

Modified ASA and Abandon Rate Calculation

Draft

Definitions:

Front End Workgroups: Workgroups accessible to the customer via the call flow

Back End Workgroups: Workgroups not accessible to the customer via the call flow, typically used for transferring calls from front end workgroups.

Average Speed of Answer [ASA]: average amount of time a customer waits in queue for an agent to answer.

Abandon Rate: Percentage of calls which the customer disconnects while still in queue. Does not include calls that disconnect during the call flow.

Average Speed of Answer

Current Calculation:

Average Speed of Answer (ASA) for each consortium is calculated by dividing the total front end wait time by the number of calls answered on the front end, thus only taking into account the “time in queue” for the workgroups receiving calls directed to queues via the call flow [i.e., customer makes selection and call is sent to a particular workgroup].

$$\frac{\text{Front End Total Time in Queue for calls answered}}{\text{Total Front End Calls Answered}}$$

This calculation does not account for the time in queue for customers who are transferred to a back-end workgroup. Therefore, a customer may wait 1 minute for an agent to pick up on the front end. If that call is transferred to a back end workgroup, any subsequent wait time is not accounted for in the overall ASA.

Modified Calculation:

Under the proposed “modified” calculation, backend wait times would be included in the total of all “time in queue”. However, the total calls remains the total front end calls answered. The total calls does not include transfers made to the back end.

$$\frac{\text{Front End Total Time in Queue for calls answered} + \text{Total Back End Time in Queue for calls answered}}{\text{Total Front End Calls Answered}}$$

This would allow for a more accurate depiction of the average time a customer spends waiting in a queue, whether coming from the call flow or as a result of a transfer to a new workgroup. For instance, a caller who waits for 1 minute on the front end and 5 minutes on the back end, would be counted as a 6 minute ASA, rather than the current 1 minute.

Abandon Rate

Current Calculation:

Current Abandon Rate is calculated by dividing the total calls that abandon in the front end queue[s] by the total calls offered to the queue[s]. Only calls that abandon after 2 minutes in queue are considered in this calculation.

$$\frac{\text{Total front end calls abandoned in over 2 minutes}}{\text{Total Front End Calls Offered}}$$

This calculation does not account for calls that abandon after being transferred to the back end.

Modified Calculation:

The proposed Modified Abandon Rate is calculated by dividing the total calls that abandon in queue by the total calls offered to the queue. Front end calls that abandon after 2 minutes in queue are considered in this calculation. However, all back end calls, regardless of when they abandon, are considered in this calculation.

$$\frac{\text{Total front end calls abandoned in over 2 minutes} + \text{Total back end calls abandoned}}{\text{Total Front End Calls Offered}}$$

This calculation will allow for a more accurate overall calculation of callers who abandon while waiting in queue.

Impact on Call Center Statistics:

Below are examples of consortia currently using the backend transfer technique, including their Overall ASA if the modified calculation had been utilized. The impact is determined, in part, by the back end ASA as well as the volume/percentage of calls being answered on the back end.

Capital:

Current Calculation

Date	Calls Offered	Calls Answered	Calls Abandoned	Answer Rate	Abandon Rate	Average Speed of Answer (Minutes)
Week Ending 6/6/2014	5492	5077	415	92.44%	7.56%	3.20
Weekl Ending 6/13/2014	4707	4451	256	94.56%	5.44%	2.45
Week Ending 6/20/2014	5212	4728	484	90.71%	9.29%	3.80
Week Ending 06/27/2014	5310	4742	568	89.30%	10.70%	3.98

Modified Calculation

Date	Calls Offered	Calls Answered	Calls Answered Backend	Total Calls Abandoned	Adjusted Abandon Rate	% Transfer to Backend	Average Speed of Answer (Minutes)
Week Ending 6/6/2014	5492	5077	532	472	9.30%	11.60%	3.74
Weekl Ending 6/13/2014	4707	4451	554	291	6.54%	13.23%	2.94
Week Ending 6/20/2014	5212	4728	513	520	11.00%	11.61%	4.33
Week Ending 06/27/2014	5310	4742	487	601	12.67%	10.97%	4.46

- Calls Transferred: 2247 [11.83% of total front end answered]
- Backend ASA: 4.66 Minutes
- Back End Abandon Rate: 7%
- Overall ASA Current Method: 3.37 Minutes
- Overall ASA Modified Method: 3.88 Minutes

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- 15.21% Increase in ASA
- 1.6% Increase in Abandon Rate

Northern

Current Calculation

Date	Calls Offered	Calls Answered	Calls Abandoned	Answer Rate	Abandon Rate	Average Speed of Answer (Minutes)
Week Ending 6/6/2014	2311	2184	127	94.50%	5.50%	3.16
Weekl Ending 6/13/2014	2055	1949	106	94.84%	5.16%	2.99
Week Ending 6/20/2014	2292	2188	104	95.46%	4.54%	2.59
Week Ending 06/27/2014	2498	2380	118	95.28%	4.72%	2.75

Modified Calculation

Date	Calls Offered	Calls Answered	Calls Answered Backend	Total Calls Abandoned	Adjusted Abandon Rate	% Transfer to Backend	Average Speed of Answer (Minutes)
Week Ending 6/6/2014	2311	2184	144	131	6.00%	6.78%	3.26
Weekl Ending 6/13/2014	2055	1949	145	106	5.44%	7.44%	3.06
Week Ending 6/20/2014	2292	2188	138	105	4.80%	6.35%	2.64
Week Ending 06/27/2014	2498	2380	132	118	4.96%	5.55%	2.81

- Calls Transferred: 559 [6.48% of total front end answered]
- Backend ASA: 1.07 Minutes
- Back End Abandon Rate: 1%
- Overall ASA Current Method: 2.87 Minutes
- Overall ASA Modified Method: 2.93 Minutes
- 2.41% Increase in ASA
- .32% increase in Abandon Rate

WREA

Current Calculation

Date	Calls Offered	Calls Answered	Calls Abandoned	Answer Rate	Abandon Rate	Average Speed of Answer (Minutes)
Week Ending 6/6/2014	2965	2652	313	89.44%	10.56%	4.81
Weekl Ending 6/13/2014	2727	2496	231	91.53%	8.47%	4.17
Week Ending 6/20/2014	2684	2550	134	95.01%	4.99%	2.48
Week Ending 06/27/2014	2961	2792	169	94.29%	5.71%	2.99

Modified Calculation

Date	Calls Offered	Calls Answered	Calls Answered Backend	Total Calls Abandoned	Adjusted Abandon Rate	% Transfer to Backend	Average Speed of Answer (Minutes)
Week Ending 6/6/2014	2965	2652	17	314	11.84%	0.68%	4.81
Weekl Ending 6/13/2014	2727	2496	73	233	9.33%	3.00%	4.20
Week Ending 6/20/2014	2684	2550	33	134	5.25%	1.29%	2.49
Week Ending 06/27/2014	2961	2792	95	170	6.09%	3.44%	3.09

- Calls Transferred: 222 [2% of total front end answered]
- Backend ASA: 1.77 Minutes
- Back End Abandon Rate: 2%
- Overall ASA Current Method: 3.61 Minutes
- Overall ASA Modified Method: 3.65 Minutes
- 1% Increase in ASA
- .64% Increase in Abandon Rate

Timeline:

Anticipated change over to this new calculation would be the beginning of August or beginning of September.