OPERATIONAL DEFINITION

Average Speed of Answer

The average amount of time call center customers wait in the calling queue before their call is answered by a call center representative. This definition excludes customers who are serviced by the call center's voice response unit. The average time is calculated every 15 minutes by the automatic call distribution unit.

- ❑ **Measure:** The average amount of time call center customers wait in the calling queue before their call is answered by a call center representative.

- ❑ **Instrument:** The automatic call distribution unit.

- ❑ **Procedure:** The definition excludes customers who are serviced by the call center's voice response unit.