

TALKDESK REPORT

# 2021 Talkdesk global contact center KPI benchmarking report



**:talkdesk®**

# Foreword

2020 was a more demanding year than we ever could have expected. The global repercussions of COVID-19 permanently changed the way we behave, work, and think about the future. And the dust hasn't settled yet: countries are still healing from the direct or indirect socioeconomic effects of pandemic control measures.

But turbulence is also transformative. And together, we did our best to adapt.

To adapt means making something suitable for a new use or purpose and adjusting to new conditions. For businesses, adapting means transforming customer experience (CX) strategies and optimizing operations while dealing with countless competing priorities and trade-offs.

In the wake of the pandemic, increasing digital adoption and growing competition are fueling customer emancipation. There's an opportunity to embrace the power of data to face these new complexities.

To be better in an ever-changing economic climate, Talkdesk believes in benchmarking as a priority of contact center strategy. Leveraging benchmarking and data hubs to enhance performance and productivity is crucial to deliver a better way to great customer experience.

Are decision-makers more prone to embrace the value of data in this new context? Is your contact center retrieving the right answers? Are you asking the right questions? If you are not sure, start small. Use this report as a starting point.

This report presents benchmarks for five handpicked contact center performance metrics applied to a wide range of industries, company sizes, and locations to inform critical business decisions, helping you use data as a tool for transformation—not as a byproduct of turbulence.

Sincerely,



**FILIPA FERNANDES DA SILVA**  
Product marketing manager,  
AI and insights  
Talkdesk

# Methodology

## Handpicked metrics for operation leaders

The data presented in this report is proprietary to Talkdesk. It represents the average performance of a sample size of over 2,200 clients from a wide range of industries and across six continents: Africa, Asia, Europe, North America, Oceania, and South America.

This data was collected from the Talkdesk platform between January 1, 2019, and December 31, 2020.



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# Introduction

The 2020 Talkdesk contact center KPI and benchmarking report unveiled insights into the challenges that COVID-19 caused in the first half of the year. Little did we know then that a year later we would still be facing new challenges, nor did we realize how well contact centers could weather them.

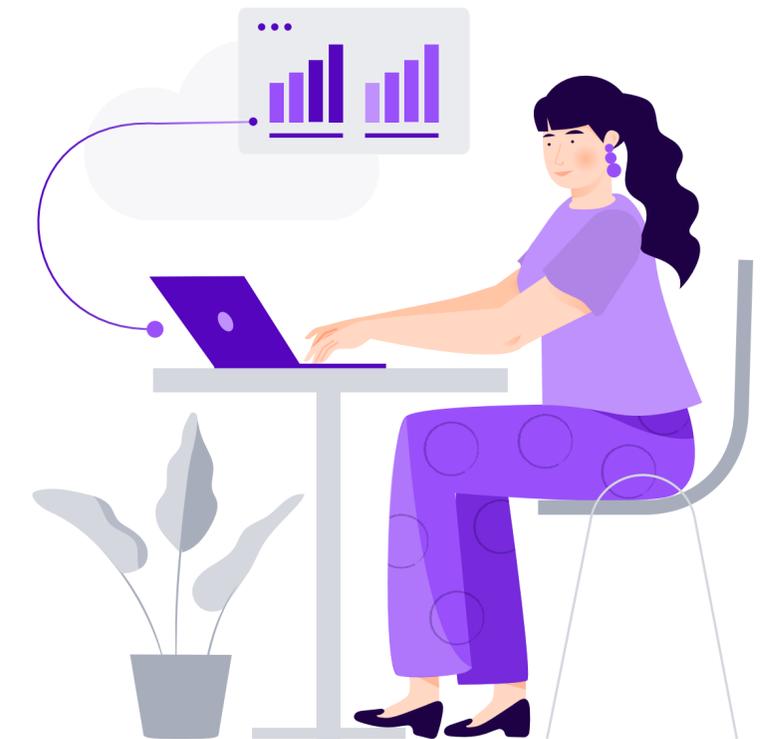
As we look back at contact center performance under a full year of pandemic restrictions, we have seen two significant impacts on business operations: work from home (WFH) and the acceleration of technology adoption and digitization, making the value of cloud technology more prominent and essential for business continuity.

This abrupt shift has fundamentally reshuffled business priorities. However, we are not going back to the old order of operations. So, as companies continue to adapt to ongoing uncertainty and set new goals and priorities, tracking the most critical

KPIs against those goals is paramount. But, with a radically different landscape in 2021, how can contact centers know the right moves to make? Navigating this change starts with learning more about peer performance in 2020 and comparing against it.

The 2021 Talkdesk global contact center KPI benchmarking report measures and examines the impact felt by contact centers in metrics such as average talk time and service level, analyzing the call data of a sample size of more than 2,200 Talkdesk customers in different locations and industries, from small and midsize businesses (SMBs) to multinational enterprise. This resulting report contains a first look at these metrics, providing a snapshot of the impact of the pandemic on contact centers.

This report analyzes the call data of more than 2,200 Talkdesk customers in different locations and industries, from SMBs to enterprise organizations.



# I. The importance of benchmarking

Long before the COVID-19 crisis emerged, advances in technology had already sparked a shift in the traditional contact center model. Rather than a straight cost center, contact center agents established themselves as a bridge between a brand and its customers. This tie grew stronger as shelter-in-place and other restrictions forced companies to abandon their physical operations—from retail stores to bank branches—and quickly pivot to a remote-work model. With customers unable to engage with brands in person, customer relationship management fell to the contact center agent, rather than a store clerk or office associate.

Given the differences in working conditions during the pandemic, is it even still worth benchmarking contact center KPIs from such an outlier of a year? In one word, yes. Once new remote working protocols were in place, many organizations found that this new way of working, worked. And worked even better in some areas. Benchmarking helps all organizations understand how and where these changes helped, or impeded, their contact center operations.

“I think oftentimes you have the system in place but you don’t necessarily have the bandwidth or the capabilities to really measure. And so leaning into the experts... you’ve invested in the software solution, but really leaning on that team to look at the numbers from an outsider’s point of view and just kind of make recommendations, kind of talk you through, and want to help you improve. I think that’s really valuable.”

— DIRECTOR, E-COMMERCE & DIGITAL MARKETING - ONLINE CLOTHING RETAILER

Contact center benchmarking is a structured, systematic process of continually identifying, examining, deploying, and reviewing best practices to gain and maintain competitive advantage. It’s easy to understand why it is even more important as parts of the world slowly begin to re-emerge from pandemic conditions.

**Benchmarking allows center managers to determine best practices and to critically evaluate their business and implement changes when necessary.**

## The benefits of benchmarking

### 1. Identifies urgent areas of improvement

Benchmarking can identify ineffective practices to help establish priorities by highlighting areas in which you are underperforming compared to peers.

**When focusing on contact center effectiveness, it can be helpful to compare some of the following metrics:**

- Customer satisfaction (CSAT)
- First call resolution (FCR)
- Average revenue per contact (including percentage of upsell or cross-sell opportunities)

### 2. Uncovers areas for improved efficiency

Comparing your operational costs to industry measures allows you to understand if your costs are above, below, or average, and if you are more, less, or equally affected by them.

**When assessing contact center efficiency, it can be helpful to compare the following metrics:**

- Average speed of answer (ASA)
- Average talk time (ATT)
- Average after-call work time (ACW)
- Average abandonment rate (AAR)
- Average time to abandon
- Average waiting time (AWT)
- Average handle time (AHT)
- Volume of inbound and outbound calls



### 3. Supports testing of improvement initiatives

Contact center benchmarking allows you to assess the effectiveness of initiatives deployed during the pandemic. This can strengthen the contact center's competitive advantage by supporting and improving efficient practices and fosters innovation.

By evaluating successful - and unsuccessful - actions in your industry, you can leverage the experiences of others: New ideas that have proven successful in other companies can be adopted in your organization to accelerate growth and adaptability.

Benchmark your contact center KPIs to see where you stand against your peers. Compare key metrics to recognize market trends, fix pitfalls, and uncover opportunities to improve customer experience.



**The statistics for 2020 are inextricably linked to the pandemic and the implications this has had for businesses globally. Over the last year, we have seen:**

- The number of permanent remote workers surged to 86% by June 2020 the (Talkdesk Business Continuity Survey).
- Accounts where inbound calls were not managed through Talkdesk Cloud before 2020, experienced an average call abandonment rate of 7.86% (accounting for 25% of total inbound call volume of 2020).
- Average talk time increased 13% for an average of 3m 35 secs in 2020.
- Average hold time increased 71% in 2020 to an average of 3m 31 seconds.
- Average speed of answer decreased slightly, down 1.6% to less than 8.5 seconds.

Over 2020, these KPI benchmarks have offered an informative insight into the performance, pitfalls, and opportunities for success for contact centers.

# II. Key findings and metrics

In 2020, contact centers that used data to their advantage were able to remain responsive and deliver effortless customer journeys to outperform their competitors. Adapting to a situation for which there was no playbook, however, also meant dealing with competing priorities and making trade-offs as contact centers looked to maintain an exceptional customer experience while also optimizing technology and operations for cost reduction.

As mentioned earlier, benchmarking can and should be your first step. Exceeding at core contact center competencies implies a high-functioning contact center with streamlined interaction handling, agent efficiency and reduced attrition, and resource optimization.

## You should:

- Understand relevant KPIs for your business goals.
- Compare performance against your competitors.
- Establish benchmarks with best ways to improve your KPIs.



## 2020 Overview

According to contact center analyst firm Contact Babel, just 13% of agents were permanent remote workers before March 2020. However by June last year, with lockdown requirements around the world, that number surged to 86%, according to the Talkdesk Business Continuity Survey, with over ¼ of Talkdesk customers (27%) indicating they shifted to a work from home setting and intend to remain remote for the foreseeable future. Most companies were understandably ill-equipped to support a remote contact center environment long-term, and they quickly realized the need for extraordinary adjustments and operational reforms to keep work-from-home agents effective and efficient. In a matter of a few months technology adoption leapfrogged years of development.



# 86%

of agents were permanent remote workers in June last year

**“I think COVID really accelerated our digital presence by about five years. The pace that we were going to get more of a digital presence out there got turned on its head during COVID.”**

— CHIEF INFORMATION OFFICER, REGIONAL HOSPITAL NETWORK

# 27%

of Talkdesk customers indicating they shifted to a work from home setting and intend to remain remote for the foreseeable future



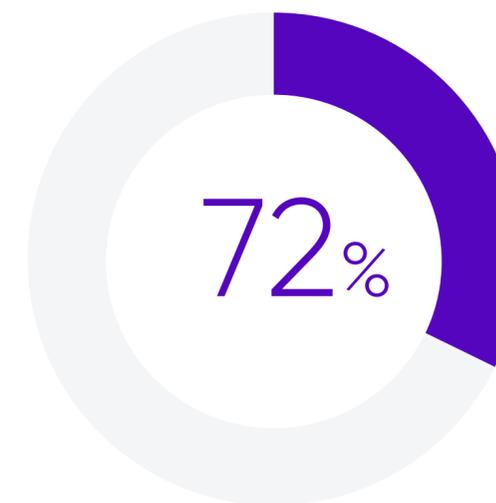
According to a recent Talkdesk survey, **76%** of customers value the ability to engage with companies on their preferred channel, such as email, phone and social media. (Talkdesk Digital Customer Survey, Talkdesk Research, October 2020).

These factors prompted many contact centers to turn to the adaptability of cloud-based technology solutions, and many report they are likely to continue to rely on them long term. According to a 2020 survey, **72%** of CX professionals prioritize leading the digital transformation of their contact center. (Talkdesk CX Professional Digital Priorities Survey, Talkdesk Research, October 2020). Going back to “business as usual” is not an option.



**76%**

of customers value the ability to engage with companies on their preferred channel, such as email, phone and social media



of CX professionals prioritize leading the digital transformation of their contact center

# Metrics

Metrics	2019	2020	% Var YoY	2021 so far January to April
Average abandonment rate	4.21%	5.91%	+0.30 <sub>pp</sub> ▲ 40.1%	6.44%
Average talk time	3 <sub>m</sub> 09 <sub>s</sub>	3 <sub>m</sub> 35 <sub>s</sub>	+26 <sub>s</sub> ▲ 13.5%	4 <sub>m</sub> 09 <sub>s</sub>
Average hold time	1.83 <sub>s</sub>	3.13 <sub>s</sub>	+1.3 <sub>s</sub> ▲ 70.8%	4.58 <sub>s</sub>
Average speed of answer	8.6 <sub>s</sub>	8.47 <sub>s</sub>	-0.13 <sub>s</sub> ▼ 1.6%	8.35 <sub>s</sub>
Service level	85.6%	82.5%	-3.1 <sub>pp</sub> ▼ 2.5%	81.49%

# III. Metrics deep dive

## Average abandonment rate

$$\text{ABANDONMENT RATE} = \frac{\text{\# ABANDONED CALLS IN QUEUE}}{\text{TOTAL \# INBOUND CALLS - \# ABANDONED CALLS NOT IN QUEUE}}$$

Talkdesk defines abandonment rate as the percentage of calls terminated by callers after being added to a queue. This KPI gives an insight into how many calls were terminated before they had the opportunity of being connected with an agent.

Data point: For all Talkdesk customers in 2020, the average abandonment rate was 5.91%.

Due to the impact of the pandemic on staffing and call volumes, contact centers struggled to keep up with call volume. Even though callers were willing to spend an increased average of 4.22 minutes waiting for an agent (a 69% increase over 2019 wait times), the average abandonment rate in 2020 rose a whopping 40% (from 4.21% to 5.91%).

Much of this change can be attributed to new accounts, which prior to 2020 did not manage inbound calls through Talkdesk cloud; this group experienced an average abandonment rate of 7.86%, or 25% of total inbound call volume.

Average of 4.22 minutes waiting for an agent

69%

Increase over 2019 wait times

Average abandonment rate of 7.86%

25%

of total inbound call volume

Not surprisingly, abandoned calls increased during the first COVID-19 surge (in March, April, and May) as well as during the fall and winter surge, with December reaching the highest variation from a year prior. This can be attributed not only to lockdowns pushing previously in-person interactions to the contact center, but also the greater pressure placed on agents, adjusting to remote work, new technologies, and workflows.

**Key takeaway: 63% of customers say that a single poor customer service experience will negatively impact their brand loyalty (Talkdesk Digital Customer Survey, Talkdesk Research, October 2020). Despite an increase in customer patience, contact centers weren't able to keep up with the surge in interactions, leaving customer concerns unattended and sales opportunities untapped.**

## To optimize average abandonment rate:



Employ workforce management tools and improve call peak forecasting.



Automate repetitive tasks so agents can focus on delighting customers.



Deflect calls with an omnichannel strategy.



Implement a call-back option:  
70% of customers place importance on the ability to select a call-back versus waiting on the phone. (Talkdesk Digital Customer Survey, Talkdesk Research, October 2020)



Use in-queue time to deliver important information.

## Average talk time

$$\text{AVERAGE TALK TIME} = \frac{\text{TOTAL TALK TIME}}{\text{\# HANDLED INBOUND CALLS}}$$

OR

$$\text{AVERAGE TALK TIME} = \frac{\text{TOTAL HANDLING TIME} - \text{TOTAL HOLD TIME} - \text{TOTAL WRAP-UP TIME}}{\text{\# OF CALLS HANDLED}}$$

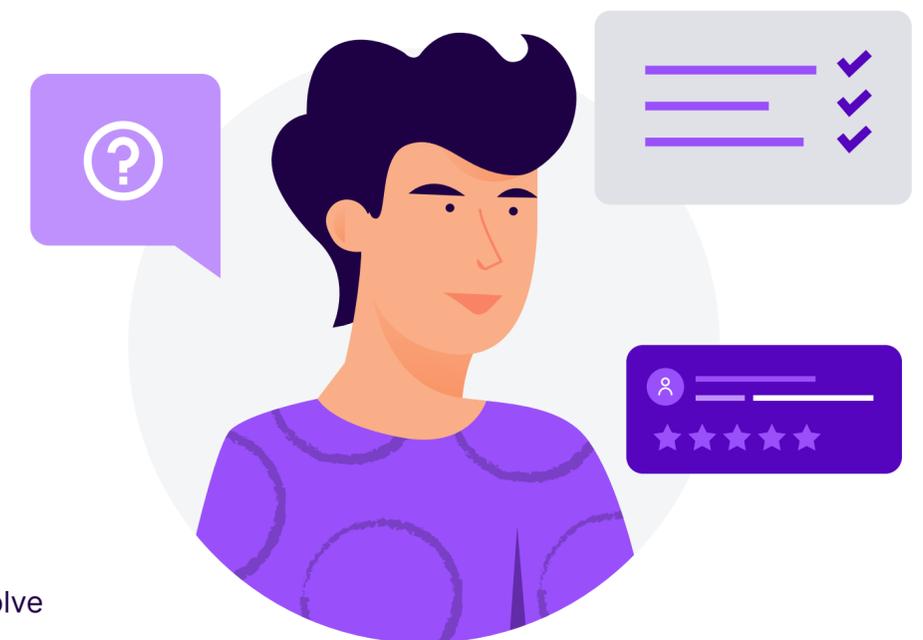
Talkdesk defines average talk time (ATT) as the amount of time an agent spends talking with customers, excluding other activities an agent might need to complete an interaction.

**Data point: For Talkdesk customers, the average talk time was 3:35 minutes in 2020.**

In 2020, customers needed to talk. According to the Talkdesk Digital Customer Survey from October 2020, 82% of customers believe it is important that a company is able to solve their inquiry/problem accurately. Average talk time (ATT) at Talkdesk customer contact centers increased in 2020, up 13.5% from the year prior to an average of 3.09 minutes. While nearly half (47%) of calls lasted three minutes or less, the single time tier with the highest percentage of calls was six minutes or longer.

# 82%

of customers believe it is important that a company is able to solve their inquiry/problem accurately



Some of this increase can be attributed to agents fielding complex issues, as a significant portion of simpler calls are now being handled via self-service digital tools such as chatbots.

On its own, ATT doesn't provide a complete picture of quality of service. For example, when an agent spends more time speaking with a customer, the negative impact to ATT is often outweighed by increased customer satisfaction (CSAT), if that time is spent fully resolving an issue or otherwise leaving the call with a positive experience. If the end goal is to improve customer experience, the negative hit to ATT is a worthwhile investment.

**Key takeaway: Having a higher or lower average talk time is not inherently good nor bad; it's importance lies in the impact on average handle time (AHT) and customer-facing metrics (CSAT, NPS, etc.).**

## To optimize average talk time:



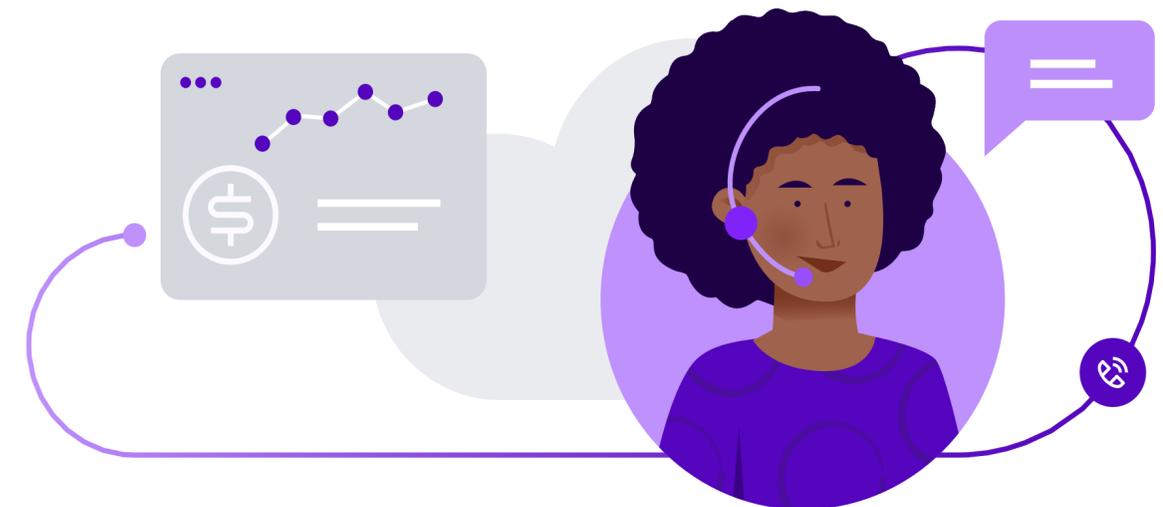
Drive training improvement insights by listening to calls.



Leverage faster responses with intelligent call routing.



Simplify agent effort with agent assistance technology.



## Average hold time

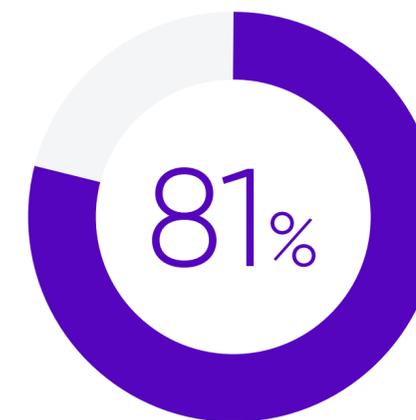
$$\text{AVERAGE HOLD TIME} = \frac{\text{TOTAL TIME INBOUND CALLS WERE ON HOLD}}{\text{\# TOTAL INBOUND ANSWERED CALLS}}$$

Talkdesk defines average hold time as the measure of time customers were put on hold when on a call with an agent. Hold time should not be confused with wait time, which is defined as the time a customer had to wait before an agent answered the call.

Data point: The average hold time for Talkdesk customers was 3.13 seconds, in 2020.

Leaving callers on hold hurts the customer experience. 81% of Talkdesk customers place importance on a company's ability to solve their inquiry/problem quickly, according to the Talkdesk Digital Customer Survey. Given the higher call volumes prompted by the pandemic, average hold time increased alongside other metrics in 2020, rising to an average of 3.13 seconds, 71% higher than 2019 hold times (1.83 seconds). Longer average hold times corresponded with an increase in call length (when compared to 2019 data).

This increase in average hold time may be the result of callers with more complex issues, requiring the agent to research a solution or transfer the call. As stated earlier, many contact centers have deployed self-service digital support to handle simple, frontline issues, which frees agents to resolve more complex calls.



81% of Talkdesk customers place importance on a company's ability to solve their inquiry/problem quickly



**Key takeaway: Decreasing AHT will reduce contact centers' cost per contact driven by the ability to handle more calls with the same number of agents. To drive down AHT without hurting the customer experience, first analyze current AHT as well as total wrap up time.**

Together, average hold time and average talk time impact average handle time (AHT). A high average hold time negatively affects AHT as well as overall contact center efficiency. Common causes for putting a customer on hold are searching for additional information or transferring a call to a more suitable agent or department. Agent training and optimized call routing workflows can reduce average hold time without a negative impact on the customer experience.

**“Putting more information out there for the customer is just going to make their whole experience better...Of course, it's [also] going to lower the amount of users that you have calling or accessing the chat lines as well.”**

— DIRECTOR OF OPERATIONS & BUSINESS DEVELOPMENT - ONLINE LISTINGS SERVICE

## To optimize average hold time:



Assist agents with AI-powered tools: 80% of CX professionals believe AI will provide a better overall contact center experience for customers (Talkdesk CX Professional AI Predictions Survey, Talkdesk Research, March 2021)



Leverage faster response with intelligent call routing.



Identify the root causes of long hold times by listening to every interaction.



Help agents and customers help themselves with an intelligent knowledge base.

## Average speed of answer

$$\text{AVERAGE SPEED OF ANSWER} = \frac{\text{TOTAL TIME CALLS SPENT RINGING}}{\text{\# ANSWERED CALLS (IN SECONDS)}}$$

Talkdesk defines average speed of answer (ASA) as the amount of time it takes agents to answer an inbound call, including time when the agent's phone rings, but excludes the time the caller spent in IVR or queuing.

Data point: On average, the average speed of answer for Talkdesk customers was 8.47 seconds, in 2020.

Even though contact centers experienced significantly higher call volumes in 2020, average speed of answer improved slightly, with the average call getting picked up by an agent in just 8.47 seconds (a 1.6% decrease from 8.6 seconds in 2019). This reduction may be an indicator of the pressures contact center agents were under to clear queues and quickly answer their next call.



When contact centers improve ASA, there is less time between the moment when the phone rings and the moment when the agent answers the call. While this improves agent productivity, it has less impact on CSAT since the caller's journey started when the number was dialed and routed through the system and queued until an agent was available.

**Key takeaway: Rather than looking at average speed of answer as a stand-alone metric, contact center managers should tie it together with average wait time to determine the total time a caller spends before reaching an agent.**

According to a recent Talkdesk Research study, self-service is the #1 priority for contact center automation.

84%

of CX professionals believe customers expect 24/7 self-service options

69%

of organizations have invested in AI/automation for customer self-service features

## To optimize average speed of answer and average wait time:



Streamline staffing and scheduling while reducing admin tasks.



Decrease agent attrition by examining common causes for turnover.



Simplify your IVR and routing strategy.



Evaluate different customer requirements on waiting time and diversion strategies.



Use self-service to drive more productive conversations.

## Service level

$$\text{SERVICE LEVEL} = \frac{\# \text{ ANSWERED CALLS} + \# \text{ MISSED INBOUND CALLS WITHIN THE THRESHOLD}}{\# \text{ ANSWERED CALLS} + \# \text{ TOTAL MISSED INBOUND CALLS}}$$

Talkdesk defines service level (SL) as the percentage of calls answered and missed within a predefined threshold, e.g., 20 seconds. SL measures the availability of a company to its customers.

Data point: The average service level for Talkdesk customers was 82.5% in 2020.

Service level is the holy grail of contact center performance and customer service quality management. While overall average service level dropped slightly — down 2.5% from 2019 numbers to 82.5% a majority (62.5%) of Talkdesk customers maintained service levels above the industry standard of 80%. More than one-third (38.5%) of Talkdesk customers achieved service levels above 90%, quite an achievement amid a global pandemic.



62.5%

of Talkdesk customers maintained service levels above the industry standard of 80%



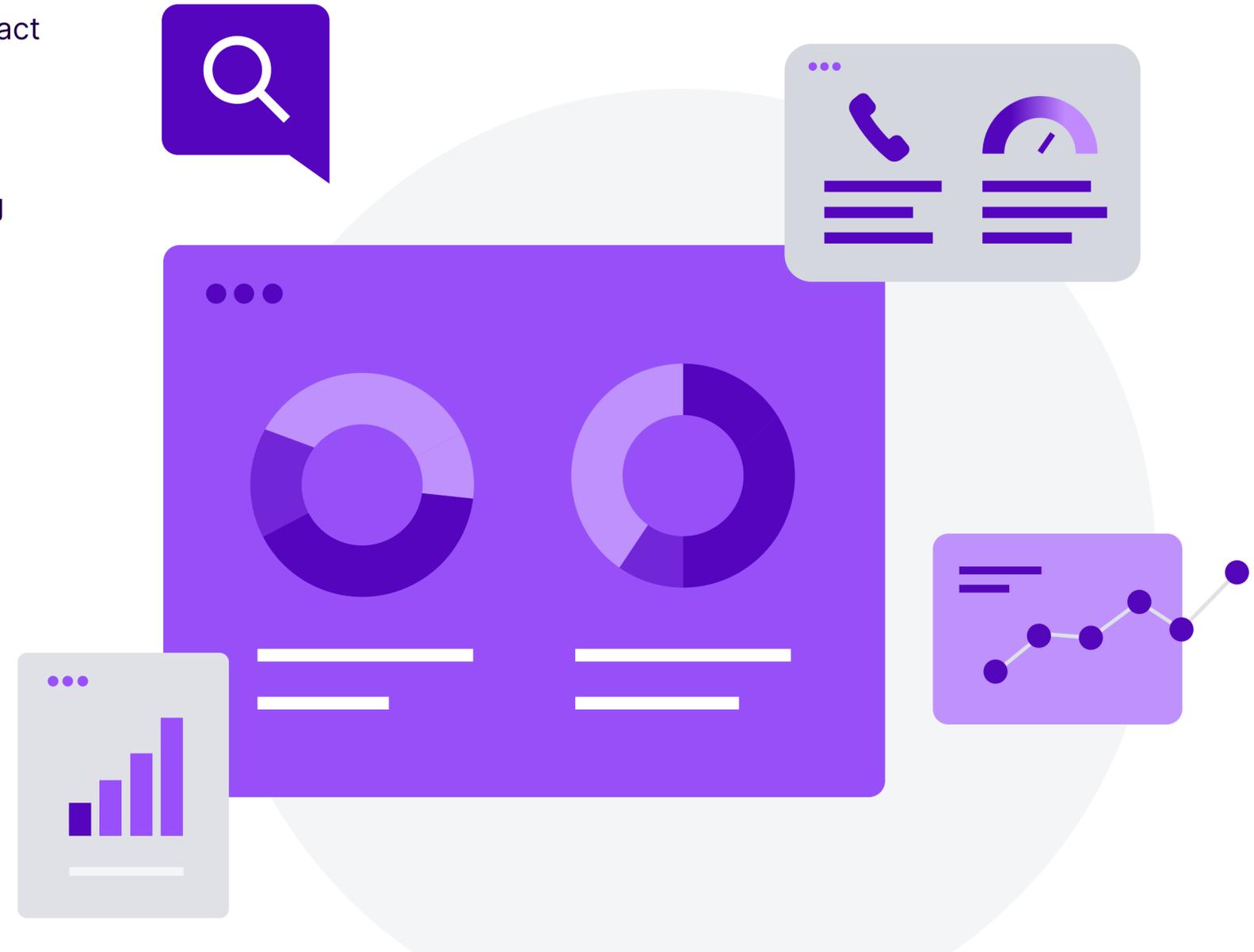
38.5%

of Talkdesk customers achieved service levels above 90%

In an attempt to shore up service levels as call volumes rose and the pandemic spread, contact centers adjusted service level thresholds up by an average of 35% from 2019 levels. But that proved not to be enough to maintain the previous year's performance amid rising call volumes and other external pressures contact centers faced in 2020.

Service level should be taken in context with the other KPIs presented in this report, as well as in connection with customer-facing metrics. Accommodating different thresholds across these KPIs can have a positive impact on service levels.

**Key takeaway: Service level can provide a high-level overview of contact center performance. Customer metrics and other KPIs provide more detail into where agent productivity and efficiency can be improved.**



# IV. Metrics by

## Metrics by industry

Industry	Average abandonment rate (%)	Average talk time (minutes)	Average hold time (seconds)	Average speed of answer (seconds)	Service level (%)
Agriculture	6.42%	3.50 <sub>m</sub>	2.92 <sub>s</sub>	8.12 <sub>s</sub>	75.82%
Consumer/Professional Services	6.59%	3.55 <sub>m</sub>	3.34 <sub>s</sub>	9.26 <sub>s</sub>	80.17%
Financial Services & Insurance	6.85%	4.01 <sub>m</sub>	4.13 <sub>s</sub>	7.91 <sub>s</sub>	80.69%
Government & Public Sector	7.44%	4.13 <sub>m</sub>	4.09 <sub>s</sub>	8.8 <sub>s</sub>	80.07%
Healthcare	6.91%	3.38 <sub>m</sub>	4.59 <sub>s</sub>	8.6 <sub>s</sub>	82.11%
Hospitality	5.81%	3.11 <sub>m</sub>	4.33 <sub>s</sub>	8.26 <sub>s</sub>	79.70%

## Metrics by industry

Industry	Average abandonment rate (%)	Average talk time (minutes)	Average hold time (seconds)	Average speed of answer (seconds)	Service level (%)
Manufacturing	5.41%	4.15 <sub>m</sub>	4.17 <sub>s</sub>	8.92 <sub>s</sub>	81.08%
Media & Communications	5.36%	3.45 <sub>m</sub>	2.56 <sub>s</sub>	8.31 <sub>s</sub>	84.89%
Mining, Oil & Gas	3.00%	6.13 <sub>m</sub>	0 <sub>s</sub>	6.98 <sub>s</sub>	89.57%
Others	4.47%	1.33 <sub>m</sub>	1.23 <sub>s</sub>	7.9 <sub>s</sub>	85.42%
Retail, Ecommerce & Consumer Goods	6.17%	3.41 <sub>m</sub>	4.05 <sub>s</sub>	8.39 <sub>s</sub>	80.94%
Telecommunications	6.28%	2.56 <sub>m</sub>	1.87 <sub>s</sub>	8.04 <sub>s</sub>	81.14%
Transportation & Logistics	7.40%	4.03 <sub>m</sub>	5.52 <sub>s</sub>	7.68 <sub>s</sub>	77.94%

## Metrics by location

Location country	Average abandonment rate (%)	Average talk time (minutes)	Average hold time (seconds)	Average speed of answer (seconds)	Service level (%)
Angola	18.51%	0.25 <sub>m</sub>	2.34 <sub>s</sub>	4.66 <sub>s</sub>	85.42%
Argentina	3.37%	2.29 <sub>m</sub>	2.12 <sub>s</sub>	10.14 <sub>s</sub>	88.33%
Australia	2.27%	2.40 <sub>m</sub>	2.96 <sub>s</sub>	8.56 <sub>s</sub>	88.21%
Austria	5.30%	2.29 <sub>m</sub>	0.59 <sub>s</sub>	6.18 <sub>s</sub>	74.80%
Bahrain	2.77%	1.51 <sub>m</sub>	–	9.42 <sub>s</sub>	80.84%
Belgium	4.77%	1.53 <sub>m</sub>	2.07 <sub>s</sub>	7.04 <sub>s</sub>	75.65%
Brazil	8.16%	3.36 <sub>m</sub>	1.21 <sub>s</sub>	8.6 <sub>s</sub>	69.02%
Canada	7.28%	4.42 <sub>m</sub>	5.14 <sub>s</sub>	8.32 <sub>s</sub>	80.09%
China	1.35%	3.48 <sub>m</sub>	0.44 <sub>s</sub>	12.88 <sub>s</sub>	85.25%
Colombia	33.33%	0.36 <sub>m</sub>	–	12.88 <sub>s</sub>	–

## Metrics by location

Location country	Average abandonment rate (%)	Average talk time (minutes)	Average hold time (seconds)	Average speed of answer (seconds)	Service level (%)
Costa Rica	1.10%	1.39 <sub>m</sub>	0.07 <sub>s</sub>	8.77 <sub>s</sub>	56.63%
Croatia	–	2.20 <sub>m</sub>	2.11 <sub>s</sub>	11.41 <sub>s</sub>	94.77%
Czech Republic	–	5.37 <sub>m</sub>	–	18.57 <sub>s</sub>	81.82%
Denmark	4.51%	3.20 <sub>m</sub>	2.24 <sub>s</sub>	7.36 <sub>s</sub>	81.10%
Finland	1.73%	3.47 <sub>m</sub>	0.95 <sub>s</sub>	9.83 <sub>s</sub>	92.80%
France	5.15%	3.23 <sub>m</sub>	3.18 <sub>s</sub>	7.57 <sub>s</sub>	83.52%
Germany	9.20%	2.55 <sub>m</sub>	1.57 <sub>s</sub>	8.9 <sub>s</sub>	78.86%
Hungary	2.47%	3.01 <sub>m</sub>	–	12 <sub>s</sub>	65.08%
Iceland	7.55%	2.59 <sub>m</sub>	6.72 <sub>s</sub>	7.38 <sub>s</sub>	65.27%
India	4.10%	3.25 <sub>m</sub>	2.94 <sub>s</sub>	8.3 <sub>s</sub>	96.99%

## Metrics by location

Location country	Average abandonment rate (%)	Average talk time (minutes)	Average hold time (seconds)	Average speed of answer (seconds)	Service level (%)
Ireland	8.62%	3.19 <sub>m</sub>	2.17 <sub>s</sub>	9.72 <sub>s</sub>	83.50%
Israel	7.67%	2.10 <sub>m</sub>	0.36 <sub>s</sub>	11.35 <sub>s</sub>	70.73%
Italy	6.33%	3.15 <sub>m</sub>	2.13 <sub>s</sub>	7.77 <sub>s</sub>	81.53%
Liechtenstein	4.93%	2.13 <sub>m</sub>	2.97 <sub>s</sub>	8.56 <sub>s</sub>	62.75%
Lithuania	6.45%	0.50 <sub>m</sub>	–	13.32 <sub>s</sub>	89.66%
Malaysia	2.80%	3.44 <sub>m</sub>	5.73 <sub>s</sub>	9.06 <sub>s</sub>	78.63%
Malta	6.30%	4.22 <sub>m</sub>	2.76 <sub>s</sub>	13.98 <sub>s</sub>	70.86%
Mexico	5.24%	5.10 <sub>m</sub>	1.32 <sub>s</sub>	8.32 <sub>s</sub>	84.14%
Morocco	–	4.47 <sub>m</sub>	2.33 <sub>s</sub>	3.44 <sub>s</sub>	–
Netherlands	9.95%	3.38 <sub>m</sub>	2.87 <sub>s</sub>	8.44 <sub>s</sub>	76.84%

## Metrics by location

Location country	Average abandonment rate (%)	Average talk time (minutes)	Average hold time (seconds)	Average speed of answer (seconds)	Service level (%)
New Zealand	8.64%	5.06 <sub>m</sub>	4.97 <sub>s</sub>	9.25 <sub>s</sub>	78.66%
Norway	8.24%	4.01 <sub>m</sub>	2.22 <sub>s</sub>	10.21 <sub>s</sub>	69.92%
Palestine	5.36%	2.04 <sub>m</sub>	0.29 <sub>s</sub>	5.56 <sub>s</sub>	93.19%
Peru	–	0.37 <sub>m</sub>	1 <sub>s</sub>	12.14 <sub>s</sub>	77.78%
Philippines	11.66%	0.11 <sub>m</sub>	–	12.14 <sub>s</sub>	87.32%
Poland	5.99%	0.51 <sub>m</sub>	–	7.58 <sub>s</sub>	94.55%
Portugal	7.30%	3.05 <sub>m</sub>	3.3 <sub>s</sub>	9.37 <sub>s</sub>	74.99%
Puerto Rico	7.95%	1.44 <sub>m</sub>	1.05 <sub>s</sub>	11.82 <sub>s</sub>	87.93%
Romania	34.29%	3.23 <sub>m</sub>	3.35 <sub>s</sub>	6.4 <sub>s</sub>	81.14%
Singapore	–	3.39 <sub>m</sub>	1.66 <sub>s</sub>	9.12 <sub>s</sub>	88.61%

## Metrics by location

Location country	Average abandonment rate (%)	Average talk time (minutes)	Average hold time (seconds)	Average speed of answer (seconds)	Service level (%)
Spain	10.36%	2.51 <sub>m</sub>	2.06 <sub>s</sub>	8.07 <sub>s</sub>	77.04%
Sweden	6.32%	2.26 <sub>m</sub>	1.59 <sub>s</sub>	9.42 <sub>s</sub>	82.75%
Switzerland	11.59%	4.03 <sub>m</sub>	3.77 <sub>s</sub>	7.44 <sub>s</sub>	80.00%
United Arab Emirates	1.44%	3.54 <sub>m</sub>	0.17 <sub>s</sub>	6.11 <sub>s</sub>	95.94%
United Kingdom	7.51%	3.32 <sub>m</sub>	3.51 <sub>s</sub>	8.25 <sub>s</sub>	80.35%
United States of America	5.72%	3.56 <sub>m</sub>	3.46 <sub>s</sub>	8.52 <sub>s</sub>	82.88%
Uruguay	3.87%	1.21 <sub>m</sub>	3.4 <sub>s</sub>	8 <sub>s</sub>	61.54%

## Metrics by company size

Company size (# employees)	Average abandonment rate (%)	Average talk time (minutes)	Average hold time (seconds)	Average speed of answer (seconds)	Service level (%)
1-5	7.71%	3.02 <sub>m</sub>	2.8 <sub>s</sub>	9.53 <sub>s</sub>	84.81%
6-25	5.64%	3.26 <sub>m</sub>	2.81 <sub>s</sub>	9.42 <sub>s</sub>	82.25%
26-50	5.86%	3.41 <sub>m</sub>	3.21 <sub>s</sub>	9 <sub>s</sub>	81.59%
51-100	6.08%	4.19 <sub>m</sub>	4.37 <sub>s</sub>	8.71 <sub>s</sub>	80.94%
101-200	6.03%	4.21 <sub>m</sub>	4.51 <sub>s</sub>	8.89 <sub>s</sub>	80.40%
201-500	6.31%	4.33 <sub>m</sub>	4.9 <sub>s</sub>	8.66 <sub>s</sub>	80.05%
501-750	7.50%	4.50 <sub>m</sub>	4.81 <sub>s</sub>	8.99 <sub>s</sub>	80.61%
751-1000	5.20%	1.51 <sub>m</sub>	1.75 <sub>s</sub>	6.64 <sub>s</sub>	87.92%
1000+	6.92%	4.36 <sub>m</sub>	3.09 <sub>s</sub>	8.03 <sub>s</sub>	80.94%

## Metrics by contact center size

Contact center size - # Seats	Average abandonment rate (%)	Average talk time (minutes)	Average hold time (seconds)	Average speed of answer (seconds)	Service level (%)
< 50 seats	4.65%	1.10 <sub>m</sub>	0.92 <sub>s</sub>	7.54 <sub>s</sub>	89.62%
50 - 100 seats	0.66%	0.38 <sub>m</sub>	0.04 <sub>s</sub>	7.37 <sub>s</sub>	83.10%
101 - 500 seats	4.83%	1.50 <sub>m</sub>	0.39 <sub>s</sub>	8.34 <sub>s</sub>	91.00%
501 - 1000 seats	4.56%	1.36 <sub>m</sub>	1.07 <sub>s</sub>	6.83 <sub>s</sub>	88.67%
> 1000 seats	6.06%	4.58 <sub>m</sub>	4.8 <sub>s</sub>	9.18 <sub>s</sub>	79.78%

# Conclusion

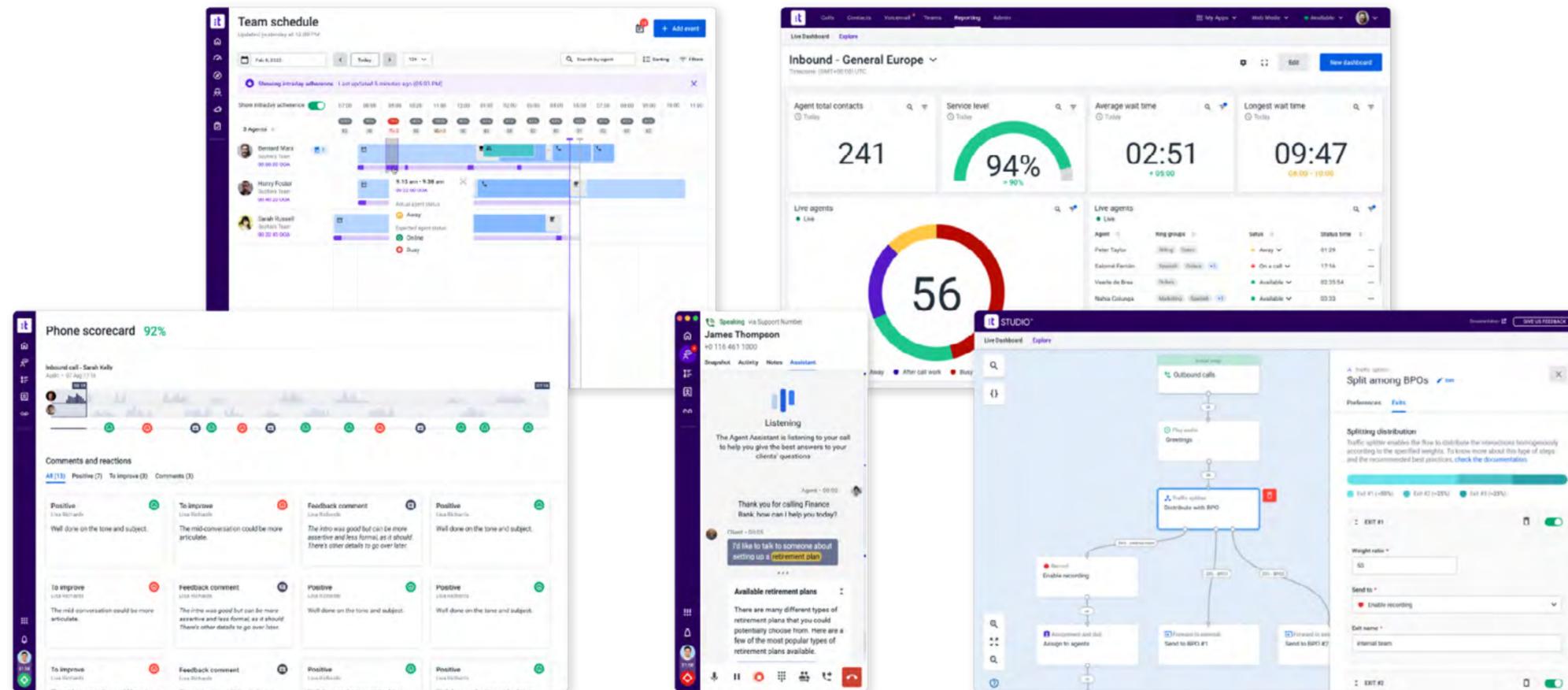
We have seen that 2020 was a year like no other; contact centers were impacted in unpredictable ways and have had to adapt to the ever-changing circumstances. While organizations have different structures, strategies, and objectives, KPI benchmarks have been able to provide us with an informative view into contact center performance and enabled us to discover trends, avoid pitfalls, and uncover opportunities for improvement.

Going forward, we must learn from our collective experience. With the increase and abundance of CX digitization, companies need to ensure that they meet the customer's ever-evolving expectations to deliver continuous, high-quality customer experiences.

As we enter a time of reimagining many systems, establishing contact center KPIs and discovering how your organization ranks amid peers can greatly inform the decision-making process. It is more important than ever to use this business intelligence as the competitive advantage that drives your business to reach its goals on the journey towards transformation.

We hope this year's report has provided perspective and insight into leveraging your organization's resources to define, track, and act on KPIs to prepare your contact center to deliver a better way to excellent customer experience.

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