



Call Center Statistics

December 2016

Report Code: DE23

January 2017



The Banks Association of Turkey
Call Center Statistics*
(Consolidated, 26 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	
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
Sept. 2016	12	0	5,904	1,140	7,056	683	713	142	8,594
Dec. 2016	11	0	6,200	1,215	7,426	700	698	147	8,971

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	
477	58	125	16	10%
387	63	195	18	9%
556	97	198	34	12%
525	84	128	17	11%
421	103	162	30	10%

The number of agents working in the Outsource company on behalf of Bank's call center
2,824
2,878
2,758
2,616
2,763

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			
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
Sept. 2016	4,976	2,080	482	201	548	307	6,006	2,588	26	30	35
Dec. 2016	5,388	2,038	490	210	509	336	6,387	2,584	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
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
Sept. 2016	1,062	2,700	3,229	65	121	169	358	35	73	161	550	71	1,256	3,030	4,137	171
Dec. 2016	1,018	2,835	3,511	62	132	188	336	44	76	170	525	74	1,226	3,193	4,372	180

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								
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
Sept. 2016	4,203	2,853	617	66	586	269	5,406	3,188	80	27	61	168	232	82	164	478
Dec. 2016	4,336	3,090	632	68	565	280	5,533	3,438	96	30	66	192	236	87	152	475

* 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, 26 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
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
Sept. 2016	72,379,920	41,341,088	113,721,008	3,666,235	91%	171	5	1	72	114	20,616,202
Dec. 2016	73,098,079	44,137,275	117,235,354	3,921,527	91%	173	4	1	84	112	22,395,045

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

The Banks Association of Turkey
Call Center Statistics*
(Consolidated, 26 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
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
Sept. 2016	8,657,493	951,920	25,730	1,861,446	11,496,589	6,315,604	582,962	21,413	2,102,553	9,022,532	14,973,097	1,534,882	47,143	3,963,999	20,519,121
Dec. 2016	9,156,444	1,069,315	28,341	2,598,934	12,853,034	6,253,141	823,931	20,721	2,209,755	9,307,548	15,409,585	1,893,246	49,062	4,808,689	22,160,582

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
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
Sept. 2016	58%	62%	55%	47%	56%	150	84	39	104	137
Dec. 2016	59%	56%	58%	54%	58%	173	98	38	118	156

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.)
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
293,714	8,204	182,594	26,257,802	2,756	174,838
373,159	10,052	229,384	24,169,978	1,687	97,277

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
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
Sept. 2016	6	8	12	10	12	11	5	10	7	7
Dec. 2016	6	7	12	10	12	10	5	10	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
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
Sept. 2016	8	9	14	7	8	9	7	11	6	7
Dec. 2016	9	11	13	8	10	9	7	11	7	8

* 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, 26 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)
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
Sept. 2016	6,281	19	15	176	40	53	1,725	14	12	149	38	53
Dec. 2016	6,144	20	15	173	39	53	1,915	15	13	144	38	53

E. Financial transactions

Period	Number of transactions***	Volume of transactions*** (Thousand TRY)
Dec. 2015	1,639,919	5,089,030
March 2016	1,889,229	6,448,238
June. 2016	2,169,918	6,240,364
Sept. 2016	2,144,310	5,231,953
Dec. 2016	1,824,507	8,470,731

* 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 18 banks (out of 26).

The Banks Association of Turkey
Call Center Statistics*

(The number of agents ≥ 251) (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	
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
Sept. 2016	10	0	5,529	1,106	6,645	646	656	136	8,083
Dec. 2016	9	0	5,943	1,180	7,132	676	656	141	8,605

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	
448	57	115	16	10%
364	60	182	17	9%
508	61	189	31	12%
493	83	104	16	10%
408	101	158	30	10%

The number of agents working in the Outsource company on behalf of Bank's call center
2,198
2,325
2,162
2,120
2,337

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								
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					
Sept. 2016	4,702	1,943	457	189	509	283	5,668	2,415	26	30	34					
Dec. 2016	5,207	1,925	473	203	480	317	6,160	2,445	25	31	33					
	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
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
Sept. 2016	1,044	2,554	2,988	59	121	160	335	30	73	150	505	64	1,238	2,864	3,828	153
Dec. 2016	1,000	2,789	3,288	55	132	185	321	38	76	165	489	67	1,208	3,139	4,098	160
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								
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
Sept. 2016	3,969	2,676	593	53	545	247	5,107	2,976	80	27	60	167	201	75	142	418
Dec. 2016	4,053	3,079	608	68	520	277	5,181	3,424	95	30	64	189	199	79	134	412

* 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: 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
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
Sept. 2016	69,721,542	38,402,441	108,123,983	3,314,561	91%	169	5	1	73	111	19,572,442
Dec. 2016	70,977,323	42,236,468	113,213,791	3,754,741	91%	171	4	1	87	110	21,823,443

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
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
Sept. 2016	11	11	11	4	11	7	7	2	4	1	6	6	3	4	3	10
Dec. 2016	12	12	12	5	12	8	8	3	4	2	7	7	3	4	4	11

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
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
Sept. 2016	0	1	0	5	1	1	7	6	8	6	5	6	7	4	6	1
Dec. 2016	0	1	0	5	1	1	7	6	8	6	5	6	7	4	5	1

The Banks Association of Turkey
Call Center Statistics*
(The number of agents ≥ 251) (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
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
Sept. 2016	8,216,095	909,384	25,726	1,773,046	10,924,251	6,121,670	560,581	21,401	2,009,579	8,713,231	14,337,765	1,469,965	47,127	3,782,625	19,637,482
Dec. 2016	8,002,928	1,022,389	28,337	2,544,771	11,598,425	5,762,228	805,298	20,706	2,189,054	8,777,286	13,765,156	1,827,687	49,043	4,733,825	20,375,711

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
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
Sept. 2016	57%	62%	55%	47%	56%	147	82	39	106	135
Dec. 2016	58%	56%	58%	54%	57%	158	98	38	119	144

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.)
79,628	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
110,083	2,968	168,786	25,815,618	95	0
127,471	3,254	228,969	23,969,236	109	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
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
Sept. 2016	5	5	6	5	6	6	3	6	3	2
Dec. 2016	5	5	7	6	7	6	3	6	4	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
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
Sept. 2016	5	5	9	5	6	6	6	8	4	6
Dec. 2016	6	6	9	6	7	7	6	9	5	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: 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)
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
Sept. 2016	5,445	18	15	209	41	51	1,520	15	13	144	37	53
Dec. 2016	5,775	20	15	224	40	52	1,705	15	13	136	37	53

E. Financial transactions

Period	Number of transactions	Volume of transactions (Thousand TRY)
Dec. 2015	1,570,028	4,868,788
March 2016	1,778,836	6,112,805
June. 2016	1,968,789	5,956,897
Sept. 2016	1,617,965	4,897,466
Dec. 2016	1,747,490	8,276,758

* 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: 1)

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	
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
Sept. 2016	0	0	276	19	295	24	30	3	352
Dec. 2016	0	0	158	19	177	11	15	3	206

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	
14	0	9	0	8%
16	1	10	0	10%
42	34	6	0	17%
24	1	24	1	17%
4	1	1	0	3%

The number of agents working in the Outsource company on behalf of Bank's call center
271
245
513
232
135

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			
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
Sept. 2016	210	85	15	9	21	12	246	106	26	29	30
Dec. 2016	120	57	8	3	11	7	139	67	25	28	29

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
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
Sept. 2016	0	113	179	3	0	5	16	3	0	5	25	3	0	123	220	9
Dec. 2016	0	8	164	5	0	0	8	3	0	0	15	3	0	8	187	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								
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
Sept. 2016	127	168	11	13	14	19	152	200	0	0	0	0	15	5	5	25
Dec. 2016	177	0	11	0	18	0	206	0	0	0	0	0	20	5	1	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*

(51 ≤ The number of agents ≤ 250) (Number of banks: 1)

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
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
Sept. 2016	1,533,459	1,799,872	3,333,331	174,383	90%	204	2	2	57	144	713,952
Dec. 2016	611,146	639,743	1,250,889	49,017	92%	246	5	1	39	203	170,313

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
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
Sept. 2016	2	2	2	1	2	2	1	1	0	1	1	2	0	0	0	2
Dec. 2016	1	1	1	0	1	1	0	0	0	0	0	1	0	0	0	1

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
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
Sept. 2016	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Dec. 2016	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0

The Banks Association of Turkey

Call Center Statistics*

(51 ≤ The number of agents ≤ 250) (Number of banks: 1)

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
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
Sept. 2016	397,180	0	0	0	397,180	160,871	0	0	0	160,871	558,051	0	0	0	558,051
Dec. 2016	1,020,392	0	0	0	1,020,392	430,059	0	0	0	430,059	1,450,451	0	0	0	1,450,451

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
Dec. 2015	44%	-	-	-	44%	114	-	100	97	109
March 2016	57%	-	-	-	57%	215	-	-	-	215
June. 2016	70%	73%	-	60%	70%	310	112	-	95	286
Sept. 2016	71%	-	-	-	71%	205	-	-	-	205
Dec. 2016	70%	-	-	-	70%	295	#DIV/0!	#DIV/0!	#DIV/0!	295

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.)
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
0	0	13,539	365,178	2,661	0
0	0	0	44,000	1,578	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
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
Sept. 2016	0	0	2	1	2	2	0	0	2	1
Dec. 2016	0	0	1	0	1	1	0	0	1	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
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
Sept. 2016	0	0	2	0	0	1	0	1	1	0
Dec. 2016	0	0	1	0	1	0	0	0	0	0

* 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: 1)

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)
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
Sept. 2016	590	10	14	201	38	53	20	17	10	90	30	60
Dec. 2016	128	15	12	90	45	45	20	12	10	90	30	60

E. Financial transactions

Period	Number of transactions	Volume of transactions (Thousand TRY)
Dec. 2015	61,894	194,723
March 2016	100,682	294,896
June. 2016	189,058	248,771
Sept. 2016	509,155	282,372
Dec. 2016	46,904	125,320

* 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: 13)

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	
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
Sept. 2016	2	0	99	15	116	13	27	3	159
Dec. 2016	2	0	99	16	117	13	27	3	160

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	
15	1	1	0	14%
7	2	3	1	11%
6	2	3	3	13%
8	0	0	0	7%
9	1	3	0	11%

The number of agents working in the Outsource company on behalf of Bank's call center
355
308
83
264
291

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			
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
Sept. 2016	64	52	10	3	18	12	92	67	27	31	37
Dec. 2016	61	56	9	4	18	12	88	72	27	31	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
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
Sept. 2016	18	33	62	3	0	4	7	2	0	6	20	4	18	43	89	9
Dec. 2016	18	38	59	2	0	3	7	3	0	5	21	4	18	46	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 İzmit	Others	Istanbul and İzmit	Others	Istanbul and İzmit	Others	Istanbul and İzmit	Others								
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
Sept. 2016	107	9	13	0	27	3	147	12	0	0	1	1	16	2	17	35
Dec. 2016	106	11	13	0	27	3	146	14	1	0	2	3	17	3	17	37

* 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: 13)

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
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
Sept. 2016	1,124,919	1,138,775	2,263,694	177,291	84%	183	5	6	52	177	329,808
Dec. 2016	1,509,610	1,261,064	2,770,674	117,769	91%	184	4	3	33	145	401,289

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
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
Sept. 2016	10	7	6	4	11	4	4	1	5	2	10	4	3	6	1	11
Dec. 2016	11	7	6	4	11	4	4	1	5	2	11	4	3	6	1	11

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
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
Sept. 2016	0	1	0	1	0	0	0	2	2	2	0	2	1	0	1	0
Dec. 2016	0	1	0	1	0	0	0	2	2	2	0	2	1	0	1	0

The Banks Association of Turkey
Call Center Statistics*
(The number of agents ≤ 50) (Number of banks: 13)

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
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
Sept. 2016	44,218	42,536	4	88,400	175,158	33,063	22,381	12	92,974	148,430	77,281	64,917	16	181,374	323,588
Dec. 2016	133,124	46,926	4	54,163	234,217	60,854	18,633	15	20,701	100,203	193,978	65,559	19	74,864	334,420

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
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
Sept. 2016	57%	66%	25%	49%	54%	170	122	36	76	111
Dec. 2016	69%	72%	21%	72%	70%	152	100	50	82	125

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.)
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
183,631	5,236	269	77,006	0	174,838
245,688	6,798	415	156,742	0	97,277

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
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
Sept. 2016	1	3	4	4	4	3	2	4	2	4
Dec. 2016	1	2	4	4	4	3	2	4	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
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
Sept. 2016	3	4	3	2	2	2	1	2	1	1
Dec. 2016	3	5	3	2	2	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.

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(The number of agents ≤ 50) (Number of banks: 13)

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)
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
Sept. 2016	246	58	11	141	39	55	185	2	0	176	43	51
Dec. 2016	241	56	12	132	38	55	190	2	0	176	43	53

E. Financial transactions

	Number of transactions	Volume of transactions (Thousand TRY)
Dec. 2015	7,997	25,519
March 2016	9,711	40,536
June. 2016	12,071	34,697
Sept. 2016	17,190	52,115
Dec. 2016	30,113	68,653

* 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 Nurol Yatırım Bankası A.Ş.
- 14 Odea Bank A.Ş.
- 15 Société Générale (SA)
- 16 Şekerbank T.A.Ş.
- 17 Turkish Bank A.Ş.
- 18 Tekstil Bankası A.Ş.
- 19 Türk Ekonomi Bankası A.Ş.
- 20 Türkiye Cumhuriyeti Ziraat Bankası A.Ş.
- 21 Türkiye Garanti Bankası A.Ş.
- 22 Türkiye Halk Bankası A.Ş.
- 23 Türkiye İş Bankası A.Ş.
- 24 Türkiye Sınai Kalkınma Bankası A.Ş.
- 25 Türkiye Vakıflar Bankası A.Ş.
- 26 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.