



**Call Center Statistics
March 2015**

Report Code : DE23

May 2015

The Banks Association of Turkey
Call Center Statistics*
(Consolidated, 24 banks)

A. Number of Call Center Employees

Period	The number of part-time agents		The number of full-time agents		Total number of agents	The number of supporting service personnel	The number of managers		Total
	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls			The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
March 2014	35	0	5,516	1,081	6,632	511	655	140	7,938
June 2014	29	0	5,216	1,087	6,332	489	746	147	7,714
Sept. 2014	25	0	5,116	1,072	6,213	555	725	139	7,632
Dec. 2014	26	0	5,539	967	6,532	625	665	139	7,961
March 2015	23	0	5,369	915	6,307	647	640	127	7,721

The number of agents that resigned and fired		The number of agents that transferred to another department		Total Turnover (%)
The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
423	62	201	19	11%
435	69	324	28	14%
487	70	158	30	12%
363	58	133	43	9%
376	42	177	12	10%

The number of agents working in the Outsource company on behalf of Bank's call center
2,781
2,453
2,565
3,119
3,522

B. Call Center Employee Profile

Period	Gender								Average Age		
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager
	Female	Male	Female	Male	Female	Male	Female	Male			
March 2014	4,608	2,024	383	128	492	303	5,483	2,455	26	29	33
June 2014	4,554	1,778	353	136	587	306	5,494	2,220	26	30	33
Sept. 2014	4,458	1,755	396	159	476	388	5,330	2,302	26	29	33
Dec. 2014	4,697	1,835	457	168	515	289	5,669	2,292	26	29	33
March 2015	4,531	1,776	472	175	432	335	5,435	2,286	26	29	34

Period	Education															
	The number of agents				The number of supporting service personnel				The number of managers				Total			
	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate
March 2014	1,483	2,582	2,517	50	109	109	275	18	89	153	500	53	1,681	2,844	3,292	121
June 2014	1,501	2,439	2,339	53	117	116	242	14	93	194	542	64	1,711	2,749	3,123	131
Sept. 2014	1,417	2,402	2,344	50	116	122	297	20	89	148	560	67	1,622	2,672	3,201	137
Dec. 2014	1,533	2,558	2,389	52	128	145	333	19	87	144	509	64	1,748	2,847	3,231	135
March 2015	1,305	2,523	2,418	61	130	150	338	29	79	138	481	69	1,514	2,811	3,237	159

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others								
March 2014	5,198	1,434	506	5	640	155	6,344	1,594	72	23	52	147	307	74	153	534
June 2014	4,816	1,516	484	5	747	146	6,047	1,667	73	22	56	151	280	81	167	528
Sept. 2014	4,757	1,456	548	7	709	155	6,014	1,618	75	21	53	149	274	78	166	518
Dec. 2014	4,726	1,806	611	14	640	164	5,977	1,984	87	27	56	170	247	80	160	487
March 2015	4,592	1,715	632	15	600	167	5,824	1,897	97	20	67	184	207	71	165	443

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. In calculating the average ratios, the data that is "greater than zero" is used in this report.

The Banks Association of Turkey
Call Center Statistics*
(Consolidated, 24 banks)

C. Call Profile

Period	Inbound call profile										
	Number of incoming calls received by IVR	Number of incoming calls answered by agents	Total number of incoming calls	Number of abandoned calls from agents	Answered Calls (%)	Average Talk Time (second)	Average After Call Work Time (second)	Average Ringing Time (second)	Average Speed of Answer (second)	Average Time to Abandonment (second)	Number of Active Customers
March 2014	55,094,354	36,538,098	91,632,452	2,743,729	92%	162	5	2	60	86	11,622,496
June 2014	55,132,026	37,885,838	93,017,864	3,688,674	90%	164	5	2	77	96	12,116,832
Sept. 2014	58,178,790	38,673,026	96,851,816	3,735,550	90%	166	5	2	79	104	14,119,310
Dec. 2014	59,986,836	40,350,862	100,337,698	2,619,825	94%	167	5	2	51	88	16,091,787
March 2015	61,583,016	40,169,849	101,752,865	2,582,700	94%	167	5	2	55	82	15,394,129

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
March 2014	20	17	18	8	20	13	12	5	4	4	17	9	5	7	5	19
June 2014	20	17	18	7	20	12	11	5	4	4	16	9	5	7	5	19
Sept. 2014	19	17	18	6	21	12	11	4	3	4	16	9	5	8	4	20
Dec. 2014	21	18	17	7	22	12	12	4	4	4	17	10	6	9	5	21
March 2015	22	19	18	8	22	13	12	5	4	4	17	12	6	9	6	23

Period	Inbound call services (Number of banks)															
	From the another line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
March 2014	0	1	0	6	0	1	7	8	8	8	4	8	7	2	6	0
June 2014	0	1	0	6	0	1	6	6	8	9	4	8	6	2	6	0
Sept. 2014	0	1	0	6	0	1	6	5	9	10	4	7	7	2	6	0
Dec. 2014	0	1	0	6	0	1	6	6	9	9	4	8	7	2	6	0
March 2015	0	1	0	7	1	1	7	7	10	10	5	8	7	3	5	0

The Banks Association of Turkey
Call Center Statistics*
(Consolidated, 24 banks)

Period	Outbound call profile*														
	Number of reached customers					Number of customers not reached					The total number of outbound call customers				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
March 2014	4,865,567	196,210	36,486	3,124,652	8,222,915	2,875,910	248,628	17,236	2,160,248	5,302,022	7,741,477	444,838	53,722	5,284,900	13,524,937
June 2014	4,036,517	143,412	37,985	2,135,138	6,353,052	2,929,211	197,635	19,113	2,331,460	5,477,419	6,965,728	341,047	57,098	4,466,598	11,830,471
Sept. 2014	4,384,727	117,767	42,972	2,754,678	7,300,144	2,835,027	169,214	42,997	3,367,556	6,414,794	7,219,754	286,981	85,969	6,122,234	13,714,938
Dec. 2014	5,775,493	242,448	35,536	2,947,405	9,000,882	3,703,224	346,973	23,140	3,852,549	7,925,886	9,478,717	589,421	58,676	6,799,954	16,926,768
March 2015	7,451,688	273,781	37,339	4,912,810	12,675,618	5,006,116	421,821	25,457	4,367,725	9,821,119	12,457,804	695,602	62,796	9,280,535	22,496,737

Period	Outbound call profile									
	Customers Reached (%)					Average Talk Time (second)				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
March 2014	63%	44%	68%	59%	61%	100	116	0	112	104
June 2014	58%	42%	67%	48%	54%	144	94	1	115	132
Sept. 2014	61%	41%	50%	45%	53%	84	94	17	150	109
Dec. 2014	61%	41%	61%	43%	53%	140	62	11	135	135
March 2015	60%	39%	59%	53%	56%	138	67	36	122	130

E-mail - Fax - Other					
Number of e-mails received	Number of faxes received	The number of chat calls	The number of IVN calls	The number of video calls	Others (chat / co-browsing ..etc.)
324,979	44,034	244,406	14,483,092	148,885	232,685
455,067	87,566	203,655	16,108,578	24,873	226,619
474,225	41,271	210,531	21,788,779	1,734	240,000
664,595	50,666	227,106	24,828,222	566	303,167
511,300	24,525	218,786	18,519,510	1,404	315,806

Period	Outbound services (Number of banks)									
	Inhouse									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
March 2014	6	8	13	10	13	10	5	10	9	7
June 2014	6	8	12	9	13	9	6	10	7	7
Sept. 2014	7	9	12	10	14	10	5	10	7	7
Dec. 2014	7	9	11	10	12	9	5	9	7	7
March 2015	6	8	12	9	12	10	6	9	7	6

Period	Outbound services (Number of banks)									
	Outsource / Other departments									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
March 2014	10	11	14	6	6	9	9	11	8	9
June 2014	10	11	14	7	7	8	9	12	9	9
Sept. 2014	10	10	14	7	8	7	10	12	8	9
Dec. 2014	10	12	14	8	10	7	9	12	8	9
March 2015	10	12	14	9	9	7	8	11	7	9

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. "Weighted average" formula is used in average formulas as of December 2012 period.

The Banks Association of Turkey
Call Center Statistics*
(Consolidated, 24 banks)

D. Other Statistics

Period	Other Statistics											
	Inbound calls						Outbound calls					
	Number of seats	Number of calls evaluated per agent**	Number of agents per first manager**	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
March 2014	5,420	15	14	215	40	53	1,772	14	15	139	37	53
June 2014	5,421	16	14	207	41	52	1,855	15	15	141	36	54
Sept. 2014	5,626	17	14	217	40	52	1,804	14	15	161	37	53
Dec. 2014	5,804	15	14	194	40	53	1,827	15	14	166	37	54
March 2015	6,085	16	14	172	39	53	1,667	15	14	128	37	53

E. Financial transactions

Period	Number of transactions***	Volume of transactions*** (Thousand TRY)
March 2014	2,032,583	3,994,645
June 2014	1,774,299	4,520,967
Sept. 2014	1,527,593	5,356,531
Dec. 2014	1,624,741	4,753,032
March 2015	1,617,852	4,141,272

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. In calculating the average ratios, the data that is "greater than zero" is used in this report.

* Weighted average is used in calculating "Number of calls evaluated per agent" and "Number of agents per first manager" as of December 2012 period. Arithmetic mean (of data greater than zero) is used in other ratios.

**The total number and volume of financial transactions was provided from 19 banks (out of 24).

The Banks Association of Turkey
Call Center Statistics*

(The number of agents ≥ 251) (Number of banks: 10)

A. Number of Call Center Employees

Period	The number of part-time agents		The number of full-time agents		Total number of agents	The number of supporting service personnel	The number of managers		Total
	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls			The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
March 2014	34	0	4,729	1,037	5,800	430	554	133	6,917
June 2014	29	0	4,590	1,018	5,637	415	637	133	6,822
Sept. 2014	25	0	4,381	1,019	5,425	468	609	129	6,631
Dec. 2014	25	0	5,017	936	5,978	534	567	134	7,213
March 2015	22	0	4,850	882	5,754	572	549	122	6,997

The number of agents that resigned and fired		The number of agents that transferred to another department		Total Turnover (%)
The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
385	59	153	18	11%
369	62	229	26	12%
433	65	148	30	12%
350	56	99	42	9%
361	42	160	12	10%

The number of agents working in the Outsource company on behalf of Bank's call center
1,796
1,539
1,422
1,977
2,358

B. Call Center Employee Profile

Period	Gender								Average Age		
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager
	Female	Male	Female	Male	Female	Male	Female	Male			
March 2014	4,149	1,651	325	105	434	253	4,908	2,009	25	30	31
June 2014	4,072	1,565	299	116	513	257	4,884	1,938	25	30	31
Sept. 2014	3,915	1,510	335	133	401	337	4,651	1,980	25	29	31
Dec. 2014	4,319	1,659	392	142	459	242	5,170	2,043	26	29	30
March 2015	4,154	1,600	417	155	382	289	4,953	2,044	25	30	32

Period	Education															
	The number of agents				The number of supporting service personnel				The number of managers				Total			
	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate
March 2014	1,468	2,396	1,895	41	107	102	208	13	88	149	406	44	1,663	2,647	2,509	98
June 2014	1,440	2,342	1,818	37	115	111	183	6	91	192	436	51	1,646	2,645	2,437	94
Sept. 2014	1,323	2,271	1,798	33	114	116	228	10	87	146	455	50	1,524	2,533	2,481	93
Dec. 2014	1,511	2,500	1,929	38	126	135	260	13	85	141	418	57	1,722	2,776	2,607	108
March 2015	1,283	2,472	1,952	47	130	145	275	22	77	135	397	62	1,490	2,752	2,624	131

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others								
March 2014	4,550	1,250	426	4	549	138	5,525	1,392	71	22	38	131	244	63	123	430
June 2014	4,162	1,475	410	5	628	142	5,200	1,622	73	21	44	138	242	70	132	444
Sept. 2014	4,008	1,417	462	6	587	151	5,057	1,574	75	20	41	136	234	68	126	428
Dec. 2014	4,207	1,771	520	14	541	160	5,268	1,945	87	24	43	154	220	70	127	417
March 2015	4,073	1,681	557	15	507	164	5,137	1,860	96	16	52	164	175	61	133	369

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. In calculating the average ratios, the data that is "greater than zero" is used in this report.

The Banks Association of Turkey
Call Center Statistics*
(The number of agents ≥ 251) (Number of banks: 10)

C. Call Profile

Period	Inbound call profile										
	Number of incoming calls received by IVR	Number of incoming calls answered by agents	Total number of incoming calls	Number of abandoned calls from agents	Answered Calls (%)	Average Talk Time (second)	Average After Call Work Time (second)	Average Ringing Time (second)	Average Speed of Answer (second)	Average Time to Abandonment (second)	Number of Active Customers
March 2014	41,560,009	30,670,007	72,230,016	2,085,089	93%	160	4	2	58	72	8,828,976
June 2014	38,507,113	29,578,340	68,085,453	1,530,519	95%	163	4	2	52	66	8,162,139
Sept. 2014	41,123,749	30,299,175	71,422,924	1,519,207	95%	165	5	2	54	69	7,545,246
Dec. 2014	46,697,452	33,834,618	80,532,070	1,779,224	95%	165	5	2	43	76	12,627,126
March 2015	48,175,408	33,152,635	81,328,043	1,576,200	95%	164	5	2	44	65	12,375,448

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
March 2014	8	8	8	4	8	6	5	2	1	1	4	5	2	2	3	8
June 2014	8	8	8	4	8	7	5	3	1	2	4	5	2	2	3	7
Sept. 2014	8	8	8	4	8	7	5	3	1	2	4	5	2	2	3	7
Dec. 2014	9	9	9	4	9	7	6	3	1	2	5	5	2	2	3	8
March 2015	10	10	10	5	9	8	6	4	1	2	5	6	2	2	3	10

Period	Inbound call services (Number of banks)															
	From the another line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
March 2014	0	0	0	3	0	1	6	5	6	4	4	4	6	2	4	0
June 2014	0	0	0	2	0	1	5	2	6	4	4	3	5	2	4	0
Sept. 2014	0	0	0	2	0	1	5	2	6	4	4	3	5	2	4	0
Dec. 2014	0	0	0	3	0	1	5	3	6	5	4	4	5	2	4	0
March 2015	0	0	0	4	1	1	6	4	7	6	5	5	6	3	4	0

The Banks Association of Turkey
Call Center Statistics*
(The number of agents ≥ 251) (Number of banks: 10)

Period	Outbound call profile														
	Number of reached customers					Number of customers not reached					The total number of outbound call customers				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
March 2014	3,933,125	101,744	36,405	2,735,734	6,807,008	2,486,667	193,077	17,193	1,852,387	4,549,324	6,419,792	294,821	53,598	4,588,121	11,356,332
June 2014	3,089,478	17,103	36,709	1,736,907	4,880,197	2,329,237	32,726	18,400	1,955,287	4,335,650	5,418,715	49,829	55,109	3,692,194	9,215,847
Sept. 2014	3,786,393	17,133	38,362	1,914,261	5,756,149	2,364,481	54,678	29,867	1,785,111	4,234,137	6,150,874	71,811	68,229	3,699,372	9,990,286
Dec. 2014	5,324,980	172,682	32,909	2,363,323	7,893,894	3,456,801	317,190	18,896	3,270,091	7,062,978	8,781,781	489,872	51,805	5,633,414	14,956,872
March 2015	6,921,675	195,401	37,170	4,447,227	11,601,473	4,715,288	392,567	24,861	4,080,360	9,213,076	11,636,963	587,968	62,031	8,527,587	20,814,549

Period	Outbound call profile									
	Customers Reached (%)					Average Talk Time (second)				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
March 2014	61%	35%	68%	60%	60%	68	68	0	113	85
June 2014	57%	34%	67%	47%	53%	110	0	0	117	112
Sept. 2014	62%	24%	56%	52%	58%	75	0	0	165	104
Dec. 2014	61%	35%	64%	42%	53%	138	40	0	135	134
March 2015	59%	33%	60%	52%	56%	137	55	35	114	126

E-mail - Fax - Other					
Number of e-mails received	Number of faxes received	The number of chat calls	The number of IVN calls	The number of video calls	Others (chat / co-browsing ..etc.)
68,757	12,643	198,113	14,444,384	147,040	0
143,062	77,484	152,795	13,086,958	28	0
148,987	33,631	163,880	18,770,739	0	0
148,029	39,560	178,263	24,509,537	0	0
90,517	14,895	177,580	18,183,009	216	0

Period	Outbound services (Number of banks)									
	Inhouse									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
March 2014	5	5	7	6	7	7	3	6	5	3
June 2014	4	4	7	6	8	6	3	6	6	4
Sept. 2014	4	4	7	7	8	6	3	6	6	4
Dec. 2014	5	5	7	7	8	7	3	6	6	4
March 2015	4	4	7	6	8	8	4	6	6	3

Period	Outbound services (Number of banks)									
	Outsource / Other departments									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
March 2014	6	5	8	3	4	5	4	6	5	6
June 2014	6	5	8	3	4	5	3	7	6	5
Sept. 2014	6	5	8	3	4	6	5	7	6	5
Dec. 2014	6	6	9	4	6	5	6	8	7	6
March 2015	6	6	9	5	5	5	5	7	6	6

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. "Weighted average" formula is used in average formulas as of December 2012 period.

The Banks Association of Turkey
Call Center Statistics*
(The number of agents ≥ 251) (Number of banks: 10)

D. Other Statistics

Period	Other Statistics											
	Inbound calls						Outbound calls					
	Number of seats	Number of calls evaluated per agent**	Number of agents per first manager**	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
March 2014	4,270	15	14	285	37	53	1,560	15	15	186	36	54
June 2014	4,342	17	14	268	37	53	1,531	16	15	196	37	54
Sept. 2014	4,373	17	14	271	37	53	1,471	15	15	200	37	54
Dec. 2014	4,715	15	14	257	36	54	1,457	15	15	179	36	54
March 2015	4,972	15	14	203	36	54	1,326	15	14	116	36	54

E. Financial transactions

Period	Number of transactions***	Volume of transactions*** (Thousand TRY)
March 2014	1,772,865	3,573,044
June 2014	1,587,614	4,124,063
Sept. 2014	1,355,301	4,977,748
Dec. 2014	1,468,445	4,333,914
March 2015	1,498,923	3,735,893

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. In calculating the average ratios, the data that is "greater than zero" is used in this report.

* Weighted average is used in calculating "Number of calls evaluated per agent" and "Number of agents per first manager" as of December 2012 period. Arithmetic mean (of data greater than zero) is used in other ratios.

The Banks Association of Turkey
Call Center Statistics*

(51 ≤ The number of agents ≤ 250) (Number of banks: 4)

A. Number of Call Center Employees

Period	The number of part-time agents		The number of full-time agents		Total number of agents	The number of supporting service personnel	The number of managers		Total
	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls			The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
March 2014	1	0	690	28	719	70	81	6	876
June 2014	0	0	530	53	583	66	89	13	751
Sept. 2014	0	0	682	43	725	86	102	9	922
Dec. 2014	0	0	462	19	481	90	81	3	655
March 2015	0	0	460	21	481	75	73	3	632

The number of agents that resigned and fired		The number of agents that transferred to another department		Total Turnover (%)
The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
32	1	47	0	11%
63	5	95	1	28%
48	3	10	0	8%
10	2	34	1	10%
11	0	17	0	6%

The number of agents working in the Outsource company on behalf of Bank's call center
647
572
829
842
876

B. Call Center Employee Profile

Period	Gender								Average Age		
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager
	Female	Male	Female	Male	Female	Male	Female	Male			
March 2014	389	330	52	18	45	42	486	390	26	29	32
June 2014	414	169	50	16	61	41	525	226	26	31	32
Sept. 2014	505	220	61	25	64	47	630	292	25	30	32
Dec. 2014	333	148	65	25	43	41	441	214	26	29	32
March 2015	334	147	55	20	36	40	425	207	27	31	33

Period	Education															
	The number of agents				The number of supporting service personnel				The number of managers				Total			
	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate
March 2014	0	158	552	9	0	2	66	2	0	3	79	5	0	163	697	16
June 2014	46	71	450	16	1	2	58	5	1	0	91	10	48	73	599	31
Sept. 2014	81	115	512	17	1	6	69	10	1	0	95	15	83	121	676	42
Dec. 2014	6	39	422	14	2	10	72	6	0	1	78	5	8	50	572	25
March 2015	4	32	432	13	0	5	63	7	0	1	70	5	4	38	565	25

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others								
March 2014	535	184	69	1	70	17	674	202	1	1	13	15	45	10	18	73
June 2014	542	41	66	0	98	4	706	45	0	1	11	12	21	10	23	54
Sept. 2014	686	39	85	1	107	4	878	44	0	1	11	12	26	10	30	66
Dec. 2014	446	35	90	0	80	4	616	39	0	3	12	15	20	10	22	52
March 2015	447	34	75	0	73	3	595	37	0	4	14	18	17	10	21	48

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. In calculating the average ratios, the data that is "greater than zero" is used in this report.

The Banks Association of Turkey
Call Center Statistics*
(51 ≤ The number of agents ≤ 250) (Number of banks: 4)

C. Call Profile

Period	Inbound call profile										
	Number of incoming calls received by IVR	Number of incoming calls answered by agents	Total number of incoming calls	Number of abandoned calls from agents	Answered Calls (%)	Average Talk Time (second)	Average After Call Work Time (second)	Average Ringing Time (second)	Average Speed of Answer (second)	Average Time to Abandonment (second)	Number of Active Customers
March 2014	13,224,793	5,207,748	18,432,541	630,269	88%	167	6	1	72	165	2,300,057
June 2014	15,980,001	7,424,421	23,404,422	2,074,841	72%	160	8	1	182	214	3,316,316
Sept. 2014	16,857,129	7,858,328	24,715,457	2,181,289	72%	167	8	1	175	236	6,257,609
Dec. 2014	13,084,561	6,043,450	19,128,011	812,908	87%	176	7	1	97	156	3,147,551
March 2015	13,198,520	6,446,771	19,645,291	981,517	85%	180	7	1	116	167	2,847,236

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
March 2014	4	4	4	4	1	4	2	4	0	1	1	4	1	1	1	3
June 2014	4	4	4	4	0	4	1	3	0	1	0	4	1	1	1	4
Sept. 2014	5	4	4	4	0	5	2	4	0	0	0	5	2	3	1	5
Dec. 2014	4	3	3	3	0	4	2	3	0	0	0	4	2	3	1	4
March 2015	4	3	3	3	0	4	2	3	0	0	0	4	2	3	1	4

Period	Inbound call services (Number of banks)															
	From the another line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
March 2014	0	0	0	2	0	0	1	1	0	1	0	2	0	0	1	0
June 2014	0	0	0	3	0	0	1	2	0	2	0	3	0	0	1	0
Sept. 2014	0	1	0	3	0	0	1	3	1	4	0	3	1	0	1	0
Dec. 2014	0	1	0	2	0	0	1	2	1	3	0	2	1	0	1	0
March 2015	0	1	0	2	0	0	1	2	1	3	0	2	0	0	1	0

The Banks Association of Turkey
Call Center Statistics*
(51 ≤ The number of agents ≤ 250) (Number of banks: 4)

Period	Outbound call profile*														
	Number of reached customers					Number of customers not reached					The total number of outbound call customers				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
March 2014	849,139	0	0	127,019	976,158	266,505	0	0	50,764	317,269	1,115,644	0	0	177,783	1,293,427
June 2014	894,591	64,050	0	124,265	1,082,906	531,595	137,649	0	53,244	722,488	1,426,186	201,699	0	177,509	1,805,394
Sept. 2014	541,867	36,141	4,499	623,404	1,205,911	371,378	89,164	13,062	1,263,282	1,736,886	913,245	125,305	17,561	1,886,686	2,942,797
Dec. 2014	309,574	0	2,585	348,970	661,129	95,166	0	4,161	216,613	315,940	404,740	0	6,746	565,583	977,069
March 2015	410,337	0	164	298,346	708,847	114,567	0	571	118,923	234,061	524,904	0	735	417,269	942,908

Period	Outbound call profile									
	Customers Reached (%)					Average Talk Time (second)				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
March 2014	76%	-	-	71%	75%	247	-	-	89	226
June 2014	63%	32%	-	70%	60%	263	111	-	84	233
Sept. 2014	59%	29%	26%	33%	41%	146	111	155	123	133
Dec. 2014	76%	-	38%	62%	68%	166	#DIV/0!	152	156	161
March 2015	78%	-	22%	71%	75%	141	#DIV/0!	190	164	151

E-mail - Fax - Other					
Number of e-mails received	Number of faxes received	The number of chat calls	The number of IVN calls	The number of video calls	Others (chat / co-browsing ..etc.)
26,213	21,563	41,234	29,522	1,845	0
0	0	49,181	2,966,218	24,832	0
7,970	4,150	45,876	2,909,213	1,734	0
8,864	4,509	45,990	317,390	566	0
16,632	4,863	40,665	316,825	1,188	0

Period	Outbound services (Number of banks)									
	Inhouse									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
March 2014	0	0	3	1	2	2	1	1	2	1
June 2014	1	1	2	0	1	2	1	1	0	0
Sept. 2014	1	1	3	1	2	3	1	2	1	1
Dec. 2014	0	0	2	1	0	0	0	1	0	0
March 2015	0	0	2	1	0	0	0	1	0	0

Period	Outbound services (Number of banks)									
	Outsource / Other departments									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
March 2014	1	1	4	2	1	2	3	3	2	2
June 2014	1	1	4	3	2	1	4	3	2	3
Sept. 2014	2	2	4	3	3	0	4	4	1	3
Dec. 2014	1	2	2	2	2	0	2	3	0	2
March 2015	1	2	2	2	2	0	2	3	0	2

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. "Weighted average" formula is used in average formulas as of December 2012 period.

The Banks Association of Turkey
Call Center Statistics*
(51 ≤ The number of agents ≤ 250) (Number of banks: 4)

D. Other Statistics

Period	Other Statistics											
	Inbound calls						Outbound calls					
	Number of seats	Number of calls evaluated per agent**	Number of agents per first manager**	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
March 2014	898	15	12	219	45	48	52	12	15	51	42	48
June 2014	840	16	11	213	49	44	139	10	13	69	39	51
Sept. 2014	1,082	16	14	218	48	44	155	9	11	90	37	53
Dec. 2014	920	15	14	209	53	40	124	10	10	97	40	50
March 2015	961	16	15	212	53	40	126	10	10	88	40	50

E. Financial transactions

Period	Number of transactions***	Volume of transactions*** (Thousand TRY)
March 2014	254,472	395,417
June 2014	181,135	379,016
Sept. 2014	169,122	365,138
Dec. 2014	153,372	402,136
March 2015	115,718	396,932

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. In calculating the average ratios, the data that is "greater than zero" is used in this report.

* Weighted average is used in calculating "Number of calls evaluated per agent" and "Number of agents per first manager" as of December 2012 period. Arithmetic mean (of data greater than zero) is used in other ratios.

The Banks Association of Turkey
Call Center Statistics*

(The number of agents ≤ 50) (Number of banks: 10)

A. Number of Call Center Employees

Period	The number of part-time agents		The number of full-time agents		Total number of agents	The number of supporting service personnel	The number of managers		Total
	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls			The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
March 2014	0	0	97	16	113	11	20	1	145
June 2014	0	0	96	16	112	8	20	1	141
Sept. 2014	0	0	53	10	63	1	14	1	79
Dec. 2014	1	0	60	12	73	1	17	2	93
March 2015	1	0	59	12	72	0	18	2	92

The number of agents that resigned and fired		The number of agents that transferred to another department		Total Turnover (%)
The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
6	2	1	1	9%
3	2	0	1	5%
6	2	0	0	13%
3	0	0	0	4%
4	0	0	0	6%

The number of agents working in the Outsource company on behalf of Bank's call center
338
342
314
300
288

B. Call Center Employee Profile

Period	Gender								Average Age		
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager
	Female	Male	Female	Male	Female	Male	Female	Male			
March 2014	70	43	6	5	13	8	89	56	28	26	35
June 2014	68	44	4	4	13	8	85	56	28	27	35
Sept. 2014	38	25	0	1	11	4	49	30	28	24	35
Dec. 2014	45	28	0	1	13	6	58	35	28	24	37
March 2015	43	29	0	0	14	6	57	35	28	24	37

Period	Education															
	The number of agents				The number of supporting service personnel				The number of managers				Total			
	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate	High School	College	University graduate	Post-graduate
March 2014	15	28	70	0	2	5	1	3	1	1	15	4	18	34	86	7
June 2014	15	26	71	0	1	3	1	3	1	2	15	3	17	31	87	6
Sept. 2014	13	16	34	0	1	0	0	0	1	2	10	2	15	18	44	2
Dec. 2014	16	19	38	0	0	0	1	0	2	2	13	2	18	21	52	2
March 2015	18	19	34	1	0	0	0	0	2	2	14	2	20	21	48	3

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others								
March 2014	113	0	11	0	21	0	145	0	0	0	1	1	18	1	12	31
June 2014	112	0	8	0	21	0	141	0	0	0	1	1	17	1	12	30
Sept. 2014	63	0	1	0	15	0	79	0	0	0	1	1	14	0	10	24
Dec. 2014	73	0	1	0	19	0	93	0	0	0	1	1	7	0	11	18
March 2015	72	0	0	0	20	0	92	0	1	0	1	2	15	0	11	26

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. In calculating the average ratios, the data that is "greater than zero" is used in this report.

The Banks Association of Turkey
Call Center Statistics*
(The number of agents ≤ 50) (Number of banks: 10)

C. Call Profile

Period	Inbound call profile										
	Number of incoming calls received by IVR	Number of incoming calls answered by agents	Total number of incoming calls	Number of abandoned calls from agents	Answered Calls (%)	Average Talk Time (second)	Average After Call Work Time (second)	Average Ringing Time (second)	Average Speed of Answer (second)	Average Time to Abandonment (second)	Number of Active Customers
March 2014	309,552	660,343	969,895	28,371	96%	204	6	4	30	89	493,463
June 2014	644,912	883,077	1,527,989	83,314	91%	195	5	16	29	110	638,377
Sept. 2014	197,912	515,523	713,435	35,054	93%	204	5	4	33	105	316,455
Dec. 2014	204,823	472,794	677,617	27,693	94%	194	5	4	14	84	317,110
March 2015	209,088	570,443	779,531	24,983	96%	183	5	4	15	77	171,445

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
March 2014	8	5	6	3	8	5	3	3	2	2	9	3	2	4	1	8
June 2014	8	5	6	3	8	4	3	2	2	2	8	3	2	4	1	8
Sept. 2014	6	5	6	2	8	3	2	1	2	2	7	2	1	3	0	8
Dec. 2014	8	6	5	3	9	3	3	1	3	2	8	3	2	4	1	9
March 2015	8	6	5	3	9	3	3	1	3	2	8	4	2	4	2	9

Period	Inbound call services (Number of banks)															
	From the another line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private Banking Line	Insurance / Individual Pension System Line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
March 2014	0	1	0	1	0	0	0	2	2	3	0	2	1	0	1	0
June 2014	0	1	0	1	0	0	0	2	2	3	0	2	1	0	1	0
Sept. 2014	0	0	0	1	0	0	0	0	2	2	0	1	1	0	1	0
Dec. 2014	0	0	0	1	0	0	0	1	2	1	0	2	1	0	1	0
March 2015	0	0	0	1	0	0	0	1	2	1	0	1	1	0	0	0

The Banks Association of Turkey
Call Center Statistics*
(The number of agents ≤ 50) (Number of banks: 10)

Period	Outbound call profile														
	Number of reached customers					Number of customers not reached					The total number of outbound call customers				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
March 2014	83,303	94,466	81	261,899	439,749	122,738	55,551	43	257,097	435,429	206,041	150,017	124	518,996	875,178
June 2014	52,448	62,259	1,276	273,966	389,949	68,379	27,260	713	322,929	419,281	120,827	89,519	1,989	596,895	809,230
Sept. 2014	56,467	64,493	111	217,013	338,084	99,168	25,372	68	319,163	443,771	155,635	89,865	179	536,176	781,855
Dec. 2014	140,939	69,766	42	235,112	445,859	151,257	29,783	83	365,845	546,968	292,196	99,549	125	600,957	992,827
March 2015	119,676	78,380	5	167,237	365,298	176,261	29,254	25	168,442	373,982	295,937	107,634	30	335,679	739,280

Period	Outbound call profile									
	Customers Reached (%)					Average Talk Time (second)				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
March 2014	40%	63%	65%	50%	50%	111	168	49	112	124
June 2014	43%	70%	64%	46%	48%	103	102	42	114	110
Sept. 2014	36%	72%	62%	40%	43%	111	109	115	90	97
Dec. 2014	48%	70%	34%	39%	45%	161	116	110	103	123
March 2015	40%	73%	17%	50%	49%	182	99	162	257	199

E-mail - Fax - Other					
Number of e-mails received	Number of faxes received	The number of chat calls	The number of IVN calls	The number of video calls	Others (chat / co-browsing ..etc.)
230,009	9,828	5,059	9,186	0	232,685
312,005	10,082	1,679	55,402	13	226,619
317,268	3,490	775	108,827	0	240,000
507,702	6,597	2,853	1,295	0	303,167
404,151	4,767	541	19,676	0	315,806

Period	Outbound services (Number of banks)									
	Inhouse									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
March 2014	1	3	3	3	4	1	1	3	2	3
June 2014	1	3	3	3	4	1	2	3	1	3
Sept. 2014	2	4	2	2	4	1	1	2	0	2
Dec. 2014	2	4	2	2	4	2	2	2	1	3
March 2015	2	4	3	2	4	2	2	2	1	3

Period	Outbound services (Number of banks)									
	Outsource / Other departments									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
March 2014	3	5	2	1	1	2	2	2	1	1
June 2014	3	5	2	1	1	2	2	2	1	1
Sept. 2014	2	3	2	1	1	1	1	1	1	1
Dec. 2014	3	4	3	2	2	2	1	1	1	1
March 2015	3	4	3	2	2	2	1	1	1	1

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. "Weighted average" formula is used in average formulas as of December 2012 period.

The Banks Association of Turkey
Call Center Statistics*
(The number of agents ≤ 50) (Number of banks: 10)

D. Other Statistics

Period	Other Statistics											
	Inbound calls						Outbound calls					
	Number of seats	Number of calls evaluated per agent**	Number of agents per first manager**	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
March 2014	252	15	12	144	41	54	160	14	14	84	30	60
June 2014	239	17	12	144	41	54	185	14	14	96	30	60
Sept. 2014	171	12	10	163	39	56	178	14	14	150	40	50
Dec. 2014	169	45	9	125	38	57	246	13	12	174	39	55
March 2015	152	47	9	125	38	57	215	12	12	174	39	53

E. Financial transactions

	Number of transactions***	Volume of transactions*** (Thousand TRY)
March 2014	5,246	26,183
June 2014	5,550	17,888
Sept. 2014	3,170	13,644
Dec. 2014	2,924	16,982
March 2015	3,211	8,447

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. In calculating the average ratios, the data that is "greater than zero" is used in this report.

* Weighted average is used in calculating "Number of calls evaluated per agent" and "Number of agents per first manager" as of December 2012 period. Arithmetic mean (of data greater than zero) is used in other ratios.

List of participating banks

- 1 Akbank T.A.Ş.
- 2 Aktif Yatırım Bankası A.Ş.
- 3 Anadolubank A.Ş.
- 4 Arap Türk Bankası A.Ş.
- 5 BankPozitif Kredi ve Kalkınma Bankası A.Ş.
- 6 Burgan Bank A.Ş.
- 7 Denizbank A.Ş.
- 8 Fibabanka A.Ş.
- 9 Finans Bank A.Ş.
- 10 HSBC Bank A.Ş.
- 11 ING Bank A.Ş.
- 12 Odea Bank A.Ş.
- 13 Société Générale (SA)
- 14 Şekerbank T.A.Ş.
- 15 Turkish Bank A.Ş.
- 16 Tekstil Bankası A.Ş.
- 17 Türk Ekonomi Bankası A.Ş.
- 18 Türkiye Cumhuriyeti Ziraat Bankası A.Ş.
- 19 Türkiye Garanti Bankası A.Ş.
- 20 Türkiye Halk Bankası A.Ş.
- 21 Türkiye İş Bankası A.Ş.
- 22 Türkiye Sınai Kalkınma Bankası A.Ş.
- 23 Türkiye Vakıflar Bankası A.Ş.
- 24 Yapı ve Kredi Bankası A.Ş.

A. Total Number of Call Center Personnel*

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period.

* Entry 1 to 6 include the number of agents working in the bank's call center.

* Entry 7 includes the number of agents working on be half of bank's call center, outside of the banks location.

1. **The number of part-time agents** : Total number of part-time agents that worked in the related three-month period.
2. **The number of full-time agents**: Total number of full-time agents that worked in the related three-month period.
3. **The number of supporting service staff** : Total number of employees who do not take calls in the call center in the related three-month period.
4. **The number of managers** : Number of management team members who do not take calls in the related three-month period. ie. Team leaders, supervisors, call center manager
5. **The number of agents that resigned and fired** : Total number of agents that resigned and laid off in the related three-month period.
6. **The number of agents that transferred to another department** : Total number of agents that transferred to another department in the related three-month period.
7. **The number of agents working in the Outsource company on behalf of Bank's call center**: Number of Agents working in the outsource company and giving the service of inbound and outbound calls on behalf of bank's call center.

B. Call Center Employee Profile*

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period. The data A-7 is not included in this category.

* Arithmetic mean (for data "greater than zero") is used in calculating the average ratios.

1. **Gender** : The distribution by gender of the total number agents, supporting service staff and managers in the related three-month period.
2. **Academic background** : The distribution by education of the total number of agents, supporting service staff and managers in the related three-month period. Last school graduation was considered for students.
3. **Geographical location** : The distribution by geographical location of the total number of agents, supporting service staff and managers in the related three-month period.
4. **Average age** : The average age of agents, supporting service staff and managers in the related three-month period.

Availability of SPK License : Total number of agents, supporting service staff and managers where SPK license is available in the related three-month period.

Foreign language speaking : Total number of agents, supporting service staff and managers who speak foreign language in the related three-month period.

C. Call Profile*

* Data, in each period, is not cumulative, only quarterly data is given in each 3-months period.

* Weighted average is used in average formulas.

Inbound

1. **Number of incoming calls received calls by IVR** : All calls answered or ceased in the IVR system. Calls incoming to agents or abandoned by the agents are not included.

2. **Number of incoming calls answered by agents** : Number of incoming calls answered and abandoned by the agents.

Total number of incoming calls = Number of calls answered by the agents + Number of calls abandoned by the agents.

3. **Number of abandoned calls from agents**

Answered calls (%) = (Number of incoming calls to agents-Number of agent abandoned calls) / Number of incoming calls to agents

4. **Average talk time (second)**

5. **Average after call work time (second)**

6. **Average ringing time (second)**

7. **Average speed of answer (second)**

8. **Average time to abandonment (second)**

9. **Number of active customers**: Number of customers that has called at least once in the past 3 months

Inbound call services - From the same line / another line

Glossary

Outbound

10. Number of reached customers : Not number of calls, the number of customers will be used.

11. Number of customers not reached: Not number of calls, the number of customers will be used.

Customers reached (%) = Number of reached customers / Total number of customers

12. E-mail - Fax - Other : Number of mails, faxes or others.

Outbound call services - From the same line / another line

Outbound call profile

13. Number of e-mails received

14. Number of faxes received

15. The number of chat calls

16. The number of IVN calls

17. The number of video calls

18. Others (chat / co-browsing ..etc.)

D. Other Statistics* - Both inbound calls and outbound calls

** Data, in each period, is not cumulative, only quarterly data is given in each 3-months period.*

** Weighted average is used in items 2 and 3.*

** Arithmetic mean (for data "greater than zero") is used for items 4, 5 and 6.*

1. Number of seats : Number of seats occupied.

2. Number of calls evaluated per agent : Inbound and outbound calls evaluated per agent will be used.

3. Number of agents per first manager

4. Training time per agent (hour) : For a full time agent who works 9 hours in a day.

5. Daily break time per agent (minute) : For a full time agent who works 9 hours in a day. Standard legal break time will be given.

6. Daily lunch time per agent (minute) : For a full time agent who works 9 hours in a day. Standard legal lunch time will be given.

E. Financial Transactions*

** Data, in each period, is not cumulative, only quarterly data is given in each 3-months period.*

1. Number of transactions : Total number of financial transactions in the related three-month period.

2. Volume of transactions (TL): Total volume of financial transactions in the related three-month period.

This report is prepared from the related statistics of banks that give call center service to the customers. Whilst every effort has been made to ensure that the information contained in this book is correct, the Banks Association of Turkey can not accept any responsibility for any errors or omissions or for any consequences resulting therefrom.