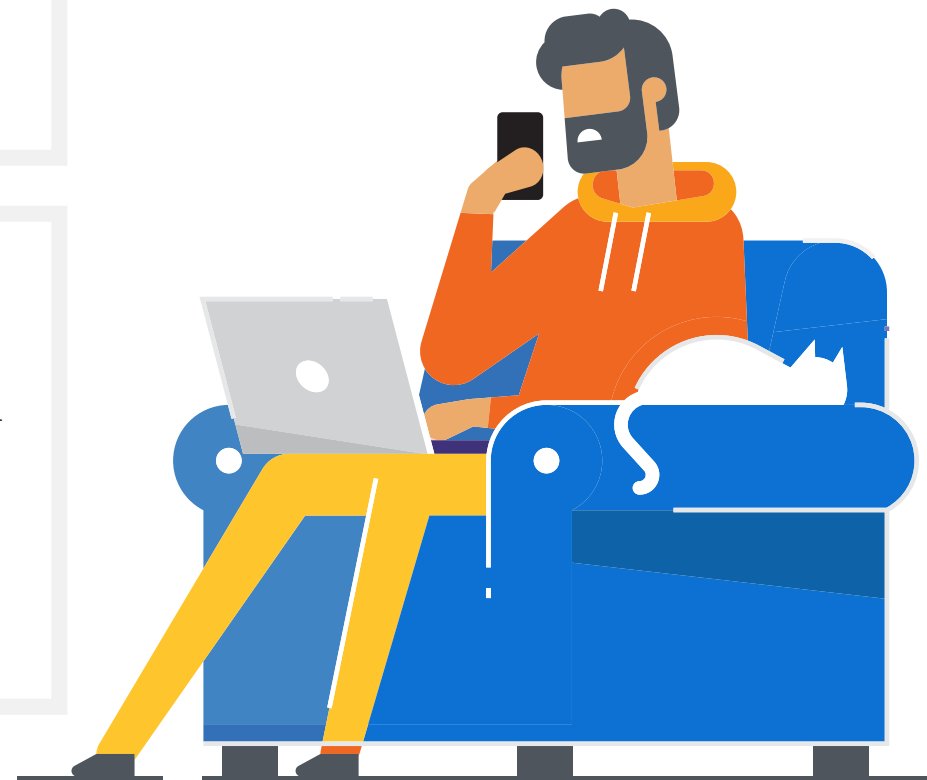
### **Average Abandonment Rate**

This measures the average number of callers who hang up or are disconnected before they speak to an agent, which provides insight into how many people become frustrated enough to abandon the call rather than waiting to speak to an agent.

## 3

### **Average Hold Time**

Refers to how long a customer is kept on hold by an agent, whether the agent is looking something up or seeking help from another source. It's calculated by dividing the total time callers wait on hold by the number of calls answered, and can help determine the level of service your team is providing.



# The 8 Most Common Contact Center KPIs (Continued)

# 4

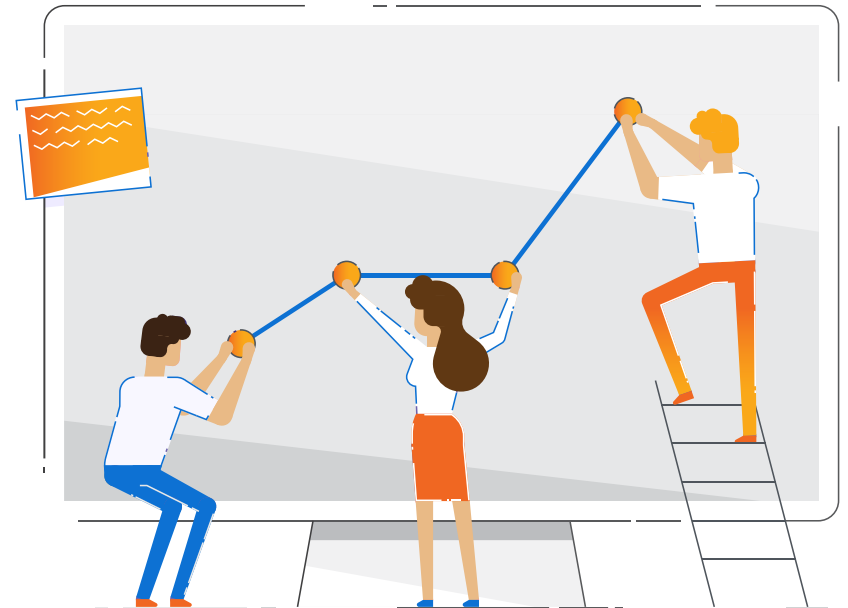
## Average Idle Time

Sometimes referred to as after-call work time, this measures the average amount of time in seconds an agent spends completing work related to a customer call, such as dispositioning the call and updating customer info in a CRM, after the conversation has ended.

# 5

## Average Talk Time

This metric measures the average length of time from when an agent answers a call to when they hang up. Generally, the shorter this metric is for your contact center, the quicker your customers' issues are being resolved.



# The 8 Most Common Contact Center KPIs (Continued)

# 6

## Call Connect Rate

This measures the number of calls that reach a customer and takes into account how many “no” answers your calling encounters. As fewer people are answering phone calls, the importance of branded calling and tracking call connect rates is increasing dramatically.

# 7

## Calls Per Queue

This metric measures the number of calls per queue in a specific time period, enabling proper agent staffing and maximum productivity when taking into consideration the average talk time and idle time of the agents. Understanding inbound call volumes is also important in maximizing the ROI of marketing campaigns.





# The 8 Most Common Contact Center KPIs (Continued)

# 8

## Agent Goals

As the name suggests, this metric measures the success of your agents in handling calls. Organizations often place value on first call resolution, sales, transfers, verifications, and more. Whatever agent goal the organization is tracking, dispositions and call transcription analytics by department are efficient ways to measure these KPIs.



# Increase Performance With Ytel's Contact Center Platform

**Ytel's Contact Center platform** helps improve the customer experience with enhanced reporting capabilities, high-quality voice service, and real-time workforce management tools.

Our software lets you dynamically route inbound calls to IVRs, queues, and voicemails, distributing to agents based on factors you decide such as rank and wait time. Plus, with features like Click 2 Call functionality and predictive algorithms, your agents can increase contact rates with customers who are actually interested.



# Ready to Give Your Customers the Experience They Expect?

Your contact center provides invaluable insight into whether your business is delivering – or falling short – when it comes to customer satisfaction. If you're ready to start enhancing your customer experience with better engagement and tracking tools, check out Ytel's **Contact Center platform** today.

We're here to help your business grow with all-in-one cloud communications solutions backed by the boutique experience only Ytel can provide. **Contact us** to schedule a demo or speak with an expert about how our platform can boost your business.

