



The UK Contact Centre HR & Operational Benchmarking Report 2022

11th edition

How do you compare to your competitors?



HR Benchmarking: Salaries, bonuses, attrition, short- & long-term absence, recruitment methods & costs

Operational Benchmarking: speed to answer, cost per call / email / web chat / social media, first-contact resolution, call abandonment, call duration, call transfer rate, agent activity, planned growth

Segmented by: 11 vertical markets, 3 size bands, sales / service, inbound / outbound, region

Historical annual data from 2003 onwards; projected figures in 2024

Based on 208 detailed surveys with UK contact centres

Published January 2022

Report contents:

- 73 charts and data tables show the industry's operational performance and HR benchmarks
- Based on ongoing annual primary research surveys with hundreds of UK contact centres
- Unique historical data patterns, beginning in 2003 with forecasts to 2024

Vertical markets covered for market sizing:

- Finance
- Housing
- Insurance
- Manufacturing
- Outsourcing & Telemarketing
- Public Sector
- Retail & Distribution
- Services
- Technology, Media and Telecoms (TMT)
- Transport & Travel
- Utilities

Size bands:

- Under 50 seats (small)
- 50-200 seats (medium)
- Over 200 seats (large)

Activity types

- Inbound / Mixed / Outbound
- Sales / Mixed / Service

The report is divided into five sections

Agent Attrition

- By vertical market
- By contact centre size
- By activity type (sales / service)
- By inbound / outbound
- By UK region
- Causes of staff attrition
- Short-term attrition
- Methods of motivating agents
- Includes historical data and future trends

Short- & Long-Term Agent Absence

- By vertical market
- By contact centre size
- By inbound / outbound
- By activity type (sales / service)
- By region

Salaries & Bonuses

- Mean and median average salaries for
 - New agents
 - Experienced agents
 - Team Leaders / Supervisors
 - Contact Centre Managers

Segmented by:

- contact centre size bands
- vertical market
- sales/service
- inbound/outbound
- region

- Typical bonuses for service and sales agents
- Historical trends included

Recruitment

- The cost of recruitment
 - By contact centre size
 - By inbound / outbound
 - By activity type (sales / service)
- Most effective recruitment methods
- Key agent attributes
- Languages used within contact centres

Operational Performance Benchmarking

- Performance metrics used & rated
- Average speed to answer
- Call abandonment rates
- First-contact resolution rates & measurement methods
- Service call duration
- Sales call duration
- Call transfer rate
- Agent activity (talk-time / idle / wrap-up)
- Cost per inbound / outbound call
- Cost per email, web chat and social media

Segmented by:

- Vertical market
- Contact centre size
- Contact centre activity type
- Historical data and future trends to 2024

- Contact centre growth plans in 2022

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