

### 1. INBOUND CALLS PRESENTED TO CONTACT CENTER PER MONTH

Include	<ul> <li>Average of all inbound calls to contact center</li> <li>Service-related and calls related to loan and/or deposit origination</li> </ul>
Exclude	<ul> <li>Calls handled entirely by telephone banking/IVR</li> <li>Direct dials to other groups (e.g., operations, treasury management support)</li> </ul>

### Answer:

Format: 0

### 2. MONTHLY LIVE, INBOUND CALLS HANDLED BY CONTACT CENTER FTE

Include	<ul> <li>Incoming telephone calls handled by contact center FTE</li> <li>Service-related and calls related to loan and/or deposit origination</li> </ul>
Exclude	<ul> <li>Incoming calls handled entirely by the voice response unit (VRU)</li> <li>Calls handled by a third party/outsourced coverage</li> <li>Outbound sales calls</li> </ul>

Answer:

Format: 0

### 3. MONTHLY INBOUND DEPOSIT ACCOUNT OPENING CALLS

Inc	clude	•	Inbound deposit opening calls handled by contact center FTE	

Answer:

Format: 0

### 4. MONTHLY INBOUND LOAN ORIGINATION CALLS

Loan origination calls handled by contact center FTE

Answer:

Format: 0

### 5. MONTHLY INBOUND CALLS HANDLED BY VOICE RESPONSE UNIT (VRU) ENTIRELY WITHOUT "LIVE" CONTACT CENTER ASSISTANCE

Include	Incoming calls handled entirely by the voice response unit (VRU)
Exclude	Live calls handled by contact center FTE

Answer:

Format: 0

6. INBOUND CALLS ABANDONED PER MONTH

<b>CORNERSTONE</b>
ADVISORS

### Bank Performance Survey (2019) 02-Contact Center

Include	Average of inbound calls abandoned by customer prior to call being handled
Exclude	<ul> <li>Calls handled by agents in the contact center</li> <li>Calls handled by overflow/after-hours third party</li> <li>Calls terminated prior to completion of initial greeting (typically defined as between first 5 and 12 seconds)</li> </ul>

Answer:

Format: 0

# 7. AVERAGE SPEED OF ANSWER (ASA) IN CONTACT CENTER (IN MINUTES)

Include	<ul> <li>Total waiting time/total calls handled</li> <li>Convert seconds into fractions of minutes. Example, for 25 seconds, 25/60 = .42</li> </ul>
Exclude	<ul> <li>Wait time associated with abandoned or missed calls</li> <li>Time spent on initial greeting/menu (system reports typically configured to exclude)</li> </ul>

### Answer:

Format: 0.00

# 8. IS HOLD TIME DURING AN ACTIVE CALL TRACKED?

O Yes O No

# 9. AVERAGE ACTIVE CALL HOLD TIME

Include	<ul> <li>Average time agent is engaged in a call and places caller on hold</li> <li>Convert seconds into fractions of minutes. Example, for 25 seconds, 25/60 = .42</li> </ul>
Exclude	Talk and after call work time

### Answer:

Format: 0.00

# 10. AVERAGE CALL "TALK TIME" (IN MINUTES)

Include	<ul> <li>Average talk time for calls handled in contact center</li> <li>Convert seconds into fraction of minutes. Example, for 25 seconds, 25/60= .42</li> </ul>
Exclude	<ul><li>Hold and after call work time</li><li>Loan origination calls if handled by separate loan group or queue</li></ul>

### Answer:

Format: 0.00

# 11. IS AVERAGE HANDLE TIME (AHT) TRACKED?

O Yes O No



# AVERAGE HANDLE TIME (AHT) Include Total of average talk, hold, and after call work time/Total calls handled Convert seconds into fractions of minutes. Example, for 25 seconds, 25/60 = .42 Answer: Format: 0.00 13. IS AVERAGE AFTER CALL WORK TIME TRACKED?

O Yes O No

# 14. AVERAGE AFTER CALL WORK TIME

Include	<ul> <li>Average time agents spend in default after call status to complete disposition/wrap up codes or notes</li> <li>Systems typically configured to between 12 and 15 seconds of default after call work time</li> <li>Convert seconds into fractions of minutes. Example, for 25 seconds, 25/60 = .42</li> </ul>
Exclude	Talk and hold time

### Answer:

Format: 0.00

# 15. NUMBER OF NEW DEPOSIT ACCOUNTS OPENED IN CONTACT CENTER EACH MONTH

Include	New account applications processed through the contact center
Exclude	Account openings referred to branches or other departments

### Answer:

Format: 0

# 16. HOW MANY EMAIL INQUIRIES ARE RECEIVED THROUGH THE CONTACT CENTER PER MONTH?

Include	Secure and/or unsecured messages handled by contact center FTE
Exclude	Live chat (See separate question)

Answer:

Format: 0

# 17. HOW MANY CHAT SESSIONS ARE CONDUCTED PER MONTH?

Include	•	Secure and/or unsecured live chat interactions/conversations handled by contact center FTE
Exclude	•	Non-chat messages/emails (See separate question)



Answer:

Format: 0

### 18. NUMBER OF MONTHLY OUTBOUND SALES CALLS BY TYPE

Instructions	•	Please provide number of outbound sales calls by type
	•	Please do not include service-related call backs to customers

	# of Monthly Calls
Consumer loans	
New deposit account opening	
Other services, i.e. trust, investment, insurance	

# 19. WHAT IS YOUR ANNUALIZED CONTACT CENTER AGENT TURNOVER RATE? (AS A PERCENTAGE OF TOTAL CONTACT CENTER AGENTS)

Instructions	<ul> <li>Turnover is defined as voluntary and involuntary terminations as a percent of total contact center agent head count.</li> </ul>
Exclude	Job eliminations or internal promotions/changes in job function

Answer:

Format: 0.00% Max 100

# 20. CONTACT CENTER MANAGEMENT FTE

Include	<ul> <li>Supervising/managing contact center employees</li> <li>Call review/coaching</li> <li>Workforce management</li> <li>Leading team meetings</li> <li>Reviewing team reports</li> </ul>
Exclude	<ul> <li>Contact center agent function</li> <li>Retail executive functions (See 'Retail Management FTE' [01])</li> <li>Other contact center functions</li> </ul>

### Answer:

Format: 0.00

# 21. INBOUND CONTACT CENTER AGENTS FTE

Include	<ul> <li>Answering retail service calls</li> <li>Calls related to 'tier 1' internet banking, bill pay or mobile support/login issues/password resets/navigation help</li> <li>After-call work / request fulfillment</li> <li>Switchboard function</li> </ul>
Exclude	<ul> <li>Loan origination activities</li> <li>Outbound sales, email or chat functions</li> <li>Centralized Teller FTE for Interactive Teller Machines (See 'Branch Sales and Services' [01])</li> </ul>



### Answer:

Format: 0.00

# 22. OUTBOUND CONTACT CENTER AGENTS FTE

Include	Outbound sales calls
Exclude	<ul> <li>Answering retail service calls</li> <li>Support/fulfillment function in the contact center</li> <li>Inbound loan origination call activities</li> <li>Email and/or chat support</li> </ul>

### Answer:

Format: 0.00

# 23. CONTACT CENTER LOAN ORIGINATION AGENTS FTE

Include	<ul> <li>Fielding consumer loan applications</li> <li>All time spent on taking loan-by-phone applications by generalist and/or specialized representative regardless of where employees report (e.g. contact center, centralized loan group, etc.)</li> </ul>
Exclude	Answering retail service and other calls unrelated to loans

### Answer:

Format: 0.00

### 24. CONTACT CENTER NEW ACCOUNT OPENING FTE

Include	Opening new deposit accounts
Exclude	Loan applications calls

Answer:

Format: 0.00

### 25. CONTACT CENTER EMAIL SUPPORT FTE

Include	Answering customer email inquiries including emails related to internet banking,
	bill pay or mobile support/password resets (may be a % of time for the same
	employees handling inbound calls)

Answer:

Format: 0.00

### 26. CONTACT CENTER CHAT SUPPORT FTE

Include	Answering chat inquiries
	<ul> <li>Include chat sessions related to internet banking, bill pay or mobile</li> </ul>
	support/password resets



### Answer:

Format: 0.00

### 27. OTHER CONTACT CENTER FTE

Include	Any other contact center function not listed
Exclude	<ul> <li>Contact center management or agent functions</li> <li>Contact center support/fulfillment</li> <li>Contact center chat and/or email support</li> </ul>

### Answer:

Format: 0.00

28. IF YOU HAVE FTE IN THE OTHER CONTACT CENTER FTE CATEGORY, PLEASE DESCRIBE FTE DUTIES

### Answer:

### 29. CENTRALIZED TELLER FTE FOR INTERACTIVE TELLER MACHINES (IF APPLICABLE)

Include	Conducting transactions with customers through Interactive Teller Machine (ITM)
Exclude	<ul> <li>'In-person' Tellers (See 'Tellers, Float Tellers FTE' [01])</li> <li>Debit support functions (See 'Debit Support FTE' [04])</li> <li>ATM loading (See 'Branch-Other function' [01])</li> <li>Terminal and circuit monitoring (See 'ATM/ITM Support FTE' [04])</li> </ul>

### Answer:

Format: 0.00 Min 0

### 30. AVERAGE CONTACT CENTER RESOURCE COST

Include	• Total salaries and benefits per FTE (including contact center managers, inbound/
	outbound / loan agents, new account opening, support / fulfillment, email, chat, and other FTE)

### Answer:

Format: \$0