



# Top Call Recording KPIs

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 **67%** of all call center costs are labor related.

 **49%** of U.S. customers say companies deliver a satisfactory customer experience.

 **77%** of all inbound calls are for customer service questions and inquiries.

 **42%** of consumers say that they prefer live chat functions because they don't have to wait on hold.

What this all means is that you need to find ways to improve call center efficiency, boost customer service and monitor agent/customer interactions across multiple channels – voice, video, chat, etc. A multi-channel versatile call recording system can help you meet these and countless other goals. But first you need to start monitoring your customer interactions across various metrics, all of which call recording software can help you assess and improve.



**6 min, 3 sec**

**AHT global average**

## Average Handle Time

» This classic call center metric measures the average duration of one call, including hold and talk time. It is a primary KPI for determining staffing levels.

Call recording, screen recording and chat recording (e.g. Skype for Business) software can help your supervisors review interactions precisely as they occurred to identify inefficiencies which can be corrected to boost reduce AHT.

Sector of Business	Telecommunications	Retail	Business and IT Services	Financial Services
Average Handling Time (seconds)	528	324	282	282



**72.5%**

**FCR global average**

## First Call Resolution

» This important metric measures the percentage of calls per agent which successfully resolve the caller's initial need – so that the caller does not need to dial back in for the same issue.

Training, knowledge, customer information and workflow are some of the variables which can impact first call resolution. Call recording and agent screen recording helps quality evaluators determine what may be impacting an agent's FCR rate so he/she can be retrained and/or the workflow can be improved.



**90%**

**Customer Satisfaction global average**

## Customer Satisfaction

» Perhaps the single most important metric, this indicator measures the satisfaction level of your customers.

Post-call surveys and recording a sampling of each agent's calls can help you understand your customer satisfaction scores. Through quality monitoring agent scorecards and evaluations, you can identify skill gaps and work with agents to improve performance.



**3 min**

**Average Hold Time global average**

## Average Hold Time

» 43% of Americans are willing to wait 1-5 min on hold. 39% are willing to wait 5-10 min.

Long hold time can be indicative of many factors, including the agent's ability to easily and quickly navigate the desktop screens needed to process an order, answer a product question, etc. Regardless, agent screen recording software can help your evaluators hone in on precisely what is keeping your AHT's so long when customers are put on hold by an agent during an interaction.



**6 min**

**Call Wrap-Up Time global average**

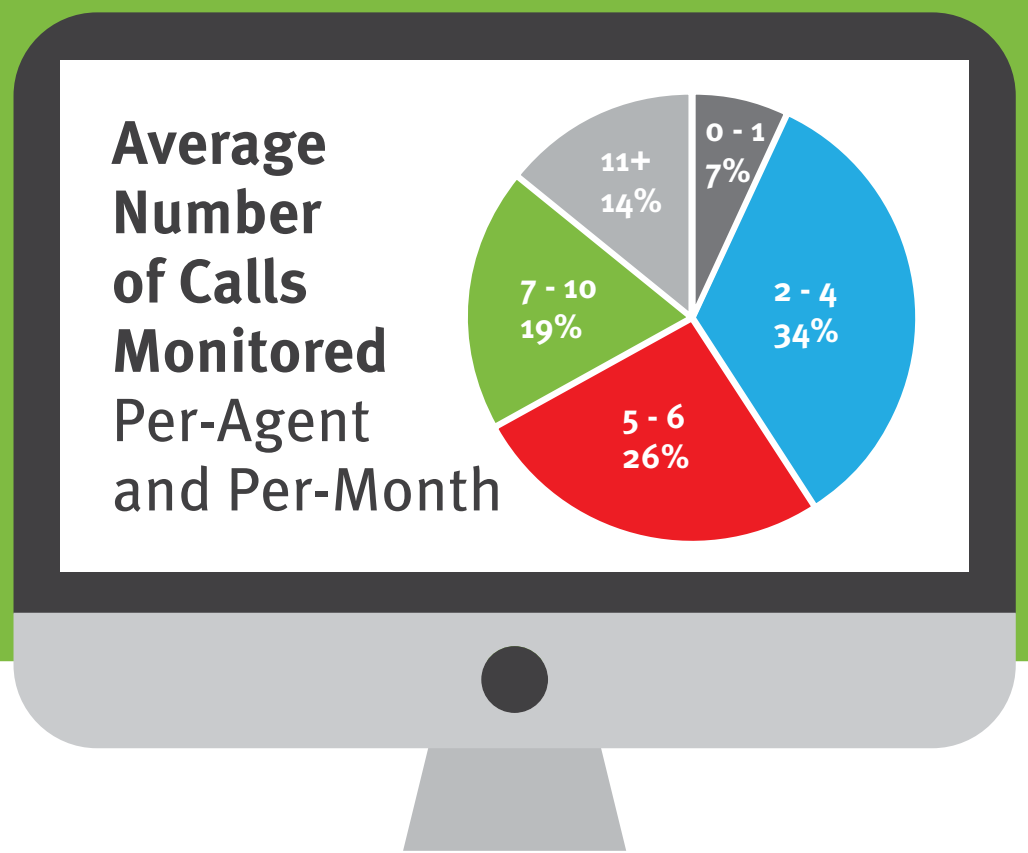
## Call Wrap-Up Time

» This is the average amount of time an agent spends doing after call work (ACW) once he/she has finished a call.

Agents spend time post-call making sense of their scribble notes. With the recorded call, an agent can easily listen to the interaction again, or skip just to relevant parts, and capture anything that was missed.

## Call Monitoring

Quality monitoring software will randomly record a select number of calls per agent. Supervisors can then listen to the calls and rate agent performance using built-in or customized scorecards. When using Skype for Business, you need a recorder which can record those types of interactions, including audio, chat and video all into one playback window. This allows the evaluator to experience the interaction as it occurred.



## Contact Quality

Common call quality scoring criteria can include:



## Sample Scorecard

A	B	C	D	E	F
1	CONTACT CENTER EVALUATION FORM				
2					
3	Agent Name: Peter Parker				
4	Agent Position: Customer Service Representative				
5	Date: 01/21/2018				
6	Extension: 12345				
7				POINTS POSSIBLE	POINTS GAINED
8	SALUTATION				
9	1 Did agent greet the customer by saying "hi or Hello?"	✓		2	1
10	2 Did agent introduce themselves by name?	✓		2	2
11	3 Did agent mention the company name?	✓		2	1
12	4 Did agent thank the customer for contacting the company?	✓		2	2
13	5 Did agent use the greeting/intro script?	✓		2	2
14					
15	VALIDATING CUSTOMER INFORMATION				
16	6 Did agent ask for identifying number, e.g. transaction #, account, etc?	✓		2	1
17	7 Did agent confirm security information using SSN or DOB?	✓		2	2
18	8 Did agent verify phone number or mailing address?	✓		2	2
19	9 Did agent verify customers name (first and/or last)?	✓		2	2
20	10 Did agent confirm the reason for the call as identified by the IVR?		✗	2	0
21					
22	CALL CONTENT & ISSUE RESOLUTION				
23	11 Did agent "what can help with today?" or "how may I assist you?"	✓		2	1
				TOTAL POINTS =	16



Sources:  
<https://ubm.io/2lzlmo0>  
<https://bit.ly/2dQo9eD>  
<https://bit.ly/2KoxFFr>  
<https://bit.ly/2kjTRCC>  
<https://bit.ly/2sTHzE5>  
<https://bit.ly/2KckRz8>  
<https://bit.ly/2K685mz>

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