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FOURTH EDITION

Contact Center Performance Report

2022-23

Average Time in Queue by Industry

Industry	Time
E-commerce (D2C +Groceries)	52.6 sec
Restaurants	45.0 sec
Insurance, Fintech & NBFC	37.9 sec
Banking	92.8 sec
Healthcare & Pharma	66.3 sec
Logistics	93.5 sec
Real Estate	29.3 sec
Education	45.8 sec

46 sec **2021** VS 56 sec **2022**

INSIGHT: The spike in Average Queue Times indicate that businesses either need to increase the number of agents or improve their efficiency and consequently their availability.

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E-commerce | Food | Health & Pharma | Banking | Insurance & Finance | Education | Real Estate

Contents

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What You'll Find in This Report

This is the fourth edition of the Contact Center Performance Report. Every year, we collate data across millions of customer interactions to help us establish performance benchmarks for key customer experience and efficiency metrics and to reveal critical insights on the State of the Contact Center.

About the study

This year, we studied 22 million calls made on our platform by 1,60,635 active agents across contact centers belonging to Education, Real Estate, Finance, E-commerce, Food, Pharma, and Banking verticals.

Key performance metrics: What did we measure?

Inbound Calls

Inbound calls are primarily for customer support and order processing. In some sectors, these inbound calls include inbound sales calls. This study aggregated key customer experience and agent performance metrics across these calls including Time in Queue, Abandonment Rates, Speed of Answer, Hold Times, Talk Times, and After Call Work.

Outbound Calls

Outbound calls include both sales calls and outbound customer service and confirmation calls. Here we studied the Average Pickup Rate as an indicator of campaign efficacy.

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Section 1: Executive Summary

Customers are fundamentally different post-covid. Expectations have changed and it is becoming clear that an omnichannel, AI-based strategy is essential for contact centers to meet their customer experience goals.

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Key Findings: State of Contact Center

01 Callers wait longer

Average Time in Queue

56 seconds

The spike in Average Queue Times shows that businesses either need to increase the number of agents, or improve their efficiency—and consequently their availability.

02 Agents hustle to cope

Average Agent Speed Of Answer

7.7 seconds

The reduction in Average Agent Speed of Answer — the time an agent's phone rings before they answer— suggests an increased use of the auto-answer feature by contact centers.

03 Agents face higher workloads

Average After Call Work

47.4 seconds
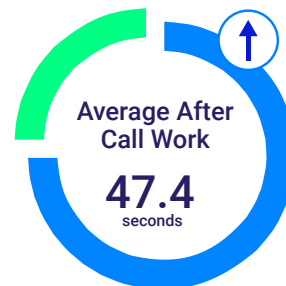
Wrap Times, which affect agent availability, have increased by 8 seconds in 2022, suggesting that contact centers must simplify and automate post-call work.

04 Call Pickup Rates decline

Average Call Pickup Rate

39%
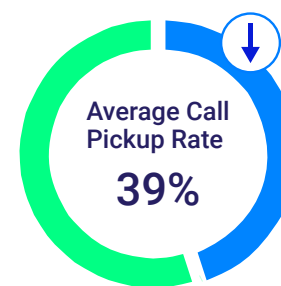
Although sectors like restaurants see high Average Pickup Rates, the overall decline in this metric shows customers' growing reluctance to take promotional calls.
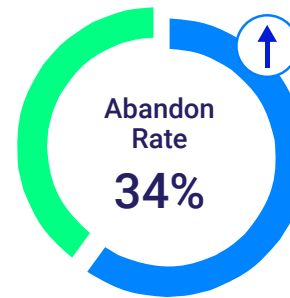
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Key Findings: State of Contact Center

05 Call duration stays consistent

Average Talk Time

3.7

minutes

In 2022, on average, an agent spends 3.7 minutes talking to a caller — the same as in 2021— a duration ideally suited to phone calls rather than chat conversations.

06 Customer impatience rises

Abandon Rate

34%

Wait Times that worked before don't work anymore. Abandonment Rates have trebled from 2019 to 2022 revealing an increasing impatience amongst callers.

07 Voice remains vital

Industries with Increasing Call Volumes

7/11

Voice remains a critical channel for support and consultative sales. Of the 11 verticals we studied, 7 showed an uptick in call volumes this year.

08 AI & Omnichannel are critical

Average Time in Queue

56

seconds
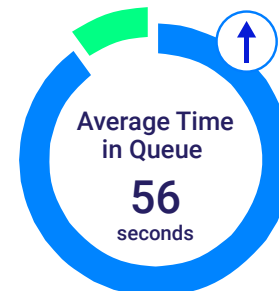
Automation and call deflection to channels like WhatsApp will combat long call queues & free up agents for issues that truly require empathetic phone conversations.

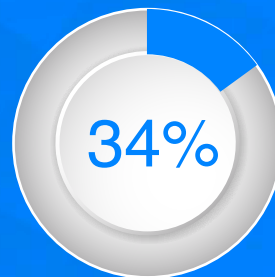**Ozonetel**

Section 2: Customer Experience Metrics

Did callers endlessly wait in queues, abandon calls, or get connected fast?
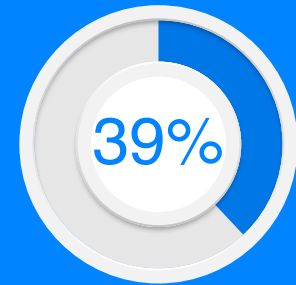
56 seconds
Average Time
in Queue (AWT)

7.7 seconds
Average Agent
Speed of Answer
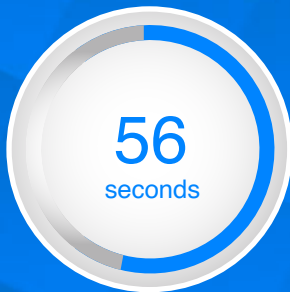
34%
Average
Abandon Rates

13.6 seconds
Average
Hold Times

39%
Average Outbound
Pickup Rate

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What is Average Time in Queue?

Average Time in Queue reveals how long callers wait to get connected to someone when they call a business.
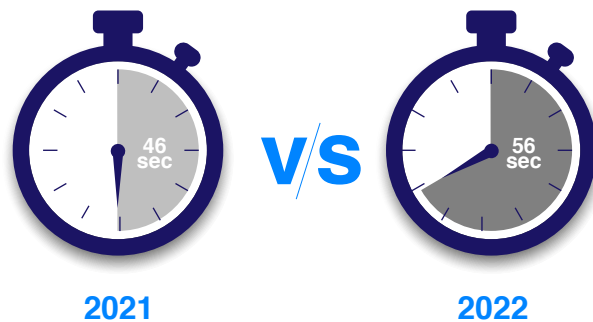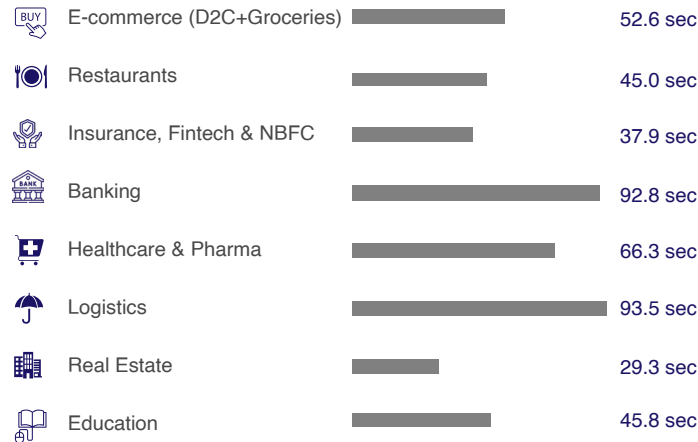
56
seconds

was the average time a caller waited to get connected to a live agent

Why Measure Average Time in Queue?

Being made to wait in queues can drastically reduce customer satisfaction, increase Abandonment Rates, and consequently increase customer churn.

- ⚠ High average queue times indicate insufficient agent availability.
- ☑ Low average queue times indicate adequate agent availability.

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Average Time in Queue by Industry

	Industry	Time
🛒	E-commerce (D2C+Groceries)	52.6 sec
🍽	Restaurants	45.0 sec
🛡	Insurance, Fintech & NBFC	37.9 sec
🏛	Banking	92.8 sec
➕	Healthcare & Pharma	66.3 sec
☂	Logistics	93.5 sec
🏢	Real Estate	29.3 sec
📖	Education	45.8 sec

46 sec **V/S** **56 sec**

2021 **2022**

INSIGHT: The spike in Average Queue Times indicate that businesses either need to increase the number of agents or improve their efficiency and consequently their availability.

How to Improve Average Time in Queue?

To improve your Queue Times, firstly you need to investigate when and why your Queue Times are spiking using your hourly and weekly call queue reports. Once you have done this, consider using the following measures:

- ☑ Accurately project call volumes based on your historical reports and increase staffing accordingly.

- ☑ Train agents to resolve problems faster and wrap ACW faster.

- ☑ Set call queue limits for each skill you route your calls to. When queues exceed those limits, auto-route them to other skills or agents.

- ☑ Divert simple transactions to a self-service IVR. Transactions that are best suited to self-service IVR include location confirmation, booking confirmation, checking ticket/delivery status, and cancellations.

- ☑ Reduce call queues by letting callers opt for voicemail and call-backs. Deliver these voicemails to a priority inbox. Use a power dialer tot automate callbacks.

- ☑ Deflect to WhatsApp via IVR to reduce call queues. This will improve customer satisfaction rates and boost operational efficiency.

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What is Average Agent Speed of Answer?

The Average Agent Speed of Answer is the average time agents take to answer inbound calls. This includes time while the agent's phone rings but does not include the time the caller spends in the IVR or call queue.
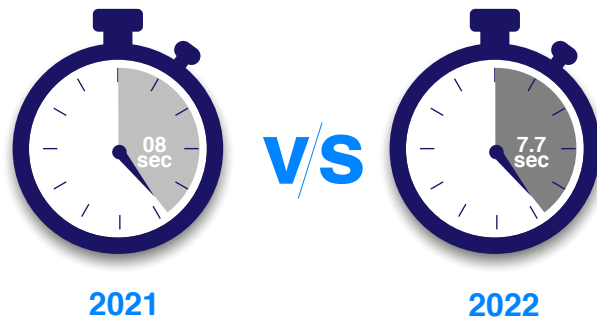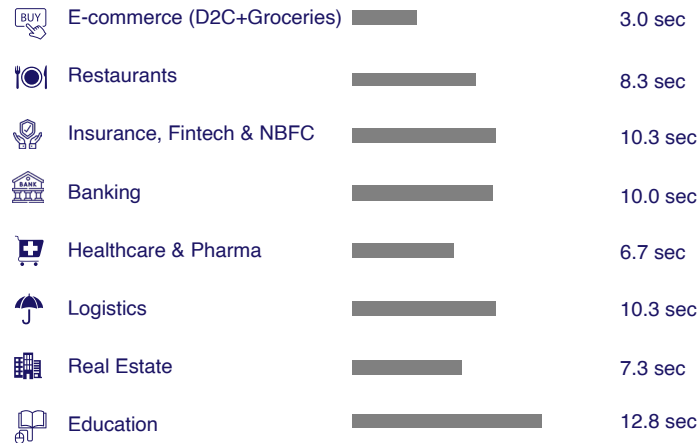
7.7
seconds

Is the average time an agent takes to answer an inbound call

Why Measure Average Agent Speed of Answer?

The Average Agent Speed of Answer indicates how fast your agents answer calls. This KPI affects caller waiting times and consequently affects customer satisfaction.

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Average Agent Speed of Answer by Industry

🛒 E-commerce (D2C+Groceries)		3.0 sec
🍽 Restaurants		8.3 sec
🛡 Insurance, Fintech & NBFC		10.3 sec
🏦 Banking		10.0 sec
✚ Healthcare & Pharma		6.7 sec
☂ Logistics		10.3 sec
🏢 Real Estate		7.3 sec
📖 Education		12.8 sec

08 sec VS **7.7 sec**

2021   **2022**

INSIGHT: The improvement in this metric suggests that most contact centers are using an auto-answer feature to automatically connect calls to available agents without any downtime.

How to Improve Average Agent Speed of Answer?

The telephony solution you use could affect the Average Agent Speed of Answer.

☑ Landlines or mobile telephones take up to 6 seconds for calls to ring.

☑ VOIP and softphones instantly patch the call to agents.

You can take the following steps to improve Agent Speed of Answer

☑ Train your agents to wrap calls and answer calls faster.

☑ Use an auto-answer feature to automatically patch calls to agents within 1 second.

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What is Abandonment Rate?

The Average Abandonment Rate tells you how many calls went unanswered by agents as callers disconnected while waiting in the queue.
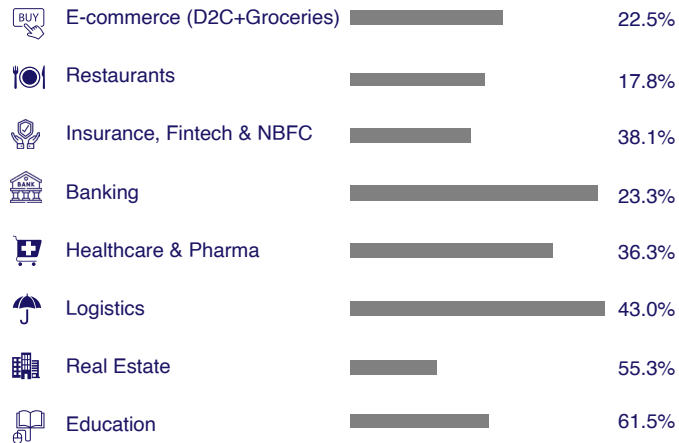
34%
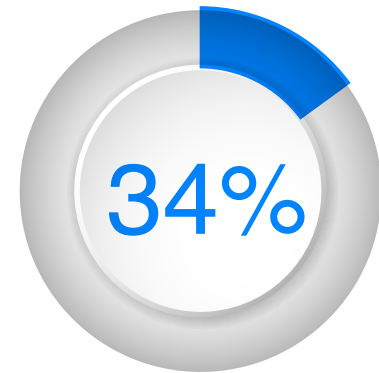
is the average percentage of calls that callers disconnected before being routed to an agent

Why Measure Abandonment Rates?

Abandonment Rates indicate the number of calls that go unanswered in your call center. This represents a missed opportunity to speak to a customer or prospect who has called your business for a sales inquiry, complaint, or to give valuable feedback.

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Average Abandonment Rate by Industry

E-commerce (D2C+Groceries)		22.5%
Restaurants		17.8%
Insurance, Fintech & NBFC		38.1%
Banking		23.3%
Healthcare & Pharma		36.3%
Logistics		43.0%
Real Estate		55.3%
Education		61.5%

29% V/S **34%**

2021   **2022**

INSIGHT: Increasing Abandonment Rates indicate that callers are dissatisfied with Call Queue Times.

How to Reduce Average Abandonment Rates?

In order to reduce Abandonment Rates, contact centers need to decrease Average Queue Times, improve agent availability, or reduce call volumes.

⊘ Ensure adequate staffing to keep call queues short.

⊘ Use skill-based routing to distribute calls better amongst your agents.

⊘ Reduce call volumes by deflecting calls to digital or self-service channels such as WhatsApp or chatbots.

⊘ Offer self-service via IVR to quickly resolve L1 queries and free call queues without any agent intervention.

⊘ Offer voicemail and call-backs to callers when the Queue Time exceeds a defined limit.

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What is Hold Time?

Hold Time tells you how long a caller is made to wait when an agent puts them on hold to retrieve information, speak to a supervisor, or transfer the caller.
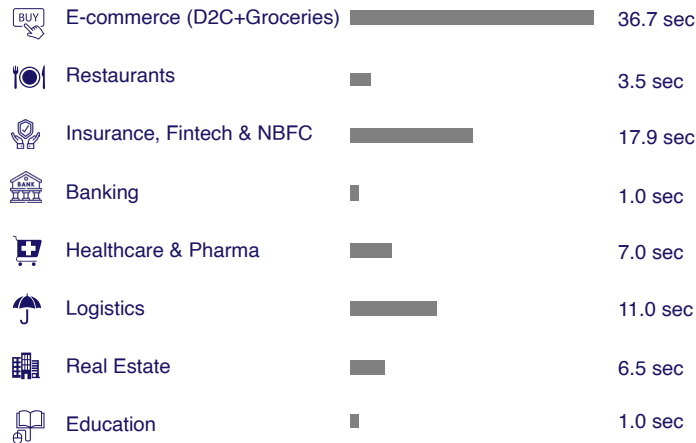
13.6 seconds

is the average percentage time a caller was made to wait on hold

Why Measure Average Hold Times?

Average Hold Times affect both customer experience and can increase or decrease the Average Handle Time, therefore, affecting cost per call and overall call center productivity.

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Average Hold Time by Industry

E-commerce (D2C+Groceries)		36.7 sec
Restaurants		3.5 sec
Insurance, Fintech & NBFC		17.9 sec
Banking		1.0 sec
Healthcare & Pharma		7.0 sec
Logistics		11.0 sec
Real Estate		6.5 sec
Education		1.0 sec

8.89 sec **VS** **13.64 sec**

2021 **2022**

**INSIGHT:** Average Hold Times have increased, indicating that agents were able to transfer calls or retrieve information slower than the previous year.

How to Reduce Average Hold Time?

High Average Hold Times indicate lack of training or poor transfer technology.

☑ Route callers to the right agent skill by improving the IVR options

☑ Cross-train agents to handle multiple call types to minimize transfers

☑ Improve agents' problem diagnosis and resolution skills.

☑ Offer your agents an easy-to-use interface to transfer calls when required.

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What is Service Level?

Service level indicates how many calls are answered within twenty seconds. Aggregated across Industries, most of our clients maintained an average service level of 93%. This means most clients answered 93% of calls in twenty seconds or less.
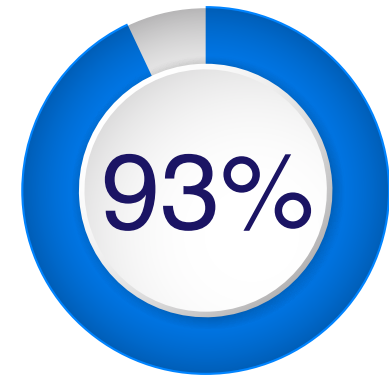
These levels vary based on business KPIs. For instance, this is how service levels varied across four sectors:

- Financial Services: 95% of calls answered in under 20 seconds.
- BPO: 99.9% of calls answered in under 20 seconds.
- E-commerce: 98% of calls answered in under 20 seconds
- Pharma: 80% of calls answered in under 20 seconds.

How to Maintain High Service Levels?

To maintain high service levels, we need to maintain high Answer Rates and consequently low Abandonment Rates. You can achieve this by following all the measures we outlined earlier including

- Effective call routing and call distribution
- Accurate staff forecasting
- Adequate staffing
- Effective agent training

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What is Average Call Pickup Rate?

Call Pickup Rate is the average number of prospects or customers who answer calls versus the total number of calls dialed. It is also known as Answer Rate or Call Pickup Rate. To determine the rate, we divide the calls answered [including voicemails] by the total calls placed.
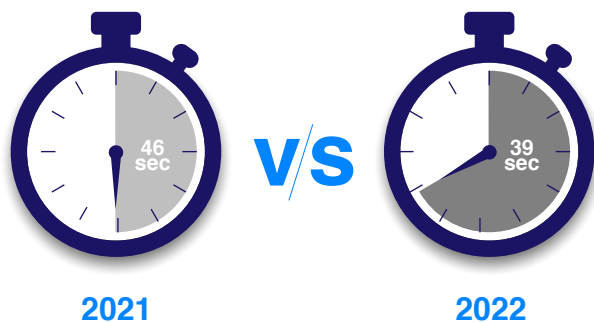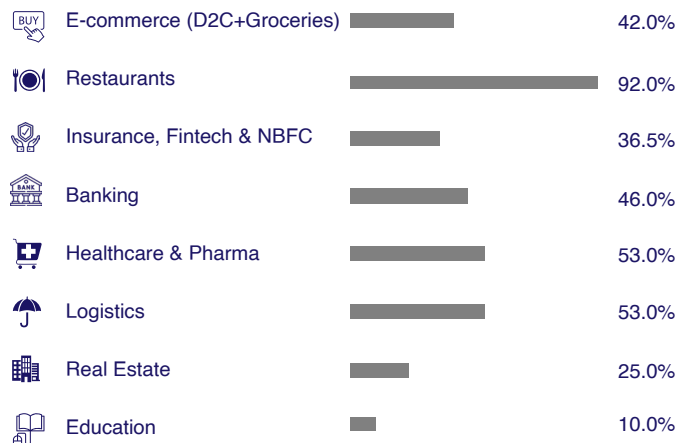
39%

Is the average percentage of calls answered by customers and leads in 2022

Why Measure Call Pickup Rate?

This metric lets you know the effectiveness of your outbound campaigns.

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Average Connection Rate by Industry

BUY	E-commerce (D2C+Groceries)	42.0%
	Restaurants	92.0%
	Insurance, Fintech & NBFC	36.5%
BANK	Banking	46.0%
	Healthcare & Pharma	53.0%
	Logistics	53.0%
	Real Estate	25.0%
	Education	10.0%

46 sec VS **39 sec**

2021   **2022**

INSIGHT: The Average Call Pickup Rate has declined, showing that prospects are more reluctant to answer calls from a business. However, in the Restaurant & Food Delivery Industry, the Pickup Rate was remarkably high at 92%. This is due to usage of a verified caller ID and indicates that callers are willing to answer relevant transactional calls.

How to Improve Average Time in Queue?

To improve how many contacts pick up your calls, you need to ensure you choose the right dialer, the right timing, and the right caller ID. Reschedule calls for separate times of the day, and days of the week, to see which day and time give you the best answer rates. Consider using virtual phone numbers and verified business caller IDs to improve your Outbound Call Pickup Rate.

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Section 3: Agent Efficiency Metrics

How efficiently are call center agents working?

3.7 minutes
Average Talk Time

47.4 seconds
Average After Call Work

7.7 seconds
Average Agent Speed of Answer

13.64 seconds
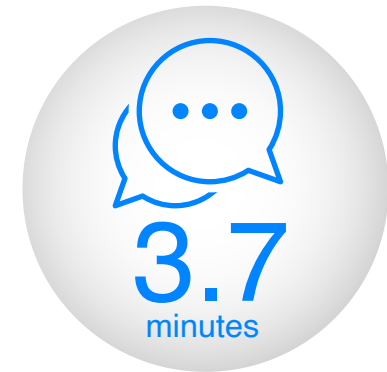Average Hold Time

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What is Average Talk Time?

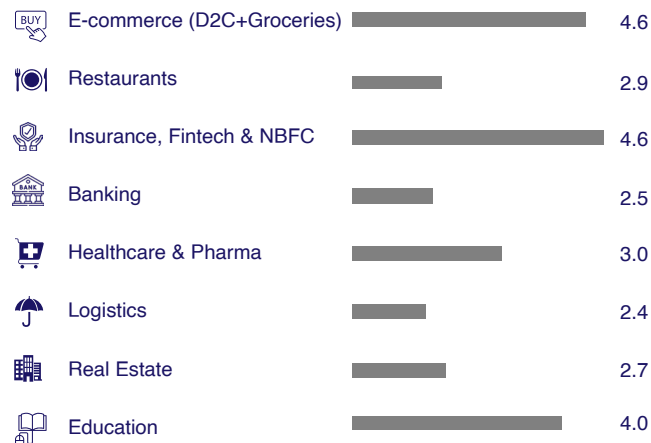Average Talk Times tell you how long an agent spends talking to a caller on average.

3.7 minutes

Is the average amount of time agents spoke to a single caller

Why Measure Average Talk Times?

Average Talk Time measures a contact center's efficiency. These rates help you to determine your call center staffing requirements and your cost per call.

Average Talk Times by Industry

Industry	Value
E-commerce (D2C+Groceries)	4.6
Restaurants	2.9
Insurance, Fintech & NBFC	4.6
Banking	2.5
Healthcare & Pharma	3.0
Logistics	2.4
Real Estate	2.7
Education	4.0

3.7 min — 2021   **VS**   3.7 min — 2022

INSIGHT: In most sectors, we see that talk time was an average of 3.7 minutes. It is unlikely that conversations of this length could take place via digital channels reiterating the relevance of voice as an important support and consultative sales channel

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What is After Call Work?

After Call Work (ACW) or post-call processing is the work a call center agent puts in after speaking to a customer. This includes updating customer information, adding call disposition, adding notes, logging the call, or following up with an email or message. Until the ACW is complete, the agent's status remains busy or unavailable.
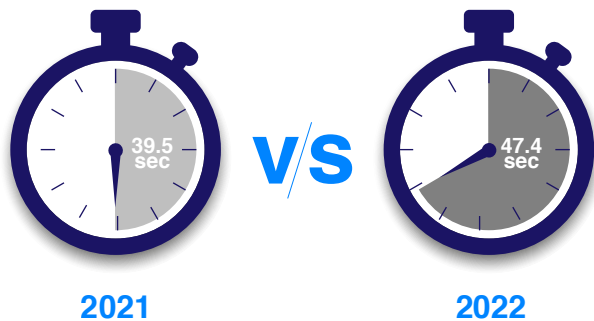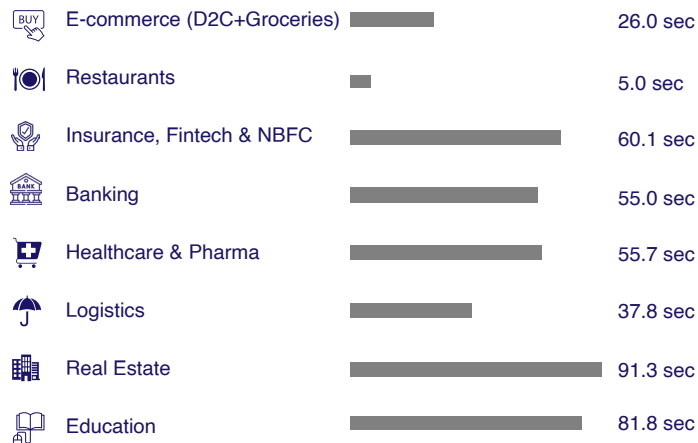
47.4
seconds
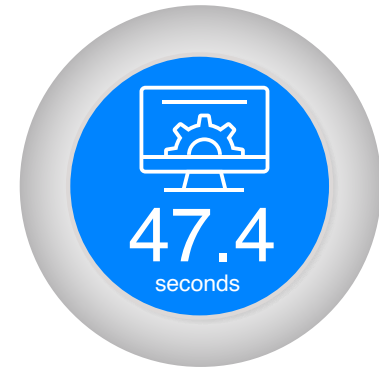
Is the average amount of time agents took to wrap their after call work

Why Measure ACW/Wrap Time?

ACW affects agents' productivity and contact center efficiency. A high Wrap Time can reduce agent availability, leading to higher call queues which in turn affects customer experience.

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After Call Work by Industry

	Industry		Time
🛒	E-commerce (D2C+Groceries)	▬	26.0 sec
🍽	Restaurants	▪	5.0 sec
🛡	Insurance, Fintech & NBFC	▬▬▬	60.1 sec
🏦	Banking	▬▬	55.0 sec
🏥	Healthcare & Pharma	▬▬	55.7 sec
☂	Logistics	▬	37.8 sec
🏢	Real Estate	▬▬▬▬	91.3 sec
📖	Education	▬▬▬	81.8 sec

39.5 sec **2021** V/S **47.4 sec** **2022**

INSIGHT: The increase in Wrap Time this year either indicates an increase in agents' post-call responsibilities or a failure to provide agents with disposition codes relevant to today's customer queries.

How to Improve ACW?

You can reduce ACW in the following ways:

☑ Use Call Disposition codes instead of requiring agents to add notes.

☑ Limit Wrap Codes to five master reasons and five sub reasons. And restrict Wrap Codes to a single level.

☑ Integrate with CRM to automate call logging and schedule follow-ups in a unified window.

☑ Train Agents. Experienced agents can wrap calls 20% faster than novices.

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Section 4: Contact Center Performance 2019 to 2022

Performance Factor	2019	2020	2021	2022
Average Time in Queue (AWT/ASA)	79.0 sec	37.0 sec	44.6 sec	56.0 sec
Average Speed of Answer (AASA)	6.0 sec	8.0 sec	8.0 sec	7.7 sec
Abandon Rates	12%	15%	29%	34%
Average Talk Times/AHT	4.3 mins	4.0 mins	3.7 mins	3.7 mins
Average Wrap Times/ACW	25 sec	45 sec	39.5 sec	47.4 sec
Contact Rate (Outbound)	46%	38%	46%	39%
Average Hold Time		13.0 sec	8.9 sec	13.6 sec

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Conclusion

2022 has turned out to be a challenging year for the contact center industry. Our study found that while the average length of phone conversations has remained the same as last year, callers are waiting longer in queues, agents are working longer to wrap calls, and idle times between calls are decreasing.

Meanwhile, customer expectations are rising. They want shorter wait times when they call your business and are becoming more discretionary when your agents call them.

And though average call durations and increasing call volumes show the importance of voice as a communication channel – an omnichannel, AI-based strategy is now critical for contact centers to meet their customer experience goals.

Contact center performance varies depending on the business category. In this report, we see how sectors like Restaurants, Food delivery, and E-commerce have maintained high service standards while sectors like education have struggled to keep up.

Our report lets you benchmark your call center performance against the average in your industry. In areas where your contact center outperformed the benchmark, congratulations! In areas where it underperforms, consider the systems and technologies we've suggested we improve those metrics.

We hope this has been an interesting read for you, giving you some overall perspective of the state of the contact center industry as you plan your goals and strategy. All the best on the path to happier agents and happier customers!

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About Ozonetel

Ozonetel is an industry leader within the Customer Experience (CX) space, offering businesses a robust, omnichannel platform to manage end-to-end communication. The AI-powered platform has enabled 2,500+ businesses to manage and analyze interactions at every step of their customer journey — across both voice and digital channels.