CrazyCall

7 metrics to track
in Outbound Call Center

to optimize every performance

Introduction

It's hard to argue with the words of someone who's considered an expert of management and indeed, there's much truth in them. After all every kind of calling services are in constant need of improvement and there's already enormous amount of metrics to choose from.

Not only in inbounding services the variety occurs to be overwhelming, the same problem seems to be meeting outbound campaigns, as we slowly come to realise that measurements are the key to optimize performance.

We've decided to come up with a little help, as choosing the ones to start with may be difficult, and present you seven metrics for outbound campaigns that we found elementary (although it's important to mention that there's more than one way of measuring each of the listed below and they may vary).

If you can't measure it, you can't improve it.

Peter Drucker

CrazyCall

Common terms used in call centers

Agent - a person, who contacts with potential customers, also known as the one who's making or answering phone calls from clients.

Lead - a lead, prospect or client to whom we are calling. In most cases one lead is assigned with one phone number. A **clear lead** is a one that was not yet processed (there were no call attempts).

Open lead - a lead that will be processed (called). Every clear lead is an open lead . Not every open lead is a clear one, because there might be some call attempts done.

Closed lead - a lead that will not be processed. It can be for example a successful one or a failure (client rejected offered). There are multiple ways of closing a lead.

Contact list - contains every lead available in the campaign.

Contact attempt - it is a one, single call.

Effective contact attempt - it is an answered call by a lead. Simpy - client picked up a phone.

Ineffective contact attempt - client did not answer the phone or there was a voice mail.
When client picked phone when agent called him for the third time, we say that contact attempt number equals 3.

Scheduled contact - it is a postponed call. A lead after being scheduled is still open. Once an agent calls such scheduled lead we treat it as next contact attempt (it may be effective or not).

CrazyCall

Quantity metrics

that tell if your business is OK

USED LEADS

The amount of used leds is measured by registering how many leads have been downloaded from the contacts list by an agent in one hour of his work

One of the ultimate questions of the outbound sales is: how many calls is the right amount of calls?

The answer is: it depends on the contact list quality and campaign objective.

For sales campaigns where it is hard to convince a client number of used leads should be low. In research campaign with large number of prospects and a goal of making as many polls as possible in short time number of used leads should be high.

The consultant who is using many leads is probably having short ATT (average talk time) and looks for an easy sale. That's a great way to forfeit a possibly good contact list.

Yet when for example the contact list given to the outsourcing call center is huge and it seems obvious that the number of employees available to make calls won't be able to call all of them during the time of the campaign higher number of used leads is not necessarily a bad thing.

Same when the contact list given is known to be poor and a great amount of calls is being rejected number of used leads will be high.

Expert says:

Number of used leads taken without any other KPIs will not tell lot. But it is the very basic metric that is connected with further analysis. Knowing it is crucial.

Karol Slezak
Founder of Call Center Dynamic Sales

CrazyCall

CONTACT RATE

This KPI is given by the amount of effective contact attempts (ones that includes a conversation) with customers compared to the number of used leads.

It shows the quality of the contacts list and helps to forecast the proceedings of the whole campaign or the future performance of the agent.

Let's say an agent makes 200 outbound calls per day (he used 200 leads), 100 calls were answered. Contact Rate is 100/200 = 0,5. In percentage 50%.

Used leads	200
Conversations	100
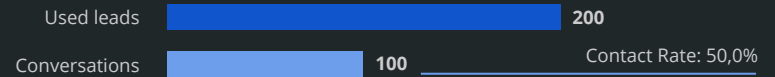
Contact Rate: 50,0%

Expert says:

Declining number of contact rate probably means the poor contact list, therefore any phone call answered by the potential client should be treated more carefully. Also it is important to track number of contact attempts, hence it has large impact on Contact Rate. It is less probable that call will be answered in higher contact attempt.

Tom Kaszuba
Chief Operations Officer at Call Center Inter Galactica
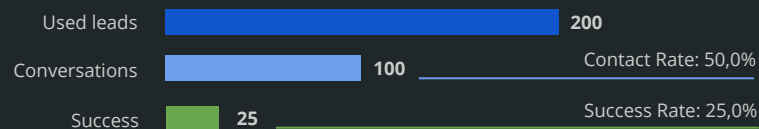
CrazyCall

SUCCESS RATE

It's the number of successes divided by the amount of conversations, for example if you divide the number of sales by the amount of phone calls picked up by potential clients the number you're going to receive is your success rate.

The definition of success can be different in every campaign (for example it can mean a sale) and it's covered by the agreement.

Let's say an agent makes 200 outbound calls per day (he used 200 leads), 100 calls were answered. Contact Rate is 100/200 = 0,5. In percentage 50%.

In this 100 answered calls (conversations) he made 25 that ended with sale (25 successes). His success rate equals : 25/100 = 0.25.

Used leads	██████████ **200**	
Conversations	█████ **100**	Contact Rate: 50,0%
Success	█ **25**	Success Rate: 25,0%

Expert says:

> When an agent has very high success rate and uses much more leads in hour then his colleagues it means that he is looking for easy sale. He drops not convinced clients.

Piotr Wieczorek
Chief Revenue Officer at CrazyCall

CrazyCall

HIT RATE

This KPI is given as a percentage of success number to closed leads.
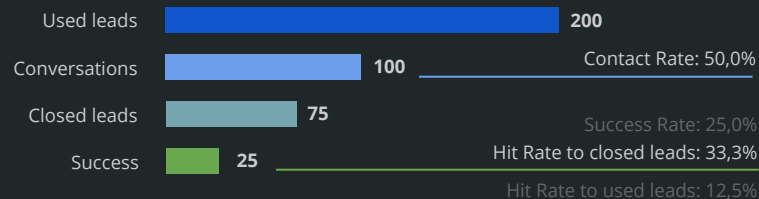
It can be measured for one, specific agent, for a team or the whole campaign.

Hit Rate to closed leads gives a precise view on contact list's quality and leads. Especially how our leads are prone to success.

Hit Rate can be also measured as a number of successes to used leads. In this case it will be a very general measure for contact list quality. At the end of campaign all leads are closed so two measures will be equal.

It's quite easy to measure, for example if the agent makes 200 outbound calls per day, then he has 100 opportunities to success (calls were answered). He probably won't be able to convince every of his potential client to the deal. Some will ask for next call, some will not be interested. 40 clients resigned from offer. 10 leads were closed because they did not answered after multiple contact attempts. Let say he'll make 25 contracts (if that's the imposed definition of success, it can be understood as a sale, a contract or anything that his company wants to achieve). In that case 25 is divided by 75, which equals 0.333 (33,3%).

Used leads	**200**
Conversations	**100** — Contact Rate: 50,0%
Closed leads	**75**
Success	**25** — Success Rate: 25,0%

Hit Rate to closed leads: 33,3%

Hit Rate to used leads: 12,5%

Expert says:

Hit rate to closed leads is a KPI to track constantly. It tells how a business is going - are we successful today or falling down.

Karol Slezak
Founder of Call Center Dynamic Sales

CrazyCall

EFFICIENCY

This KPI is the amount of successes achieved in an hour.

It can be measured either for an hour of agent's work or a clock-hour.

The first option seems to be more accurate, since often there's no infallible way of checking what the agent's doing when they're not by their desk (they could be on a meeting or on a break)

Efficiency is yet another metric to show how well is the agent's performance in comparison to others'. With the amount of contacts loaded from the list and ATT it gives clearer view on his work.

It's said to be on a satisfactory level when it's around 0.4 per work-hour (which means that 0.4 of success is being achieved in one hour of work)

One agent worked for 5 hours and made 2 successes, another one made 1 success in 2 hours. That means the second agent has better efficiency rate as it equals ½ and the first one's is ⅖

As it's quite unclear for an ordinary employee, it could be measured in reversed way, which would show how many hours are needed for a success to be achieved

Expert says:

Proving one team's efficiency rate is higher than others can help with boosting whole company performance, as you'll be able to study what determines the score of this specific team and use their techniques on others.

Karol Slezak
Founder of Call Center Dynamic Sales

CrazyCall

AVERAGE TALK TIME

The amount of time that agent spends on the conversations with the customers, divided by numbers of calls he made, expressed in seconds.

It's measured by dividing ATT by agent's RBH. It needs to be adjusted to the type of campaign as they vary.

Longer time of conversation doesn't mean that the efficiency is going to be better.

One agent had 3 conversations (1.5 minute, 3 minutes and 1 minute), his ATT therefore equals (1.5 + 3 + 1)/3 = 1.83.

It may seem that the agent who is talking longer takes his job more seriously and actually cares for the client but what if he has the same efficiency level as the one who's spending less time on the phone? That may mean he's simply speaking much slower or not really focusing on making a deal. Moreover the agent holding the customer on the line for too long may make a wrong impression on them, influencing their opinion about the whole company.

CrazyCall

CONTACT ATTEMPTS

This is the amount of attempts to reach one record.

For example it may happen that the agent won't be able to reach the potential client the first time he calls, the number can be, for example, occupied, not answered by anyone, the variety of reasons why the conversation between the agent and potential client hasn't happened is enormous.

Nevertheless, if the number exist, there's usually another attempt of contact made, and that could go on and on until someone picks up the phone or be ended after the number of attempts considered enough, then this specific record is considered closed.

CrazyCall

CALLS PER HOUR

This is the amount of calls made in an hour. It can be measured for a clock-hour or an hour of agent's work.

It is somehow connected to the number of used leads and average talk time but it's important to remember that the agent may call one record more than once in case it was, for example, occupied the first time he called.

An average number of calls per hour (that you'll be able to count, if you'll be measuring how many calls your agents makes) will give you a slight overview on your agent's work. There's no set number of phone-calls that is considered "enough" or "too much" but comparing this metric rate between teams or agents and their success rate it could be more clear to how many calls should be made in an hour.

If agent makes 160 phone calls during his 8 hours work day, his CPH rate would be counted 160/8 = 20, while measuring for clock-hours.

CrazyCall

KPIs after 8 hours of work

	Agents	Success	Used leads	Closed leads	Conversations	Contact Rate	Success Rate	Hit Rate	Efficiency	Calls per hour
Campaign	**54**	**233**	**1131**	**799**	**1000**	**88.42%**	**23.30%**	**29.16%**	**0.54**	**141.38**
Team RED	21	89	398	284	351	88.19%	25.36%	31.34%	0.53	49.75
Team BLUE	18	75	382	295	338	88.48%	22.19%	25.42%	0.52	47.75
Team YELLOW	15	69	351	220	311	88.60%	22.19%	31.36%	0.58	43.88

Team YELLOW has the best efficiency. Agents in this team made fewer calls per hour.

Team RED is an average one - it is the biggest one and the one that made greatest number of successes.

Team BLUE can be considered as worst one. They made a lot of successful calls but also consumed lot of leads. Their average efficiency is also poor.

URL to table: https://docs.google.com/spreadsheets/d/1JaWS4wUTImDIk_PuEP3x-zkfEwveR4mTifGFEIBKZJA/edit?usp=sharing

CrazyCall

CrazyCall

Improve your KPIs and metrics with CrazyCall

www.CrazyCall.com