

Call Center Statistics

June 2016

Report Code: DE23

July 2016



The Banks Association of Turkey
Call Center Statistics*
(Consolidated, 25 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	
June 2015	33	7	5,747	998	6,785	700	677	135	8,297
Sept. 2015	20	7	5,545	999	6,571	716	674	155	8,116
Dec. 2015	18	7	5,765	1,063	6,853	729	659	157	8,398
March 2016	10	0	6,099	1,326	7,435	679	690	153	8,957
June. 2016	9	0	6,013	1,377	7,399	726	696	170	8,991

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	
617	45	187	28	13%
465	60	194	49	12%
477	58	125	16	10%
387	63	195	18	9%
556	97	198	34	12%

The number of agents working in the Outsource company on behalf of Bank's call center
2,608
2,673
2,824
2,878
2,758

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			
June 2015	4,903	1,882	517	183	471	341	5,891	2,406	27	30	34
Sept. 2015	4,757	1,814	520	196	508	321	5,785	2,331	26	29	34
Dec. 2015	4,971	1,882	485	244	494	322	5,950	2,448	26	30	34
March 2016	5,352	2,083	473	206	526	317	6,351	2,606	26	30	34
June. 2016	5,300	2,099	488	238	515	351	6,303	2,688	26	30	35

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
June 2015	1,306	2,714	2,709	56	137	176	359	28	77	165	506	64	1,520	3,055	3,574	148
Sept. 2015	1,199	2,713	2,612	47	139	185	361	31	73	163	524	69	1,411	3,061	3,497	147
Dec. 2015	1,137	2,852	2,806	58	133	187	375	34	69	158	518	71	1,339	3,197	3,699	163
March 2016	1,146	3,143	3,089	57	133	172	341	33	73	165	534	71	1,352	3,480	3,964	161
June. 2016	1,226	2,956	3,168	49	134	176	377	39	77	160	559	70	1,437	3,292	4,104	158

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								
June 2015	4,532	2,253	671	29	615	197	5,818	2,479	90	25	62	177	214	68	162	444
Sept. 2015	4,381	2,190	688	28	629	200	5,698	2,418	79	24	69	172	224	72	162	458
Dec. 2015	4,492	2,361	697	32	601	215	5,790	2,608	92	24	61	177	228	71	154	453
March 2016	4,596	2,839	639	40	569	274	5,804	3,153	92	26	64	182	235	72	156	463
June. 2016	4,434	2,965	619	107	582	284	5,635	3,356	89	26	59	174	229	78	161	468

* 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, 25 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
June 2015	62,709,786	38,869,094	101,578,880	2,328,602	94%	168	6	2	49	89	16,504,325
Sept. 2015	67,477,638	39,445,858	106,923,496	3,027,940	92%	174	5	2	59	110	18,047,363
Dec. 2015	76,002,465	41,214,983	117,217,448	3,370,243	92%	172	5	1	72	104	19,212,887
March 2016	72,522,886	42,701,928	115,224,814	2,852,434	93%	170	5	1	58	115	20,893,655
June. 2016	71,471,725	40,578,562	112,050,287	2,416,027	94%	174	5	1	49	105	20,383,733

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
June 2015	22	20	18	9	24	13	12	5	7	4	17	10	6	9	4	24
Sept. 2015	23	20	19	9	24	13	12	5	7	4	18	11	6	10	5	24
Dec. 2015	23	20	19	8	24	13	12	4	8	4	18	12	6	10	5	24
March 2016	23	20	19	8	24	13	12	4	8	4	17	12	6	10	5	23
June. 2016	23	20	19	8	24	13	12	4	9	4	17	12	6	10	5	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
June 2015	0	2	0	7	0	1	7	8	10	9	5	9	8	2	6	0
Sept. 2015	0	2	0	7	0	1	7	7	10	9	5	9	8	2	6	0
Dec. 2015	0	2	0	6	1	1	7	8	10	9	5	9	8	4	6	1
March 2016	0	2	0	6	1	1	7	8	10	9	5	9	8	4	6	1
June. 2016	0	2	0	6	2	1	7	8	10	9	5	8	8	4	6	1

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(Consolidated, 25 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
June 2015	10,156,126	484,786	33,791	3,076,063	13,750,766	7,474,916	555,752	25,832	2,320,978	10,377,478	17,631,042	1,040,538	59,623	5,397,041	24,128,244
Sept. 2015	9,493,469	426,978	31,784	2,775,732	12,727,963	7,836,186	558,156	28,850	2,306,315	10,729,507	17,329,655	985,134	60,634	5,082,047	23,457,470
Dec. 2015	9,644,017	423,654	32,536	3,254,672	13,354,879	8,176,450	528,230	22,590	2,877,724	11,604,994	17,820,467	951,884	55,126	6,132,396	24,959,873
March 2016	9,734,367	385,537	34,080	3,624,320	13,778,304	7,385,236	541,124	20,551	3,150,666	11,097,577	17,119,603	926,661	54,631	6,774,986	24,875,881
June. 2016	9,721,223	1,261,761	26,394	2,765,754	13,775,132	7,601,121	647,563	17,552	3,572,743	11,838,979	17,322,344	1,909,324	43,946	6,338,497	25,614,111

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
June 2015	58%	47%	57%	57%	57%	142	151	40	146	143
Sept. 2015	55%	43%	52%	55%	54%	127	138	46	144	131
Dec. 2015	54%	45%	59%	53%	54%	152	138	39	133	146
March 2016	57%	42%	62%	53%	55%	171	150	34	120	156
June. 2016	56%	66%	60%	44%	54%	150	79	33	121	138

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.)
466,652	11,087	217,615	19,005,594	1,290	223,290
438,369	8,241	307,465	20,218,849	2,470	295,210
524,042	7,851	266,262	26,551,729	2,326	369,986
507,612	7,780	261,726	24,879,661	2,396	324,920
304,346	8,300	315,596	23,977,920	2,454	262,510

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
June 2015	6	8	12	10	13	12	6	8	7	7
Sept. 2015	5	7	12	9	12	11	5	9	7	7
Dec. 2015	7	9	12	9	12	11	4	9	7	6
March 2016	5	7	12	9	12	11	4	9	8	7
June. 2016	5	7	12	9	12	11	4	9	7	7

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
June 2015	10	12	15	10	10	7	9	12	8	10
Sept. 2015	10	11	13	9	10	9	9	12	8	9
Dec. 2015	10	11	14	9	10	9	9	12	7	10
March 2016	10	11	13	8	10	8	8	12	7	9
June. 2016	9	10	14	8	10	10	8	12	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, 25 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)
June 2015	5,944	17	14	178	40	52	1,594	18	14	127	37	53
Sept. 2015	5,954	17	14	178	40	52	1,512	16	15	120	39	52
Dec. 2015	6,138	18	14	209	40	52	1,627	14	13	141	39	52
March 2016	6,071	17	14	215	40	52	1,567	16	12	145	38	53
June. 2016	6,166	18	15	200	40	52	1,633	16	13	150	39	53

E. Financial transactions

Period	Number of transactions***	Volume of transactions*** (Thousand TRY)
June 2015	1,646,592	4,321,631
Sept. 2015	1,651,733	4,323,627
Dec. 2015	1,639,919	5,089,030
March 2016	1,889,229	6,448,238
June. 2016	2,169,918	6,240,364

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**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 25).

The Banks Association of Turkey
Call Center Statistics*

(The number of agents ≥ 251) (Number of banks: 11)

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	
June 2015	20	0	5,359	966	6,345	672	627	130	7,774
Sept. 2015	8	0	4,962	967	5,937	658	600	148	7,343
Dec. 2015	6	0	5,404	1,031	6,441	692	606	149	7,888
March 2016	8	0	5,745	1,283	7,036	647	635	147	8,465
June. 2016	7	0	5,591	1,215	6,813	645	634	147	8,239

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	
491	43	154	27	11%
434	58	152	49	12%
448	57	115	16	10%
364	60	182	17	9%
508	61	189	31	12%

The number of agents working in the Outsource company on behalf of Bank's call center
1,994
1,924
2,198
2,325
2,162

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								
June 2015	4,608	1,737	497	175	442	315	5,547	2,227	25	30	32					
Sept. 2015	4,320	1,617	477	181	460	288	5,257	2,086	25	29	32					
Dec. 2015	4,701	1,740	459	233	457	298	5,617	2,271	25	30	32					
March 2016	5,088	1,948	450	197	490	292	6,028	2,437	26	30	32					
June. 2016	4,905	1,908	444	201	468	313	5,817	2,422	26	30	32					
	Education															
Period	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
June 2015	1,286	2,527	2,484	48	137	168	343	24	76	154	467	60	1,499	2,849	3,294	132
Sept. 2015	1,178	2,562	2,158	39	139	177	318	24	72	153	461	62	1,389	2,892	2,937	125
Dec. 2015	1,118	2,697	2,574	52	133	179	351	29	68	148	475	64	1,319	3,024	3,400	145
March 2016	1,126	2,994	2,865	51	133	163	323	28	72	155	491	64	1,331	3,312	3,679	143
June. 2016	1,099	2,751	2,921	42	127	153	332	33	72	142	504	63	1,298	3,046	3,757	138
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								
June 2015	4,302	2,043	653	19	577	180	5,532	2,242	89	25	61	175	185	63	142	390
Sept. 2015	3,914	2,023	638	20	566	182	5,118	2,225	78	20	66	164	193	62	137	392
Dec. 2015	4,257	2,184	669	23	559	196	5,485	2,403	91	24	60	175	201	66	137	404
March 2016	4,366	2,670	617	30	528	254	5,511	2,954	91	26	63	180	201	66	138	405
June. 2016	4,220	2,593	596	49	542	239	5,358	2,881	88	26	58	172	198	72	140	410

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The Banks Association of Turkey
Call Center Statistics*
(The number of agents ≥ 251) (Number of banks: 11)

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
June 2015	59,570,366	36,073,165	95,643,531	2,111,832	94%	165	6	2	51	91	15,284,171
Sept. 2015	62,545,119	34,593,787	97,138,906	2,444,622	93%	170	5	1	55	104	16,123,882
Dec. 2015	72,724,241	38,356,037	111,080,278	3,188,465	92%	173	5	1	72	99	18,196,908
March 2016	68,474,908	39,506,723	107,981,631	2,526,492	94%	167	5	1	59	112	19,954,626
June. 2016	67,751,187	37,553,017	105,304,204	2,199,815	94%	171	5	1	51	104	19,465,801

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
June 2015	11	11	11	5	11	7	7	3	3	1	6	5	3	4	4	11
Sept. 2015	10	10	10	5	10	7	6	3	2	1	5	5	3	3	3	10
Dec. 2015	11	11	11	4	11	7	7	2	4	1	6	6	3	4	4	11
March 2016	11	11	11	4	11	7	7	2	4	1	6	6	3	4	4	10
June. 2016	11	11	11	4	11	7	7	2	4	1	6	6	3	4	4	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
June 2015	0	1	0	6	0	1	7	6	8	7	5	7	7	2	5	0
Sept. 2015	0	1	0	5	0	1	7	4	7	7	5	6	7	2	5	0
Dec. 2015	0	1	0	5	1	1	7	6	8	7	5	7	7	4	5	1
March 2016	0	1	0	5	1	1	7	6	8	7	5	7	7	4	5	1
June. 2016	0	1	0	5	1	1	7	6	8	7	5	6	7	4	5	1

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Call Center Statistics*
(The number of agents ≥ 251) (Number of banks: 11)

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
June 2015	9,919,279	406,060	33,780	2,915,008	13,274,127	7,249,865	524,514	25,823	2,052,535	9,852,737	17,169,144	930,574	59,603	4,967,543	23,126,864
Sept. 2015	8,080,082	341,501	29,726	2,593,099	11,044,408	6,960,703	522,392	25,165	2,233,543	9,741,803	15,040,785	863,893	54,891	4,826,642	20,786,211
Dec. 2015	9,198,353	335,657	32,023	3,147,108	12,713,141	7,564,191	493,844	21,885	2,799,993	10,879,913	16,762,544	829,501	53,908	5,947,101	23,593,054
March 2016	8,869,162	309,854	33,683	3,395,650	12,608,349	6,496,920	477,913	20,112	2,775,775	9,770,720	15,366,082	787,767	53,795	6,171,425	22,379,069
June. 2016	9,288,201	1,205,227	26,177	2,492,801	13,012,406	7,415,885	621,927	17,197	3,072,365	11,127,374	16,704,086	1,827,154	43,374	5,565,166	24,139,780

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
June 2015	58%	44%	57%	59%	57%	141	160	40	143	142
Sept. 2015	54%	40%	54%	54%	53%	128	156	38	142	132
Dec. 2015	55%	40%	59%	53%	54%	159	119	38	163	158
March 2016	58%	39%	63%	55%	56%	168	162	33	119	154
June. 2016	56%	66%	60%	45%	54%	143	77	33	122	133

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.)
79,367	7,218	210,972	18,674,241	158	0
73,490	4,363	288,708	19,834,526	127	0
79,628	4,292	246,803	26,431,361	0	0
85,844	3,844	238,775	24,580,786	82	0
99,465	3,378	300,704	23,526,723	106	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
June 2015	4	4	6	6	7	7	4	5	4	2
Sept. 2015	3	3	6	5	6	6	3	6	4	2
Dec. 2015	5	5	6	5	6	6	2	6	4	1
March 2016	4	4	6	5	6	6	2	6	4	2
June. 2016	4	4	6	5	6	6	2	6	3	2

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
June 2015	7	7	10	7	7	3	7	8	5	8
Sept. 2015	6	6	8	5	6	5	6	7	5	6
Dec. 2015	6	6	10	6	7	5	7	8	4	8
March 2016	6	6	9	5	7	4	6	8	4	7
June. 2016	5	5	9	5	7	6	6	8	4	7

* 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: 11)

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)
June 2015	5,236	17	14	219	41	51	1,362	18	15	109	37	53
Sept. 2015	4,912	17	14	221	39	54	1,277	16	16	109	37	53
Dec. 2015	5,338	19	14	304	40	53	1,394	14	13	145	38	52
March 2016	5,266	17	14	297	41	51	1,335	16	13	151	37	53
June. 2016	5,364	18	15	264	41	51	1,417	16	13	158	37	53

E. Financial transactions

Period	Number of transactions	Volume of transactions (Thousand TRY)
June 2015	1,577,870	4,182,376
Sept. 2015	1,443,709	3,866,282
Dec. 2015	1,570,028	4,868,788
March 2016	1,778,836	6,112,805
June. 2016	1,968,789	5,956,897

* 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: 2)

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	
June 2015	0	0	344	29	373	28	33	3	437
Sept. 2015	0	0	539	29	568	58	57	5	688
Dec. 2015	0	0	273	20	293	25	28	3	349
March 2016	0	0	262	19	281	19	27	3	330
June. 2016	0	0	328	147	475	68	35	20	598

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	
123	2	30	0	42%
25	2	38	0	11%
14	0	9	0	8%
16	1	10	0	10%
42	34	6	0	17%

The number of agents working in the Outsource company on behalf of Bank's call center
323
454
271
245
513

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			
June 2015	255	118	20	8	16	20	291	146	26	30	31
Sept. 2015	399	169	43	15	35	27	477	211	26	30	34
Dec. 2015	204	89	18	7	21	10	243	106	26	31	30
March 2016	195	86	14	5	19	11	228	102	25	29	30
June. 2016	331	144	35	33	30	25	396	202	27	30	31

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
June 2015	4	169	194	6	0	8	16	4	0	9	25	2	4	186	235	12
Sept. 2015	4	133	425	6	0	8	43	7	0	8	49	5	4	149	517	18
Dec. 2015	0	121	169	3	0	4	18	3	0	7	21	3	0	132	208	9
March 2016	0	116	162	3	0	5	11	3	0	7	20	3	0	128	193	9
June. 2016	109	174	188	4	7	19	38	4	4	14	34	3	120	207	260	11

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								
June 2015	163	210	18	10	19	17	200	237	0	0	0	0	16	5	9	30
Sept. 2015	408	160	50	8	47	15	505	183	0	4	2	6	19	10	14	43
Dec. 2015	124	169	16	9	15	16	155	194	0	0	0	0	12	3	5	20
March 2016	120	161	9	10	13	17	142	188	0	0	0	0	18	4	4	26
June. 2016	111	364	10	58	13	42	134	464	0	0	0	0	16	4	5	25

* 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: 2)

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
June 2015	2,920,852	2,243,261	5,164,113	192,037	91%	208	4	3	39	77	1,016,757
Sept. 2015	4,730,375	4,326,114	9,056,489	552,965	87%	208	5	2	94	157	1,739,459
Dec. 2015	1,938,905	1,871,503	3,810,408	156,032	92%	167	5	2	72	127	814,033
March 2016	1,959,871	2,018,384	3,978,255	146,565	93%	219	4	1	45	161	738,783
June. 2016	1,790,745	2,233,442	4,024,187	118,591	95%	224	6	2	28	102	871,951

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
June 2015	3	2	2	1	3	3	2	1	0	1	3	3	1	1	0	3
Sept. 2015	4	3	3	1	4	3	3	1	1	1	4	3	1	2	1	4
Dec. 2015	2	2	2	1	2	2	1	1	0	1	2	2	0	0	0	2
March 2016	2	2	2	1	2	2	1	1	0	1	1	2	0	0	0	2
June. 2016	3	3	3	2	3	3	2	1	0	1	2	2	0	1	0	3

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
June 2015	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0	0
Sept. 2015	0	1	0	1	0	0	0	2	1	1	0	1	0	0	0	0
Dec. 2015	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
March 2016	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
June. 2016	0	0	0	0	0	0	0	1	1	1	0	1	1	0	1	0

The Banks Association of Turkey
Call Center Statistics*
(51 ≤ The number of agents ≤ 250) (Number of banks: 2)

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
June 2015	133,950	0	0	48,020	181,970	73,501	0	0	45,556	119,057	207,451	0	0	93,576	301,027
Sept. 2015	1,295,422	0	1,684	151,501	1,448,607	571,350	0	3,238	53,067	627,655	1,866,772	0	4,922	204,568	2,076,262
Dec. 2015	278,914	0	0	0	278,914	351,983	0	0	0	351,983	630,897	0	0	0	630,897
March 2016	719,936	0	0	0	719,936	541,398	0	0	0	541,398	1,261,334	0	0	0	1,261,334
June. 2016	399,831	52,781	0	3,263	455,875	174,531	19,575	0	2,160	196,266	574,362	72,356	0	5,423	652,141

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
June 2015	65%	-	-	51%	60%	170	-	-	148	164
Sept. 2015	69%	-	34%	74%	70%	120	60	179	185	127
Dec. 2015	44%	-	-	-	44%	114	-	100	97	109
March 2016	57%	-	-	-	57%	215	-	-	-	215
June. 2016	70%	73%	-	60%	70%	310	112	#DIV/0!	95	286

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.)
4,852	358	6,081	201,805	1,132	0
19,023	1,366	18,147	381,882	2,343	0
0	0	18,859	48,001	2,326	0
3,269	0	22,664	272,311	2,314	0
171,611	221	14,892	451,095	2,348	262,510

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
June 2015	0	0	3	2	2	2	0	1	1	1
Sept. 2015	0	0	3	2	2	2	0	1	1	1
Dec. 2015	0	0	2	1	2	2	0	0	1	1
March 2016	0	0	2	1	2	2	0	0	2	1
June. 2016	0	0	2	1	2	2	0	0	2	1

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
June 2015	0	1	2	0	0	1	0	2	1	0
Sept. 2015	0	1	3	1	1	1	1	3	1	1
Dec. 2015	0	0	2	0	0	1	0	1	1	0
March 2016	0	0	2	0	0	1	0	1	1	0
June. 2016	1	1	3	1	1	2	1	2	2	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*

(51 ≤ The number of agents ≤ 250) (Number of banks: 2)

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)
June 2015	539	9	19	237	40	50	32	6	6	99	30	60
Sept. 2015	872	13	16	201	41	48	31	8	7	110	30	60
Dec. 2015	585	10	16	209	39	50	20	9	10	90	30	60
March 2016	590	10	15	201	38	53	20	17	10	90	30	60
June. 2016	695	12	15	241	42	48	198	15	16	145	40	50

E. Financial transactions

Period	Number of transactions	Volume of transactions (Thousand TRY)
June 2015	64,274	119,877
Sept. 2015	204,286	442,697
Dec. 2015	61,894	194,723
March 2016	100,682	294,896
June. 2016	189,058	248,771

* 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: 12)

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	
June 2015	13	7	44	3	67	0	17	2	86
Sept. 2015	12	7	44	3	66	0	17	2	85
Dec. 2015	12	7	88	12	119	12	25	5	161
March 2016	2	0	92	24	118	13	28	3	162
June. 2016	2	0	94	15	111	13	27	3	154

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	
3	0	3	1	10%
6	0	4	0	15%
15	1	1	0	14%
7	2	3	1	11%
6	2	3	3	13%

The number of agents working in the Outsource company on behalf of Bank's call center
291
295
355
308
83

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			
June 2015	40	27	0	0	13	6	53	33	28	-	38
Sept. 2015	38	28	0	0	13	6	51	34	28	-	37
Dec. 2015	66	53	8	4	16	14	90	71	28	-	38
March 2016	69	49	9	4	17	14	95	67	27	31	38
June. 2016	64	47	9	4	17	13	90	64	27	31	38

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
June 2015	16	18	31	2	0	0	0	0	1	2	14	2	17	20	45	4
Sept. 2015	17	18	29	2	0	0	0	0	1	2	14	2	18	20	43	4
Dec. 2015	19	34	63	3	0	4	6	2	1	3	22	4	20	41	91	9
March 2016	20	33	62	3	0	4	7	2	1	3	23	4	21	40	92	9
June. 2016	18	31	59	3	0	4	7	2	1	4	21	4	19	39	87	9

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								
June 2015	67	0	0	0	19	0	86	0	1	0	1	2	13	0	11	24
Sept. 2015	59	7	0	0	16	3	75	10	1	0	1	2	12	0	11	23
Dec. 2015	111	8	12	0	27	3	150	11	1	0	1	2	15	2	12	29
March 2016	110	8	13	0	28	3	151	11	1	0	1	2	16	2	14	32
June. 2016	103	8	13	0	27	3	143	11	1	0	1	2	15	2	16	33

* 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: 12)

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
June 2015	218,568	552,668	771,236	24,733	96%	176	4	4	14	64	203,397
Sept. 2015	202,144	525,957	728,101	30,353	94%	183	5	4	22	96	184,022
Dec. 2015	1,339,319	987,443	2,326,762	25,746	97%	180	5	4	16	75	201,946
March 2016	2,088,107	1,176,821	3,264,928	179,377	85%	194	5	5	49	134	200,246
June. 2016	1,929,793	792,103	2,721,896	97,621	88%	195	7	7	37	161	45,981

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
June 2015	8	7	5	3	10	3	3	1	4	2	8	2	2	4	0	10
Sept. 2015	9	7	6	3	10	3	3	1	4	2	9	3	2	5	1	10
Dec. 2015	10	7	6	3	11	4	4	1	4	2	10	4	3	6	1	11
March 2016	10	7	6	3	11	4	4	1	4	2	10	4	3	6	1	11
June. 2016	9	6	5	2	10	3	3	1	5	2	9	4	3	5	1	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
June 2015	0	0	0	1	0	0	0	1	2	1	0	2	1	0	1	0
Sept. 2015	0	0	0	1	0	0	0	1	2	1	0	2	1	0	1	0
Dec. 2015	0	1	0	1	0	0	0	2	2	2	0	2	1	0	1	0
March 2016	0	1	0	1	0	0	0	2	2	2	0	2	1	0	1	0
June. 2016	0	1	0	1	1	0	0	1	1	1	0	1	0	0	0	0

The Banks Association of Turkey
Call Center Statistics*
(The number of agents ≤ 50) (Number of banks: 12)

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
June 2015	102,897	78,726	11	113,035	294,669	151,550	31,238	9	222,887	405,684	254,447	109,964	20	335,922	700,353
Sept. 2015	117,965	85,477	374	31,132	234,948	304,133	35,764	447	19,705	360,049	422,098	121,241	821	50,837	594,997
Dec. 2015	166,750	87,997	513	107,564	362,824	260,276	34,386	705	77,731	373,098	427,026	122,383	1,218	185,295	735,922
March 2016	145,269	75,683	397	228,670	450,019	346,918	63,211	439	374,891	785,459	492,187	138,894	836	603,561	1,235,478
June. 2016	33,191	3,753	217	269,690	306,851	10,705	6,061	355	498,218	515,339	43,896	9,814	572	767,908	822,190

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
June 2015	40%	72%	55%	34%	42%	174	105	47	204	167
Sept. 2015	28%	71%	46%	61%	39%	169	65	92	107	126
Dec. 2015	39%	72%	42%	58%	49%	172	100	106	193	155
March 2016	30%	54%	47%	38%	36%	101	99	84	125	113
June. 2016	76%	38%	38%	35%	37%	164	53	61	113	118

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.)
382,433	3,511	562	129,548	0	223,290
345,856	2,512	610	2,441	0	295,210
444,414	3,559	600	72,367	0	369,986
418,499	3,936	287	26,564	0	324,920
33,270	4,701	0	102	0	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
June 2015	2	4	3	2	4	3	2	2	2	4
Sept. 2015	2	4	3	2	4	3	2	2	2	4
Dec. 2015	2	4	4	3	4	3	2	3	2	4
March 2016	1	3	4	3	4	3	2	3	2	4
June. 2016	1	3	4	3	4	3	2	3	2	4

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
June 2015	3	4	3	3	3	3	2	2	2	2
Sept. 2015	4	4	2	3	3	3	2	2	2	2
Dec. 2015	4	5	2	3	3	3	2	3	2	2
March 2016	4	5	2	3	3	3	2	3	2	2
June. 2016	3	4	2	2	2	2	1	2	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.

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(The number of agents ≤ 50) (Number of banks: 12)

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)
June 2015	169	46	8	122	40	54	200	12	11	174	39	53
Sept. 2015	170	57	7	124	41	54	204	3	1	150	46	48
Dec. 2015	215	36	6	124	41	54	213	3	1	144	46	48
March 2016	215	37	10	141	40	53	212	4	3	144	41	52
June. 2016	107	54	11	125	40	55	18	2	0	133	42	53

E. Financial transactions

	Number of transactions	Volume of transactions (Thousand TRY)
June 2015	4,448	19,378
Sept. 2015	3,738	14,648
Dec. 2015	7,997	25,519
March 2016	9,711	40,536
June. 2016	12,071	34,697

* 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 Alternatifbank A.Ş.
- 4 Anadolubank A.Ş.
- 5 Arap Türk Bankası A.Ş.
- 6 BankPozitif Kredi ve Kalkınma Bankası A.Ş.
- 7 Burgan Bank A.Ş.
- 8 Denizbank A.Ş.
- 9 Fibabanka A.Ş.
- 10 Finans Bank A.Ş.
- 11 HSBC Bank A.Ş.
- 12 ING Bank A.Ş.
- 13 Odea Bank A.Ş.
- 14 Société Générale (SA)
- 15 Şekerbank T.A.Ş.
- 16 Turkish Bank A.Ş.
- 17 Tekstil Bankası A.Ş.
- 18 Türk Ekonomi Bankası A.Ş.
- 19 Türkiye Cumhuriyeti Ziraat Bankası A.Ş.
- 20 Türkiye Garanti Bankası A.Ş.
- 21 Türkiye Halk Bankası A.Ş.
- 22 Türkiye İş Bankası A.Ş.
- 23 Türkiye Sınai Kalkınma Bankası A.Ş.
- 24 Türkiye Vakıflar Bankası A.Ş.
- 25 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.