

Telephone Answering Subcommittee

Glossary

Abandoned calls (ABA) -- calls which select the option to speak with a CSR, but are disconnected or hang up before a CSR answers.

After Call Time (ACT) or After Call Work (ACW) -- average time CSRs are not available to take another incoming call as they finish work on the previous call. Call centers generally try to minimize ACT.

Automated Call Distribution (ACD) --

Auto Number Identifier (ANI) -- used by operator to identify the phone number of an incoming call. (For example, operators often use this technology to process requests for Pay-Per-View events.)

Average hold time -- average time from the point a customer selects the option to speak with a CSR, calculated for all callers in a specific time period. Also known as **Average Delay Time**.

Average Talk Time (ATT) -- average time (usually measured quarterly) that a CSR spends talking to any particular customer.

Average Time to Answer (ATA), Average Speed of Answer (ASA), or Average Hold Time (AHT) -- average time over a specific measurement period for all calls from the time callers select the option of speaking with a CSR. The start of these time periods is their definition of when the "clock starts."

Busy -- when a caller reaches a "fast busy" signal when calling the company, indicating that there are no incoming lines available. Typically reported as the percent of callers receiving a busy signal for a measured time period.

Calls handled -- generally the term used by MSOs to describe all calls that come into their call center and talk with a CSR, vs. those that use the IVR.

Calls offered -- generally the term used by MSOs to describe all calls that come into their call center.

Customer Service Representative (CSR) -- the trained company representative who is responsible for handling customer calls. (Also known as **CAE** – Customer Account Executive.)

Data scrubbing -- also called data cleansing, is the process of amending or removing data in a database that is incorrect, incomplete, improperly formatted, or duplicated. An organization in a data-intensive field like banking, insurance, retailing, telecommunications, or transportation might use a data scrubbing tool to systematically examine data for flaws by using rules, algorithms, and look-up

tables. Typically, a database scrubbing tool includes programs that are capable of correcting a number of specific type of mistakes, such as adding missing zip codes or finding duplicate records. Using a data scrubbing tool can save a database administrator a significant amount of time and can be less costly than fixing errors manually.

Handle time -- average time for all caller transactions, from the time the IVR answers the calls to the time a CSR answers such calls.

Integrated Voice Response (IVR) -- the voice mail system that offers numerous menus of options for callers. Also called an **ARU** – Automated Response Unit or **IRU** – Interactive Response Unit.

IVR handled calls -- generally, callers that chose to use the recorded information system to get the information they need about their account and/or services. This would not include callers who opt out of the IVR, requesting to speak with a CSR.

Multiple System Operator (MSO) -- the large companies that own numerous cable systems across the country.