



# Call Center Statistics

March 2023

Report Code: DE23

April 2022



## Summary Tables

### Number of Call Center Employees

	Dec. 2022				March 2023				
	Female	Male	Total	The average age	Female	Male	Total	The average age	Net change
The number of agents	6,212	2,308	8,520	27	6,231	2,317	8,548	27	28
The number of supporting service personnel	706	309	1,015	34	653	273	926	34	-89
The number of managers	529	439	968	34	552	424	976	35	8
<b>Total</b>	<b>7,447</b>	<b>3,056</b>	<b>10,503</b>	-	<b>7,436</b>	<b>3,014</b>	<b>10,450</b>	-	<b>-53</b>
Outsource	-	-	6,168	-	-	-	6,477	-	309

### Distribution of Call Center Employees by City

	Dec. 2022		March 2023	
	Total	(%)	Total	(%)
Istanbul and Izmit	4,931	47	4,773	46
Other	5,572	53	5,677	54
<b>Total</b>	<b>10,503</b>	<b>100</b>	<b>10,450</b>	<b>100</b>

### Call Center Employee Profile

	Dec. 2022					March 2023				
	High school	College	University graduate	Post-graduate	Total	High school	College	University graduate	Post-graduate	Total
The number of agents	710	2,341	5,312	157	8,520	744	2,351	5,310	143	8,548
The number of supporting service personnel	83	256	607	69	1,015	72	227	566	61	926
The number of managers	45	175	664	84	968	46	181	669	80	976
<b>Total</b>	<b>838</b>	<b>2,772</b>	<b>6,583</b>	<b>310</b>	<b>10,503</b>	<b>862</b>	<b>2,759</b>	<b>6,545</b>	<b>284</b>	<b>10,450</b>

### Call Profile

	Dec. 2022	March 2023
<b>Inbound call</b>		
Total number of incoming calls (million)	114.7	108.9
Number of incoming calls answered by agents (million)	58.1	56.9
Answered Calls (%)	97	97
Average talk time (second)	192	195
<b>Outbound call</b>		
The total number of outbound call customers (million)	25.4	18.0
Customers reached (%)	54	51
Average talk time (second)	157	156
Number of e-mails received (thousand)	285.7	244.4
Number of faxes received (thousand)	1.3	1.5
The number of chat calls (thousand)	3,106.3	3,026.4
The number of IVN calls (million)	69.6	53.3
The number of video calls	2,468,365	2,882,320
Other (chat / co-browsing ..etc.) (thousand)	202.7	191.0

### Financial transactions

	Dec. 2022	March 2023
Number of transactions (million)*	2.8	2.7
Volume of transactions (billion TRY)*	19	26

\* The total number and volume of financial transactions was provided from 19 banks (out of 21).

**The Banks Association of Türkiye**  
**Call Center Statistics\***  
**(Consolidated, 21 banks)**

**A. Number of Call Center Employees**

Period	The number of part-time agents		The number of full-time agents		Total number of agents	The number of supporting service personnel	The number of managers		Total
	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls			The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
March 2022	116	69	7,154	974	8,313	922	841	107	10,183
June 2022	127	40	7,137	947	8,251	937	820	106	10,114
Sept. 2022	132	41	7,376	884	8,433	992	822	110	10,357
Dec. 2022	143	43	7,418	916	8,520	1,015	857	111	10,503
March 2023	153	41	7,422	932	8,548	926	865	111	10,450

The number of agents that resigned and fired		The number of agents that transferred to another department		Total Turnover (%)	The number of agents working in the Outsource company on behalf of Bank's call center
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		
537	91	220	41	11%	4,297
526	88	247	37	11%	4,648
518	72	166	33	9%	5,052
525	63	201	24	10%	6,168
448	76	167	26	8%	6,477

**B. Call Center Employee Profile**

Period	Gender								Average Age		
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager
	Female	Male	Female	Male	Female	Male	Female	Male			
March 2022	6,051	2,262	656	266	533	415	7,240	2,943	27	34	34
June 2022	6,045	2,206	659	278	508	418	7,212	2,902	27	34	34
Sept. 2022	6,151	2,282	695	297	516	416	7,362	2,995	27	34	34
Dec. 2022	6,212	2,308	706	309	529	439	7,447	3,056	27	34	34
March 2023	6,231	2,317	653	273	552	424	7,436	3,014	27	34	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
March 2022	736	2,312	5,143	122	89	240	524	69	47	167	655	79	872	2,719	6,322	270
June 2022	745	2,278	5,092	136	87	244	540	66	47	174	628	77	879	2,696	6,260	279
Sept. 2022	728	2,340	5,232	133	80	259	584	69	45	172	638	77	853	2,771	6,454	279
Dec. 2022	710	2,341	5,312	157	83	256	607	69	45	175	664	84	838	2,772	6,583	310
March 2023	744	2,351	5,310	143	72	227	566	61	46	181	669	80	862	2,759	6,545	284

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	Istanbul and izmit	Others	Istanbul and izmit	Others	Istanbul and izmit	Others	Istanbul and izmit	Others								
March 2022	3,522	4,791	777	145	568	380	4,867	5,316	146	28	75	249	299	73	178	550
June 2022	3,439	4,812	780	157	542	384	4,761	5,353	142	27	74	243	274	69	181	524
Sept. 2022	3,596	4,837	803	189	548	384	4,947	5,410	144	28	73	245	292	65	161	518
Dec. 2022	3,534	4,986	821	194	576	392	4,931	5,572	143	32	70	245	265	76	161	502
March 2023	3,446	5,102	771	155	556	420	4,773	5,677	137	29	76	242	287	75	160	522

*ths period. In calculating the average ratios, the data that is "greater than zero" is used in this report.*

**The Banks Association of Türkiye**  
**Call Center Statistics\***  
**(Consolidated, 21 banks)**

**C. Call Profile**

Period	Inbound call profile										
	Number of incoming calls received by IVR	Number of incoming calls answered by agents	Total number of incoming calls	Number of abandoned calls from agents	Answered calls (%)	Average talk time (second)	Average after call work time (second)	Average ringing time (second)	Average speed of answer (second)	Average time to abandonment (second)	Number of active customers
March 2022	50,666,632	48,882,767	99,549,399	1,286,432	97%	187	5	2	22	104	25,162,672
June 2022	52,437,718	49,448,995	101,886,713	1,286,759	97%	185	4	2	24	119	25,880,462
Sept. 2022	55,363,841	57,077,166	112,441,007	3,372,993	94%	184	4	2	41	134	26,602,700
Dec. 2022	56,655,411	58,081,139	114,736,550	1,855,424	97%	192	4	2	29	118	29,040,651
March 2023	52,002,236	56,871,972	108,874,208	1,774,414	97%	195	4	2	25	131	30,426,350

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private banking line	Insurance / Individual pension system line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
March 2022	19	22	17	10	22	16	12	6	7	5	16	11	7	10	4	20
June 2022	19	22	17	10	22	16	12	6	7	5	16	11	7	10	4	20
Sept. 2022	19	21	17	10	21	16	12	6	7	5	16	11	7	10	4	19
Dec. 2022	19	21	17	10	21	16	11	6	7	5	17	11	7	10	4	19
March 2023	19	21	17	10	20	16	10	7	7	5	16	10	6	9	4	19

Period	Inbound call services (Number of banks)															
	From the another line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private banking line	Insurance / Individual pension system line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
March 2022	3	3	1	7	3	3	11	8	14	10	6	13	8	3	6	3
June 2022	3	3	1	8	3	3	11	8	14	11	6	13	8	3	6	3
Sept. 2022	3	3	1	8	3	3	12	8	14	11	6	13	8	3	6	3
Dec. 2022	3	3	1	8	3	3	12	8	14	11	6	13	8	3	5	3
March 2023	3	3	1	8	4	2	15	7	14	11	7	12	9	4	4	3

**The Banks Association of Türkiye**  
**Call Center Statistics\***  
**(Consolidated, 21 banks)**

Period	Outbound call profile														
	Number of reached customers					Number of customers not reached					The total number of outbound call customers				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
March 2022	7,391,978	1,502,625	2,118	1,364,511	10,261,232	10,962,935	2,347,871	1,587	1,299,336	14,611,729	18,354,913	3,850,496	3,705	2,663,847	24,872,961
June 2022	7,365,855	1,293,629	2,341	1,267,514	9,929,339	9,473,014	2,002,383	1,160	997,081	12,473,638	16,838,869	3,296,012	3,501	2,264,595	22,402,977
Sept. 2022	6,798,581	1,171,017	1,388	1,379,937	9,350,923	7,296,088	1,283,524	1,037	990,721	9,571,370	14,094,669	2,454,541	2,425	2,370,658	18,922,293
Dec. 2022	9,381,087	1,364,821	964	2,965,417	13,712,289	8,223,343	1,749,004	508	1,717,616	11,690,471	17,604,430	3,113,825	1,472	4,683,033	25,402,760
March 2023	6,964,206	571,199	349	1,649,950	9,185,704	7,145,463	902,713	194	741,125	8,789,495	14,109,669	1,473,912	543	2,391,075	17,975,199

Period	Outbound call profile									
	Customers Reached (%)					Average Talk Time (second)				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
March 2022	40%	39%	57%	51%	41%	195	200	37	182	194
June 2022	44%	39%	67%	56%	44%	163	154	47	184	165
Sept. 2022	48%	48%	57%	58%	49%	166	151	45	190	168
Dec. 2022	53%	44%	65%	63%	54%	156	173	47	152	157
March 2023	49%	39%	64%	69%	51%	143	231	49	186	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.)
290,037	1,387	2,401,856	44,868,442	1,573,434	203,225
265,186	1,224	2,877,703	53,572,036	2,433,622	181,614
251,127	1,665	3,385,463	37,817,318	2,827,527	205,997
285,728	1,294	3,106,263	69,606,157	2,468,365	202,685
244,397	1,450	3,026,381	53,290,857	2,882,320	191,015

Period	Outbound services (Number of banks)										
	Inhouse										
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement	
March 2022	6	6	14	8	10	10	4	11	8	6	
June 2022	6	6	14	8	10	10	4	12	8	6	
Sept. 2022	6	6	14	9	10	10	5	13	8	6	
Dec. 2022	6	6	14	9	10	10	5	13	9	7	
March 2023	6	6	14	10	10	11	5	12	8	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	
March 2022	10	11	15	11	11	7	7	11	8	7	
June 2022	10	11	15	11	11	9	7	12	8	7	
Sept. 2022	10	11	14	11	10	7	7	12	7	7	
Dec. 2022	10	11	14	11	11	8	7	12	8	7	
March 2023	10	11	14	10	11	9	8	12	7	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 Türkiye**  
**Call Center Statistics\***  
**(Consolidated, 21 banks)**

**D. Other Statistics**

Period	Other Statistics											
	Inbound calls						Outbound calls					
	Number of seats	Number of calls evaluated per agent**	Number of agents per first manager**	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
March 2022	7,031	22	16	199	40	50	1,027	28	16	107	40	50
June 2022	7,271	21	16	172	40	50	955	33	16	121	40	50
Sept. 2022	7,732	19	16	187	41	50	1,350	31	14	118	40	50
Dec. 2022	7,811	20	16	178	41	50	1,391	31	15	112	40	50
March 2023	7,693	20	16	186	41	50	1,377	29	15	108	40	50

**E. Financial transactions**

Period	Number of transactions**	Volume of transactions (Thousand TRY)***
March 2022	2,283,782	11,460,866
June 2022	2,425,486	14,329,305
Sept. 2022	2,242,990	16,430,782
Dec. 2022	2,810,224	18,813,864
March 2023	2,666,992	26,058,672

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

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

\* The total number and volume of financial transactions was provided from 19 banks (out of 21).

Statistics in this report consist of data from banks that are members of the Banks Association of Türkiye (deposit banks, development and investment banks) providing call center services. Participation banks are not included.

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

**A. Number of Call Center Employees**

Period	The number of part-time agents		The number of full-time agents		Total number of agents	The number of supporting service personnel	The number of managers		Total
	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls			The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
March 2022	109	69	6,741	896	7,815	842	789	95	9,541
June 2022	107	40	6,723	869	7,739	855	771	96	9,461
Sept. 2022	114	41	6,926	817	7,898	910	774	99	9,681
Dec. 2022	128	43	6,918	841	7,930	931	804	100	9,765
March 2023	140	41	6,890	859	7,930	836	811	102	9,679

The number of agents that resigned and fired		The number of agents that transferred to another department		Total Turnover (%)	The number of agents working in the Outsource company on behalf of Bank's call center
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		
501	89	212	35	11%	3,720
472	77	229	30	10%	4,045
481	66	156	25	9%	4,425
488	57	182	17	9%	5,497
413	68	151	23	8%	5,761

**B. Call Center Employee Profile**

Period	Gender								Average Age		
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager
	Female	Male	Female	Male	Female	Male	Female	Male			
March 2022	5,722	2,093	611	231	501	383	6,834	2,707	27	34	34
June 2022	5,660	2,079	613	242	479	388	6,752	2,709	28	34	34
Sept. 2022	5,749	2,149	650	260	489	384	6,888	2,793	28	34	34
Dec. 2022	5,784	2,146	662	269	498	406	6,944	2,821	28	34	34
March 2023	5,784	2,146	607	229	517	396	6,908	2,771	28	35	34

Period	Education															
	The number of agents															
	High school	College	University graduate	Post-graduate	High school	College	University graduate	Post-graduate	High school	College	University graduate	Post-graduate	High school	College	University graduate	Post-graduate
March 2022	698	2,128	4,871	118	81	225	481	55	46	154	609	75	825	2,507	5,961	248
June 2022	708	2,093	4,808	130	80	225	498	52	46	162	585	74	834	2,480	5,891	256
Sept. 2022	695	2,151	4,926	126	73	241	540	56	44	161	595	73	812	2,553	6,061	255
Dec. 2022	677	2,120	4,987	146	73	240	561	57	44	165	615	80	794	2,525	6,163	283
March 2023	691	2,188	4,918	133	63	209	514	50	45	170	624	74	799	2,567	6,056	257

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others								
March 2022	3,252	4,563	715	127	524	360	4,491	5,050	131	25	66	222	249	59	166	474
June 2022	3,168	4,571	715	140	503	364	4,386	5,075	126	24	68	218	234	57	167	458
Sept. 2022	3,292	4,606	737	173	510	363	4,539	5,142	122	25	67	214	240	55	148	443
Dec. 2022	3,195	4,735	754	177	532	372	4,481	5,284	117	29	63	209	220	64	147	431
March 2023	3,075	4,855	701	135	511	402	4,287	5,392	114	26	68	208	239	64	146	449

\* 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 Türkiye**  
**Call Center Statistics\***  
 (The number of agents ≥ 251) (Number of banks: 10)

**C. Call Profile**

Period	Inbound call profile										
	Number of incoming calls received by IVR	Number of incoming calls answered by agents	Total number of incoming calls	Number of abandoned calls from agents	Answered calls (%)	Average talk time (second)	Average after call work time (second)	Average ringing time (second)	Average speed of answer (second)	Average time to abandonment (second)	Number of active customers
March 2022	47,890,031	45,342,102	93,232,133	1,135,323	97%	184	5	2	21	100	23,591,640
June 2022	49,711,973	45,958,890	95,670,863	1,137,473	98%	182	4	2	24	116	24,308,819
Sept. 2022	52,510,747	53,433,451	105,944,198	3,116,980	94%	180	4	2	41	132	25,041,718
Dec. 2022	54,420,807	54,704,171	109,124,978	1,716,119	97%	189	4	2	29	117	27,484,484
March 2023	49,963,802	53,855,928	103,819,730	1,689,306	97%	191	4	2	25	130	27,722,869

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private banking line	Insurance / Individual pension system line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
March 2022	10	10	10	6	10	8	7	3	2	2	7	5	4	4	4	10
June 2022	10	10	10	6	10	8	7	3	2	2	7	5	4	4	4	10
Sept. 2022	10	10	10	6	10	8	7	3	2	2	7	5	4	4	4	10
Dec. 2022	10	10	10	6	10	8	7	3	2	2	8	5	4	4	4	10
March 2023	10	10	10	6	9	8	6	3	2	1	7	4	3	3	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
March 2022	1	1	0	4	1	1	6	5	9	6	3	6	6	2	5	0
June 2022	1	1	0	4	1	1	6	5	9	6	3	6	6	2	5	0
Sept. 2022	1	1	0	4	1	1	6	5	9	6	3	6	6	2	5	0
Dec. 2022	1	1	0	4	1	1	6	5	9	6	3	6	6	2	4	0
March 2023	1	1	0	4	2	0	8	5	9	7	4	6	7	3	4	0



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

Period	Outbound call profile														
	Number of reached customers					Number of customers not reached					The total number of outbound call customers				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
March 2022	6,898,192	1,421,625	2,118	1,313,440	9,635,375	10,560,407	2,317,996	1,587	1,245,162	14,125,152	17,458,599	3,739,621	3,705	2,558,602	23,760,527
June 2022	6,764,430	1,218,033	2,341	1,204,098	9,188,902	8,973,764	1,971,933	1,160	912,622	11,859,479	15,738,194	3,189,966	3,501	2,116,720	21,048,381
Sept. 2022	6,283,782	1,119,839	1,388	1,309,963	8,714,972	6,925,855	1,257,879	1,037	934,877	9,119,648	13,209,637	2,377,718	2,425	2,244,840	17,834,620
Dec. 2022	8,634,400	1,315,940	964	2,894,746	12,846,050	7,613,208	1,726,685	508	1,643,693	10,984,094	16,247,608	3,042,625	1,472	4,538,439	23,830,144
March 2023	6,300,455	530,944	349	1,579,985	8,411,733	6,731,533	883,531	194	682,319	8,297,577	13,031,988	1,414,475	543	2,262,304	16,709,310

Period	Outbound call profile									
	Customers Reached (%)					Average Talk Time (second)				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
March 2022	40%	38%	57%	51%	41%	203	207	37	184	201
June 2022	43%	38%	67%	57%	44%	170	160	47	188	171
Sept. 2022	48%	47%	57%	58%	49%	172	154	45	188	172
Dec. 2022	53%	43%	65%	64%	54%	161	177	47	152	161
March 2023	48%	38%	64%	70%	50%	146	243	49	188	160

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.)
170,695	727	2,366,034	43,906,752	1,422,404	582
152,284	654	2,848,118	52,805,161	2,243,170	566
145,476	864	3,356,222	36,924,714	2,621,198	480
170,062	973	3,051,677	68,573,108	2,243,281	498
171,241	1,117	2,862,289	52,467,162	2,635,060	393

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-attrition	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
March 2022	4	4	7	4	7	5	3	6	4	3
June 2022	4	4	7	4	7	5	3	7	4	3
Sept. 2022	4	4	7	4	7	5	3	7	4	3
Dec. 2022	4	4	7	4	7	5	3	7	4	3
March 2023	4	4	7	5	7	6	3	6	3	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-attrition	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
March 2022	7	7	9	6	7	3	5	7	5	5
June 2022	7	7	9	6	7	5	5	7	4	5
Sept. 2022	7	7	9	6	7	3	5	7	4	5
Dec. 2022	7	7	9	6	8	4	5	7	4	5
March 2023	7	7	9	5	8	5	6	7	4	5

\* 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 Türkiye**  
**Call Center Statistics\***  
**(The number of agents ≥ 251) (Number of banks: 10)**

**D. Other Statistics**

Period	Other Statistics											
	Inbound calls						Outbound calls					
	Number of seats	Number of calls evaluated per agent**	Number of agents per first manager**	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
March 2022	6,289	22	16	237	41	51	797	29	16	82	44	47
June 2022	6,519	22	16	189	41	51	725	35	16	111	44	47
Sept. 2022	6,963	19	16	212	41	51	1,128	33	14	104	44	47
Dec. 2022	7,017	20	16	190	41	51	1,164	33	15	92	44	47
March 2023	6,902	21	16	197	41	51	1,151	31	16	85	44	47

**E. Financial transactions**

Period	Number of transactions	Volume of transactions (Thousand TRY)
March 2022	2,042,846	9,767,553
June 2022	2,178,647	12,112,341
Sept. 2022	2,004,161	14,292,563
Dec. 2022	2,551,014	15,737,776
March 2023	2,416,888	22,354,382

\* 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 Türkiye

### Call Center Statistics\*

(51 ≤ The number of agents ≤ 250) (Number of banks: 5)

#### A. Number of Call Center Employees

Period	The number of part-time agents		The number of full-time agents		Total number of agents	The number of supporting service personnel	The number of managers		Total
	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls			The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
March 2022	7	0	353	66	426	62	37	8	533
June 2022	20	0	307	62	389	55	32	6	482
Sept. 2022	18	0	375	58	451	63	37	8	559
Dec. 2022	15	0	433	66	514	65	40	8	627
March 2023	13	0	456	66	535	71	42	7	655

The number of agents that resigned and fired		The number of agents that transferred to another department		Total Turnover (%)
The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
32	1	5	4	10%
40	7	12	5	16%
34	6	5	6	11%
30	6	15	4	11%
32	8	14	2	10%

The number of agents working in the Outsource company on behalf of Bank's call center
231
286
270
250
301

#### B. Call Center Employee Profile

Period	Gender								Average Age		
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager
	Female	Male	Female	Male	Female	Male	Female	Male			
March 2022	289	137	34	28	26	19	349	184	27	34	32
June 2022	309	80	30	25	21	17	360	122	28	34	33
Sept. 2022	351	100	35	28	22	23	408	151	28	34	33
Dec. 2022	382	132	35	30	27	21	444	183	27	33	33
March 2023	395	140	38	33	30	19	463	192	28	33	33

Period	Education															
	The number of agents				The number of supporting service personnel				The number of managers				Total			
	High school	College	University graduate	Post-graduate	High school	College	University graduate	Post-graduate	High school	College	University graduate	Post-graduate	High school	College	University graduate	Post-graduate
March 2022	28	166	229	3	5	14	32	11	1	11	31	2	34	191	292	16
June 2022	25	167	195	2	5	16	25	9	1	11	25	1	31	194	245	12
Sept. 2022	27	169	251	4	5	16	32	10	1	11	31	2	33	196	314	16
Dec. 2022	27	203	276	8	7	14	34	10	1	10	35	2	35	227	345	20
March 2023	45	142	342	6	6	16	39	10	1	11	33	4	52	169	414	20

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others								
March 2022	213	213	45	17	26	19	284	249	7	0	2	9	38	12	10	60
June 2022	163	226	39	16	19	19	221	261	8	0	2	10	20	7	10	37
Sept. 2022	235	216	48	15	25	20	308	251	10	0	2	12	32	9	10	51
Dec. 2022	278	236	49	16	29	19	356	271	13	0	2	15	27	11	10	48
March 2023	304	231	52	19	32	17	388	267	12	0	3	15	29	10	10	49

\* 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 Türkiye**  
**Call Center Statistics\***  
**(51 ≤ The number of agents ≤ 250) (Number of banks: 5)**

**C. Call Profile**

Period	Inbound call profile										
	Number of incoming calls received by IVR	Number of incoming calls answered by agents	Total number of incoming calls	Number of abandoned calls from agents	Answered calls (%)	Average talk time (second)	Average after call work time (second)	Average ringing time (second)	Average speed of answer (second)	Average time to abandonment (second)	Number of active customers
March 2022	2,275,975	1,913,262	4,189,237	45,731	98%	243	3	2	22	96	1,019,096
June 2022	2,231,763	1,852,587	4,084,350	53,136	97%	240	3	2	20	107	1,026,877
Sept. 2022	2,248,443	1,982,672	4,231,115	57,433	97%	236	3	2	19	103	1,047,432
Dec. 2022	1,678,395	1,960,452	3,638,847	41,890	98%	241	3	2	17	101	1,083,477
March 2023	1,473,760	1,679,047	3,152,807	33,315	98%	242	3	2	14	108	2,215,282

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private banking line	Insurance / Individual pension system line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
March 2022	5	5	5	2	5	5	3	1	3	2	3	5	1	2	0	4
June 2022	4	4	4	2	4	4	3	1	3	2	3	4	1	2	0	3
Sept. 2022	5	5	5	2	5	5	3	1	3	2	3	5	1	2	0	4
Dec. 2022	5	5	5	2	5	5	3	1	3	2	3	5	1	2	0	4
March 2023	5	5	5	2	5	5	3	1	3	3	3	5	1	2	0	4

Period	Inbound call services (Number of banks)															
	From the another line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private banking line	Insurance / Individual pension system line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
March 2022	1	1	1	2	1	1	4	1	2	2	2	3	1	1	0	2
June 2022	1	1	1	2	1	1	3	1	2	3	2	3	1	1	0	2
Sept. 2022	1	1	1	2	1	1	4	1	2	3	2	3	1	1	0	2
Dec. 2022	1	1	1	2	1	1	4	1	2	3	2	3	1	1	0	2
March 2023	1	1	1	2	1	1	4	1	2	3	2	3	1	1	0	2

**The Banks Association of Türkiye**  
**Call Center Statistics\***  
**(51 ≤ The number of agents ≤ 250) (Number of banks: 5)**

Period	Outbound call profile														
	Number of reached customers					Number of customers not reached					The total number of outbound call customers				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
March 2022	456,458	0	0	12,109	468,567	338,275	0	0	17,143	355,418	794,733	0	0	29,252	823,985
June 2022	517,262	0	0	15,588	532,850	386,934	0	0	44,555	431,489	904,196	0	0	60,143	964,339
Sept. 2022	490,850	0	0	19,754	510,604	344,250	0	0	9,628	353,878	835,100	0	0	29,382	864,482
Dec. 2022	708,096	0	0	17,601	725,697	540,311	0	0	23,806	564,117	1,248,407	0	0	41,407	1,289,814
March 2023	635,113	0	0	15,795	650,908	386,303	0	0	14,509	400,812	1,021,416	0	0	30,304	1,051,720

Period	Outbound call profile									
	Customers Reached (%)					Average Talk Time (second)				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
March 2022	57%	-	-	41%	57%	90	-	-	108	90
June 2022	57%	-	-	26%	55%	81	-	-	104	82
Sept. 2022	59%	-	-	67%	59%	93	-	-	104	94
Dec. 2022	57%	-	-	43%	56%	97	-	-	102	97
March 2023	62%	-	-	52%	62%	106	-	-	166	107

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.)
130	0	33,759	803,866	147,571	0
131	0	27,299	453,305	173,541	0
172	0	26,815	435,306	189,021	0
219	0	33,172	434,911	210,875	0
175	0	27,418	381,604	228,029	0

Period	Outbound services (Number of banks)									
	Inhouse									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
March 2022	1	1	5	3	3	4	1	4	3	2
June 2022	1	1	4	3	2	3	1	4	3	2
Sept. 2022	1	1	5	4	3	4	2	5	3	2
Dec. 2022	1	1	5	4	3	4	2	5	4	3
March 2023	1	1	5	4	3	4	2	5	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
March 2022	0	1	4	2	3	3	0	2	1	1
June 2022	0	1	3	2	2	3	0	3	2	1
Sept. 2022	0	1	3	2	2	3	0	3	2	1
Dec. 2022	0	1	3	2	2	3	0	3	2	1
March 2023	0	1	3	2	2	3	0	3	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 Türkiye**  
**Call Center Statistics\***  
**(51 ≤ The number of agents ≤ 250) (Number of banks: 5)**

**D. Other Statistics**

Period	Other Statistics											
	Inbound calls						Outbound calls					
	Number of seats	Number of calls evaluated per agent**	Number of agents per first manager**	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
March 2022	591	9	16	143	38	48	95	8	13	60	34	56
June 2022	481	9	16	139	36	49	82	7	13	45	35	55
Sept. 2022	611	11	15	147	38	48	89	7	12	60	34	56
Dec. 2022	644	10	15	151	38	48	94	8	12	60	34	56
March 2023	632	9	15	171	38	48	95	8	12	60	34	56

**E. Financial transactions**

Period	Number of transactions	Volume of transactions (Thousand TRY)
March 2022	189,872	1,285,791
June 2022	144,823	1,565,625
Sept. 2022	183,672	1,540,551
Dec. 2022	204,237	2,222,476
March 2023	195,248	2,838,023

\* 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 Türkiye**  
**Call Center Statistics\***  
 (The number of agents ≤ 50) (Number of banks: 6)

**A. Number of Call Center Employees**

Period	The number of part-time agents		The number of full-time agents		Total number of agents	The number of supporting service personnel	The number of managers		Total
	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls			The number of personnel in the service of inbound calls	The number of personnel in the service of outbound calls	
March 2022	0	0	60	12	72	18	15	4	109
June 2022	0	0	107	16	123	27	17	4	171
Sept. 2022	0	0	75	9	84	19	11	3	117
Dec. 2022	0	0	67	9	76	19	13	3	111
March 2023	0	0	76	7	83	19	12	2	116

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	
4	1	3	2	14%
14	4	6	2	21%
3	0	5	2	12%
7	0	4	3	18%
3	0	2	1	7%

The number of agents working in the Outsource company on behalf of Bank's call center
346
317
357
421
415

**B. Call Center Employee Profile**

Period	Gender								Average Age		
	The number of agents		The number of supporting service personnel		The number of managers		Total		Agent	Supporting service personnel	Manager
	Female	Male	Female	Male	Female	Male	Female	Male			
March 2022	40	32	11	7	6	13	57	52	25	36	35
June 2022	76	47	16	11	8	13	100	71	26	33	36
Sept. 2022	51	33	10	9	5	9	66	51	25	36	37
Dec. 2022	46	30	9	10	4	12	59	52	25	34	36
March 2023	52	31	8	11	5	9	65	51	25	34	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
March 2022	10	18	43	1	3	1	11	3	0	2	15	2	13	21	69	6
June 2022	12	18	89	4	2	3	17	5	0	1	18	2	14	22	124	11
Sept. 2022	6	20	55	3	2	2	12	3	0	0	12	2	8	22	79	8
Dec. 2022	6	18	49	3	3	2	12	2	0	0	14	2	9	20	75	7
March 2023	8	21	50	4	3	2	13	1	0	0	12	2	11	23	75	7

Period	Geographical Location								Availability of SPK Licence				Foreign language speaking			
	The number of agents		The number of supporting service personnel		The number of managers		Total		The number of agents	The number of supporting service personnel	The number of managers	Total	The number of agents	The number of supporting service personnel	The number of managers	Total
	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others	Istanbul and Izmit	Others								
March 2022	57	15	17	1	18	1	92	17	8	3	7	18	12	2	2	16
June 2022	108	15	26	1	20	1	154	17	8	3	4	15	20	5	4	29
Sept. 2022	69	15	18	1	13	1	100	17	12	3	4	19	20	1	3	24
Dec. 2022	61	15	18	1	15	1	94	17	13	3	5	21	18	1	4	23
March 2023	67	16	18	1	13	1	98	18	11	3	5	19	19	1	4	24

\* 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 Türkiye**  
**Call Center Statistics\***  
(The number of agents ≤ 50) (Number of banks: 6)

**C. Call Profile**

Period	Inbound call profile										
	Number of incoming calls received by IVR	Number of incoming calls answered by agents	Total number of incoming calls	Number of abandoned calls from agents	Answered calls (%)	Average talk time (second)	Average after call work time (second)	Average ringing time (second)	Average speed of answer (second)	Average time to abandonment (second)	Number of active customers
March 2022	500,626	1,627,403	2,128,029	105,378	94%	203	4	4	31	222	551,936
June 2022	493,982	1,637,518	2,131,500	96,150	94%	209	3	3	28	204	544,766
Sept. 2022	604,651	1,661,043	2,265,694	198,580	88%	237	2	3	54	250	513,550
Dec. 2022	556,209	1,416,516	1,972,725	97,415	93%	261	3	3	35	201	472,690
March 2023	564,674	1,336,997	1,901,671	51,793	96%	297	3	3	22	169	488,199

Period	Inbound call services (Number of banks)															
	From the same line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private banking line	Insurance / Individual pension system line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
March 2022	4	7	2	2	7	3	2	2	2	1	6	1	2	4	0	6
June 2022	5	8	3	2	8	4	2	2	2	1	6	2	2	4	0	7
Sept. 2022	4	6	2	2	6	3	2	2	2	1	6	1	2	4	0	5
Dec. 2022	4	6	2	2	6	3	1	2	2	1	6	1	2	4	0	5
March 2023	4	6	2	2	6	3	1	3	2	1	6	1	2	4	0	5

Period	Inbound call services (Number of banks)															
	From the another line															
	Banking services	Card services	Applications (credit card, supplementary card etc.)	Stock services	Service in English	Cross-sell	Private banking line	Insurance / Individual pension system line	ATM-POS support line	Branch support line	Customer satisfaction or complaint line	Investment line	SME and Commercial banking line	Corporate banking line	Mortgage line	Internet banking support line
March 2022	1	1	0	1	1	1	1	2	3	2	1	4	1	0	1	1
June 2022	1	1	0	2	1	1	2	2	3	2	1	4	1	0	1	1
Sept. 2022	1	1	0	2	1	1	2	2	3	2	1	4	1	0	1	1
Dec. 2022	1	1	0	2	1	1	2	2	3	2	1	4	1	0	1	1
March 2023	1	1	0	2	1	1	3	1	3	1	1	3	1	0	0	1



**The Banks Association of Türkiye**  
**Call Center Statistics\***  
**(The number of agents ≤ 50) (Number of banks: 6)**

Period	Outbound call profile														
	Number of reached customers					Number of customers not reached					The total number of outbound call customers				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
March 2022	37,328	81,000	0	38,962	157,290	64,253	29,875	0	37,031	131,159	101,581	110,875	0	75,993	288,449
June 2022	84,163	75,596	0	47,828	207,587	112,316	30,450	0	39,904	182,670	196,479	106,046	0	87,732	390,257
Sept. 2022	23,949	51,178	0	50,220	125,347	25,983	25,645	0	46,216	97,844	49,932	76,823	0	96,436	223,191
Dec. 2022	38,591	48,881	0	53,070	140,542	69,824	22,319	0	50,117	142,260	108,415	71,200	0	103,187	282,802
March 2023	28,638	40,255	0	54,170	123,063	27,627	19,182	0	44,297	91,106	56,265	59,437	0	98,467	214,169

Period	Outbound call profile									
	Customers Reached (%)					Average Talk Time (second)				
	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total	Outbound calls for sales	Outbound calls for collection	Outbound calls for ATM-POS monitoring	Other operational outbound calls	Total
March 2022	37%	73%	-	51%	55%	122	67	-	131	96
June 2022	43%	71%	-	55%	53%	132	67	-	113	104
Sept. 2022	48%	67%	-	52%	56%	138	71	-	280	167
Dec. 2022	36%	69%	-	51%	50%	143	69	-	131	113
March 2023	51%	68%	-	55%	57%	160	79	-	127	119

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.)
119,212	660	2,063	157,824	3,459	202,643
112,771	570	2,286	313,570	16,911	181,048
105,479	801	2,426	457,298	17,308	205,517
115,447	321	21,414	598,138	14,209	202,187
72,981	333	136,674	442,091	19,231	190,622

Period	Outbound services (Number of banks)									
	Inhouse									
	Outbound calls for collection (credit cards)	Outbound calls for collection (consumer loans)	Outbound calls for sales	Outbound calls for updating data	Retention / Anti-attribution	Outbound for credit card limit increasing	Outbound calls for activation	Outbound calls for campaigns	Outbound calls for welcome	Outbound calls for resend card/account statement
March 2022	1	1	2	1	0	1	0	1	1	1
June 2022	1	1	3	1	1	2	0	1	1	1
Sept. 2022	1	1	2	1	0	1	0	1	1	1
Dec. 2022	1	1	2	1	0	1	0	1	1	1
March 2023	1	1	2	1	0	1	0	1	1	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
March 2022	3	3	2	3	1	1	2	2	2	1
June 2022	3	3	3	3	2	1	2	2	2	1
Sept. 2022	3	3	2	3	1	1	2	2	1	1
Dec. 2022	3	3	2	3	1	1	2	2	2	1
March 2023	3	3	2	3	1	1	2	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.

**The Banks Association of Türkiye**  
**Call Center Statistics\***  
**(The number of agents ≤ 50) (Number of banks: 6)**

**D. Other Statistics**

Period	Other Statistics											
	Inbound calls						Outbound calls					
	Number of seats	Number of calls evaluated per agent**	Number of agents per first manager**	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)	Number of seats	Number of calls evaluated per agent	Number of agents per first manager	Inbound-training time per agent (hour)	Daily break time per agent (minute)	Daily lunch time per agent (minute)
March 2022	151	47	12	177	40	51	135	31	3	186	41	49
June 2022	271	31	12	166	41	51	148	27	5	167	39	51
Sept. 2022	158	41	11	180	42	50	133	38	2	186	41	49
Dec. 2022	150	41	10	180	42	50	133	38	2	186	41	49
March 2023	159	40	14	180	42	50	131	46	2	186	41	49

**E. Financial transactions**

Period	Number of transactions	Volume of transactions (Thousand TRY)
March 2022	51,064	407,522
June 2022	102,016	651,339
Sept. 2022	55,157	597,668
Dec. 2022	54,973	853,612
March 2023	54,856	866,267

\* 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 Burgan Bank A.Ş.
- 6 Denizbank A.Ş.
- 7 Fibabanka A.Ş.
- 8 HSBC Bank A.Ş.
- 9 ICBC Turkey Bank A.Ş.
- 10 ING Bank A.Ş.
- 11 Odea Bank A.Ş.
- 12 QNB Finansbank A.Ş.
- 13 Şekerbank T.A.Ş.
- 14 Turkish Bank A.Ş.
- 15 Türk Ekonomi Bankası A.Ş.
- 16 Türkiye Cumhuriyeti Ziraat Bankası A.Ş.
- 17 Türkiye Garanti Bankası A.Ş.
- 18 Türkiye Halk Bankası A.Ş.
- 19 Türkiye İş Bankası A.Ş.
- 20 Türkiye Vakıflar Bankası A.Ş.
- 21 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 resignd 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 avarage 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.

### \*Publication Periods of the Report:

March: May 1.Week

June: August 1.Week

September: November 1.Week

December: February 1.Week

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This report is prepared from the related statistics of banks that give call center service to the customers. The data of participation banks is not included.

Whilst every effort has been made to ensure that the information contained in this book is correct, the Banks Association of Türkiye can not accept any responsibility for any errors or omissions or for any consequences resulting therefrom.

## *Glossary*

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