



The Phone Call Handling Benchmarks Contact Center Leaders Need to See

How do your agents stack up against the competition?



Introduction

We analyzed anonymized insights our AI captured on over 60 million phone calls. This infographic breaks out data across nine industries, providing performance benchmarks for how effective contact centers are at answering phone leads and converting them to revenue.

As a contact center leader looking to maximize close rates, these insights provide the benchmarks you need to measure your performance against peers and competitors.

As you explore this data, you'll discover where your contact center excels and where areas for improvement lie.

Most Callers Speak With a Person

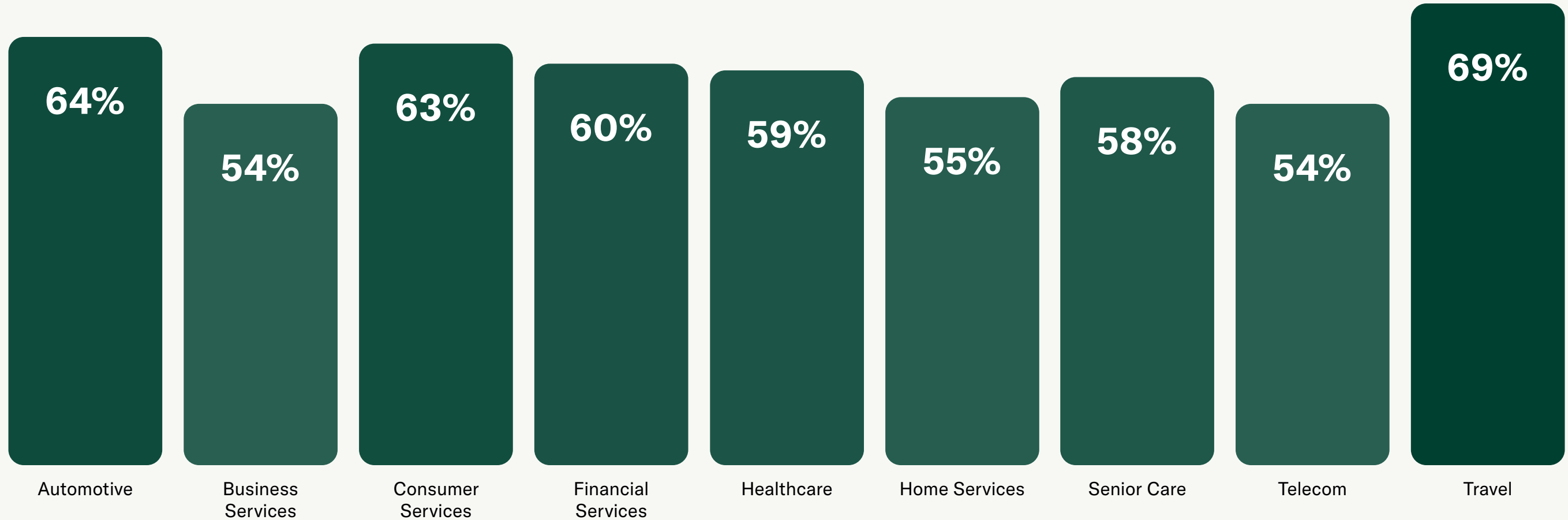
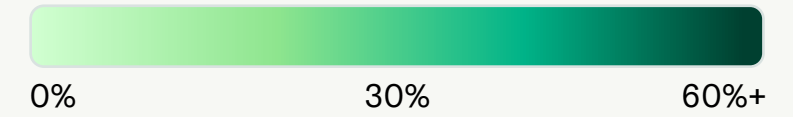
Our research found that across all industries, most callers speak to a person. Your call answer rate isn't just another metric — it's the crucial first hurdle in your customer acquisition process. If your answered call rate is lower than industry benchmarks, it indicates a missed opportunity stemming from process or staffing inefficiencies in the contact center or business locations that answer the calls.



By Industry

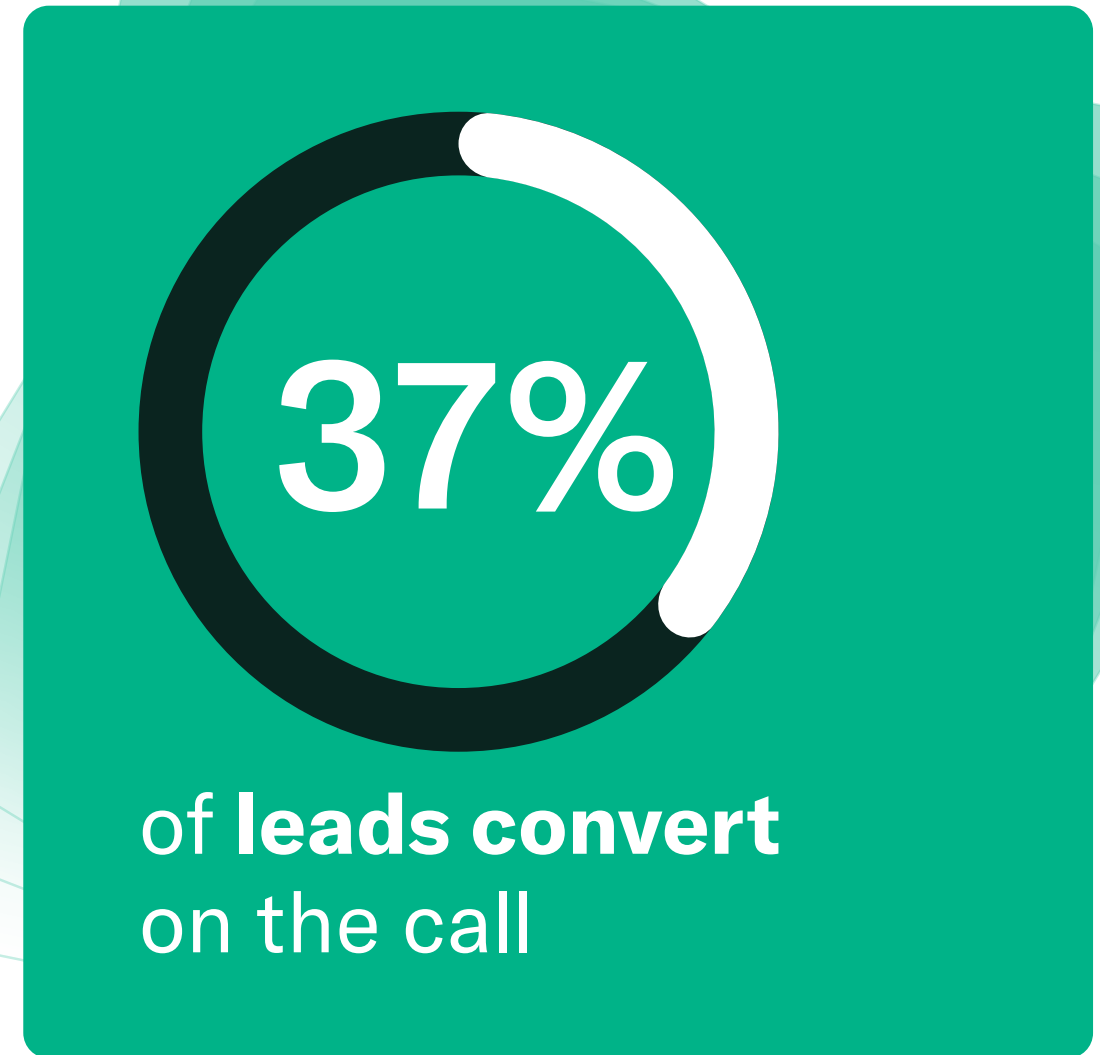
Phone Call Answer Rate

Performance Scale



Many of Your Leads Convert on the Phone

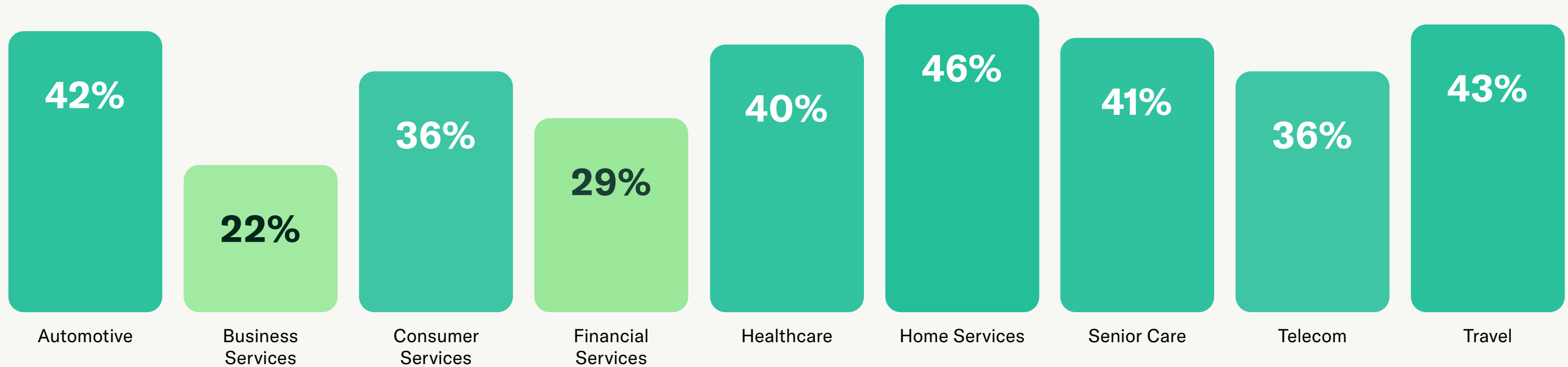
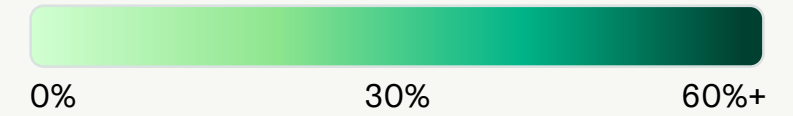
Our research found that **37% of phone leads convert on the call**. If your conversion rate is lower than this benchmark, it may indicate that your sales agents aren't saying the right things to callers to convert them. Consider scaling up your training program and providing tailored feedback to agents based on their strengths and weaknesses.



By Industry

Phone Call Conversion Rate

Performance Scale



Call Handling Performance Impacts Revenue

Our research found that across all industries, 28% of contact center calls are scored as “excellent.” Even small gains here can pay big dividends — call handling quality directly impacts both immediate conversions and long-term customer relationships.

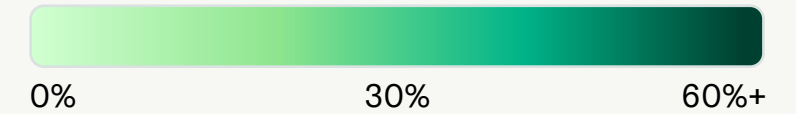
28% scored as an excellent call

49% scored as a call requiring review

All Industries

Call Handling Performance

Performance Scale



Gave Proper Greeting

74%

Gave Proper Closing

53%

Asked Questions to Qualify Caller

48%

Obtained Caller Information

43%

Converted Lead to Appointment/Sale

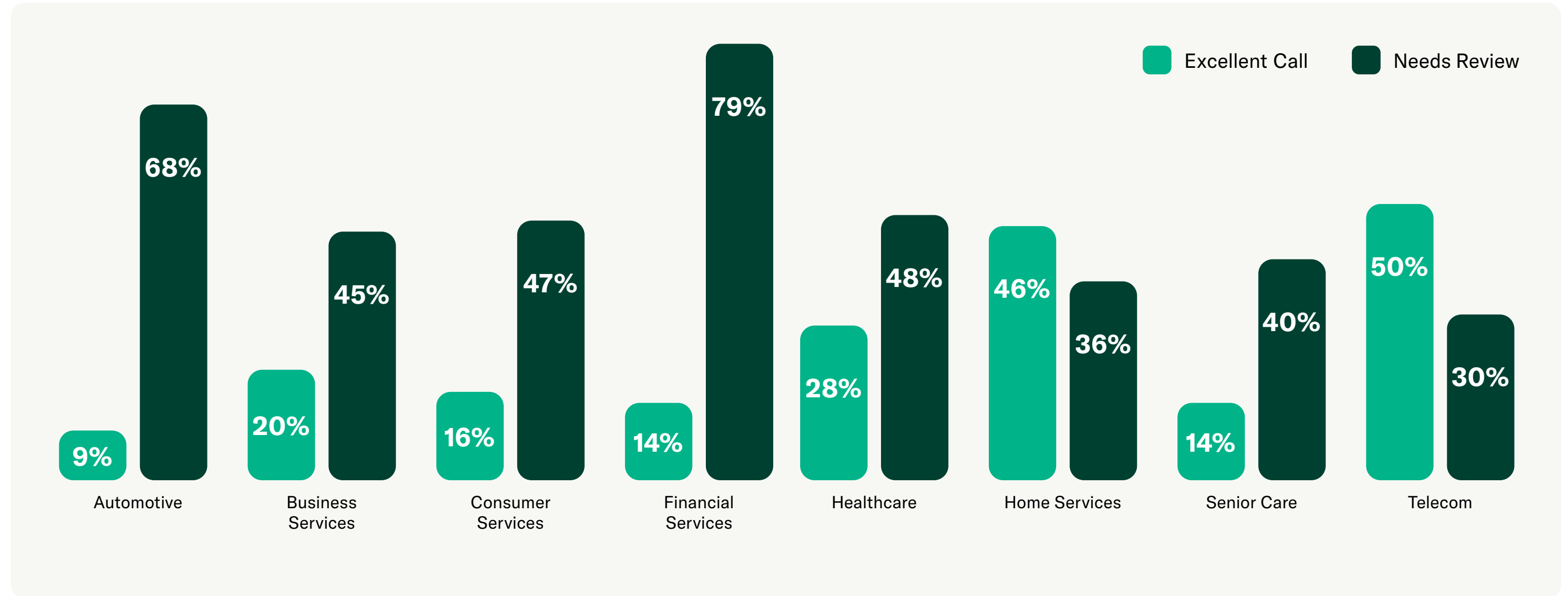
37%

Asked Caller for Appointment/Sale

35%

By Industry

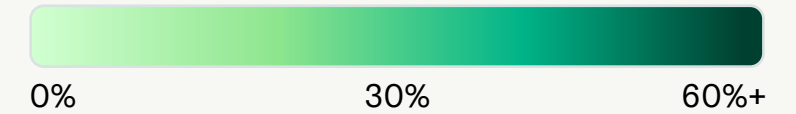
Call Handling Performance Ratings



By Industry

Call Handling Performance

Performance Scale



	Proper Greeting	Proper Closing	Obtained Information	Qualified Caller	Asked for Sale	Converted Lead
Automotive	61%	25%	36%	55%	46%	42%
Business Services	43%	15%	42%	27%	25%	22%
Consumer Services	75%	21%	22%	23%	20%	49%
Financial Services	46%	45%	42%	30%	21%	29%
Healthcare	77%	58%	44%	40%	43%	40%
Home Services	87%	80%	62%	57%	44%	37%
Senior Care	82%	44%	37%	56%	17%	41%
Telecom	74%	61%	38%	55%	23%	36%

Download the Report for More Insights

Want to see more of the data we uncovered from analyzing 60 million phone conversations?

Download our Call Conversion Industry Benchmarks Report to discover all the insights we captured and learn how you stack up against your competition.

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