SUPPORT METRIC OF THE MONTH

AVERAGE CALL DURATION

Definition	Conversation time in minutes when customers call in for support.
Significance	• Incisive problem solving discussions inspire customer confidence. • Drawn-out, unfocussed efforts waste support center resources. • Inefficient staff call discipline may jeopardize response to new incidents.

Composite Benchmark **14.4 Minutes***	Product Complexity	Industry	Company Size
	16.5 High		
		16.2 Enterprise Hardware	
		16.0 Enterprise Software	
			15.5 > $1 Billion
			14.2 < $1 Billion
	12.2 Standard		
	11.7 Moderate		
		10.1 Consumer	

Best Practices	• Reps fluent in product knowledge and technical acumen.
	• Knowledge base and job tools available in real time.
	• Dashboard access to account profile and history.
	• Escalation rules offer timely access to specialized expertise.
	• Relationship management skills training helps reps streamline conversations by:
	  - immediately establishing customer rapport
	  - rapidly getting to the heart of the issue
	  - playing a leadership role in problem solving

Potential Pitfalls	• Unrealistic call duration metrics may encourage reps to terminate discussions before all issues are totally resolved. This can lead to incidents unnecessarily being reopened. • Reassurance, not pressure is the best climate for problem solving, and most likely to lead to customer satisfaction.

* Highlights from the SSPA member benchmarking study, the most robust data set in the industry.

About the SSPA Support Staff Excellence Program

The Support Staff Excellence Program reinforces product knowledge and technical acumen with the relationship management skills that service and support representatives require to ensure total customer satisfaction.

Certification-driven, and developed in partnership with support staff best practices authority, Impact Learning Systems, the program delivers an industry-recognized standard of performance that may be merchandized to both internal and external audiences.