

2025-26 UK Contact Centre KPI

BENCHMARKING
INSIGHTS REPORT



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Welcome to MaxContact's second UK Contact Centre KPI Benchmarking Insights Report. Backed by an in-depth survey of 300 contact centre decision makers*, the report highlights the metrics and trends that contact centres should be checking and tracking to gain clear understanding and competitive edge.

It also gives a wider snapshot of the state of the sector. The good news here is that contact centres are embracing the AI revolution, and many are already enjoying the fruits of their investment. More worrying is a clear increase in agent workloads over the last year.

When we compare responses between 2024 and 2025, a few interesting contrasts appear. In one or two areas, contact centre performance appears to have declined over the last year, though this may reflect wider economic circumstances as much as internal issues. In one or two others, performance has slightly improved.

The bigger picture is that contact centres continue to operate in a difficult economic climate. Margins are low, customer expectations high and contact centres are having to add value and provide insight in the most cost-effective ways. Tracking the metrics contained in this report will help your own operation continue to find the right balance between quality and cost.

Ben Booth
CEO, MaxContact

*MaxContact surveyed 300 decision makers (Middle, Senior Managers and Directors) in UK Contact Centres who work in sales, customer care & technical support or debt collection. The survey data was gathered in September/October 2025.



EXECUTIVE SUMMARY

THE KEY FINDINGS

- The AI revolution is here. Over two thirds of respondents said their firms were using or piloting AI. Three fifths (60%) said AI and automation would be the main areas of increased investment in 2026.
- Staff may be feeling stretched. 10% more of our respondents report increased agent workloads compared to our 2024 report.
- In debt collection, first contact resolution (FCR) rates are down fully 5% on last year, reflecting a difficult economic environment.
- Sales are holding up in tricky economic conditions, though average daily calls and first call close rates have fallen slightly.
- On the upside, inbound call abandonment rates have edged downwards, to 4.1%. In total, inbound KPIs are remarkably consistent with last year.
- Competitive advantage is likely to be attained through advanced technology and automation (42%), speed and responsiveness (41.6%) and better customer data and insights (38%), according to our survey respondents.

CHAPTER 1

STRATEGY & INVESTMENT

Technology adoption is not a traditional contact centre KPI but perhaps it should be. The smart implementation of appropriate technology can lift almost every other metric in this report.

On the whole, contact centres get that. Three fifths (60%) of our respondents said AI and automation would be the main focus of increased investment in 2026. AI (55% chose this option), cybersecurity (46%) and communications and customer engagement (37%) were the top three technology priorities for this year and next.

Digging deeper, two thirds of respondents (66%) said their firms were either using or piloting AI. A further fifth (20%) are planning AI implementation in 2025 and 2026. Hardly any don't have AI on their radar at all. In terms of specific tools, chatbots (57%), virtual or AI agents (56%) and fraud detection (46%) were the most popular among those using or planning to use AI.

Is AI a game-changer?

The effectiveness of AI investment has been questioned in some industries. By contrast, contact centres regard it positively.

Only 5% of our respondents said AI's impact had been negligible. Far more (48%) reported improved customer experience, and 30% said AI had prompted a significant transformation in service delivery. A further 17% reported some efficiency gains, such as reduced average handle time or better forecasting.

That's for now. When they looked forward to the next three years, nearly everyone (99%) currently using or piloting AI, or planning implementations, were confident of AI's positive impact on contact centre effectiveness.

The positivity around AI appears to be growing. In last year's report, just 60% of respondents thought AI would have some impact on contact centres in the next three years.

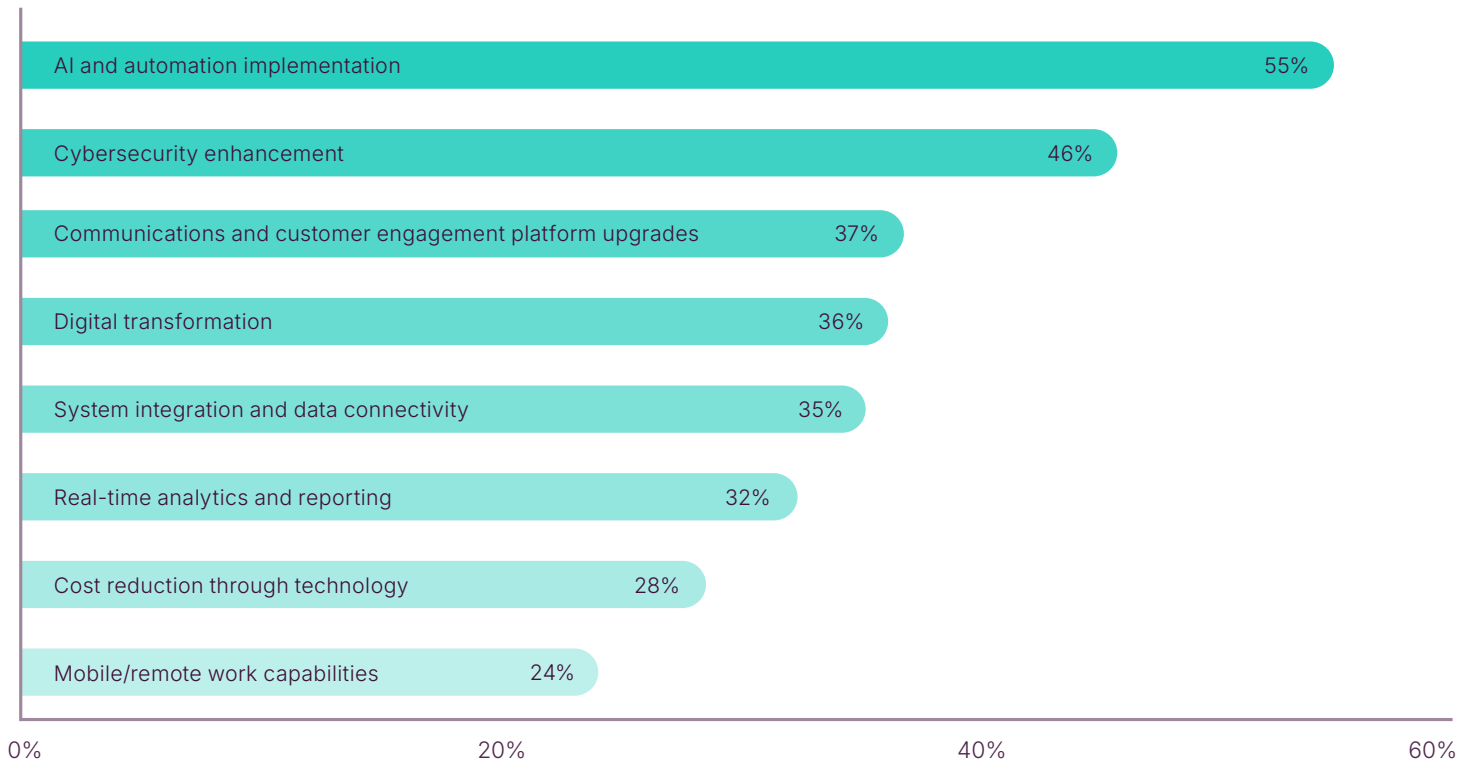
Why is this important?

Technology generally, and AI specifically, is a key part of contact centre effectiveness. Metrics around the investment and implementation of advanced technology matter because they can tell you if you're forging ahead or falling behind in the race to better performance.

AI is particularly important in that regard. AI tools can automate routine tasks, giving your people more time to deal with trickier ones. They can provide real-time agent assistance, or answer a wide range of basic customer queries. They can do a lot more besides.

The right technology, properly implemented and supported, makes contact centres more effective. The industry gets it, with most respondents actively using or planning AI implementations.

What are your organisation's top 3 technology priorities for 2025/2026?
(Select up to 3)



55%

AI & automation
implementation

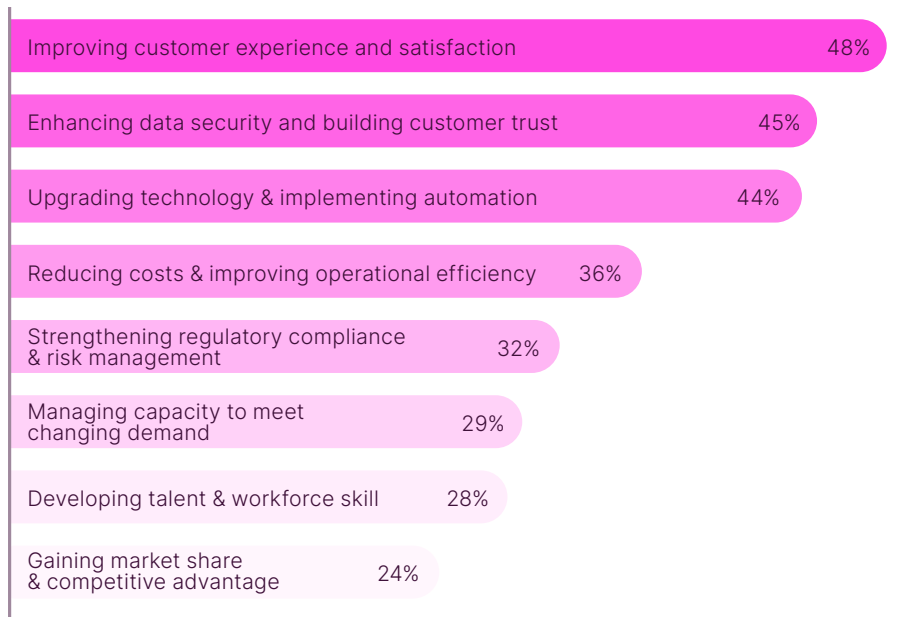
46%

Cybersecurity enhancement

37%

Communications & customer
engagement platform upgrades

Where do you see the greatest potential for strategic impact in your contact centre in 2026?
(Select up to 3)



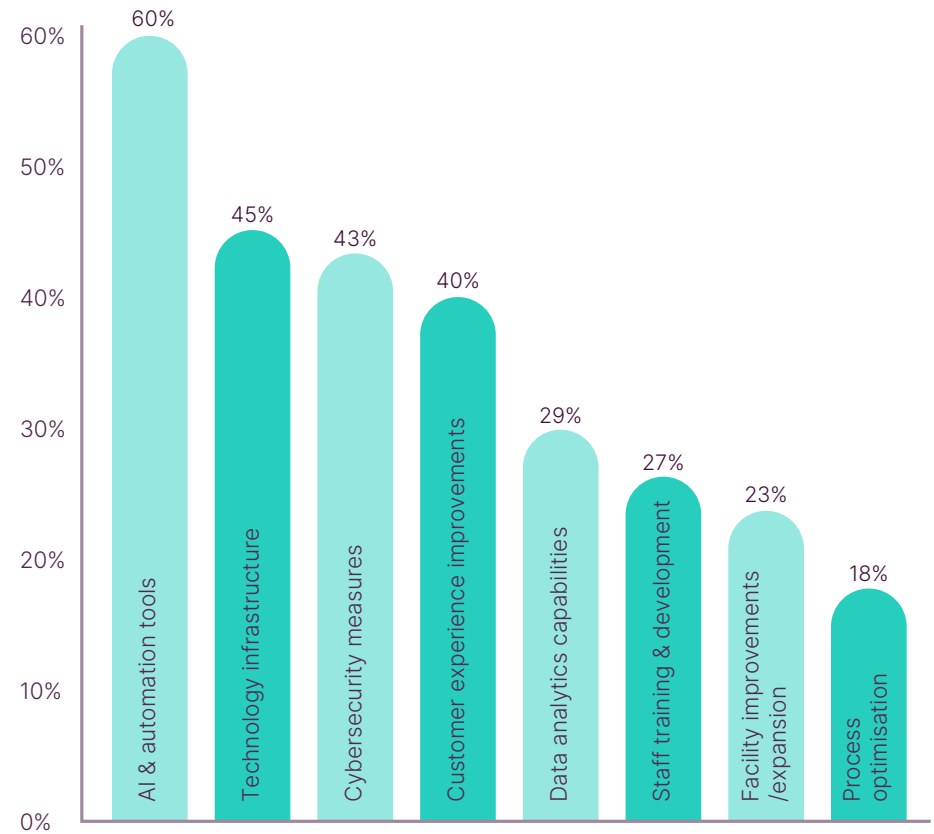
48%

Improving customer experience & satisfaction

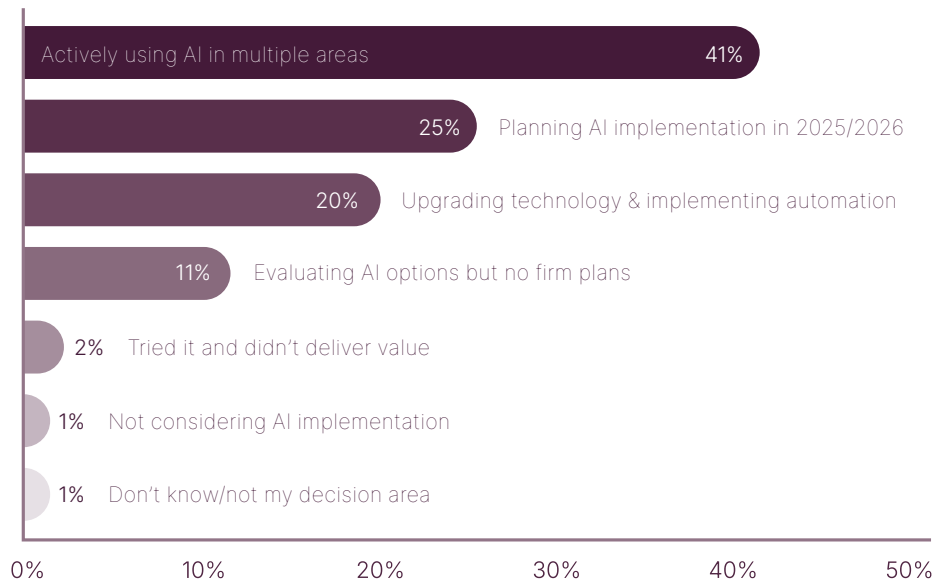
45%

Enhancing data security & building customer trust

Where is your organisation most likely to increase investment in 2026?
(Select up to 3)



What stage is your team at with AI implementation?



41%

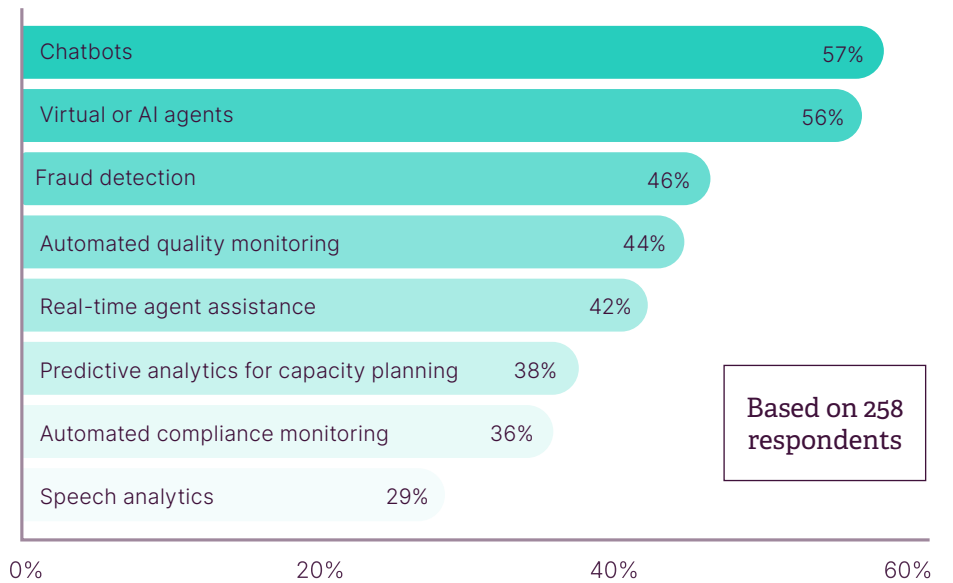
Actively using AI in multiple areas

25%

Planning AI implementation in 2025/2026

Which AI applications are you using or planning? (Select all that apply)

*Those who are actively using AI in multiple areas, piloting AI in specific areas and planning AI implementation in 2025/2026



Based on 258 respondents

57%

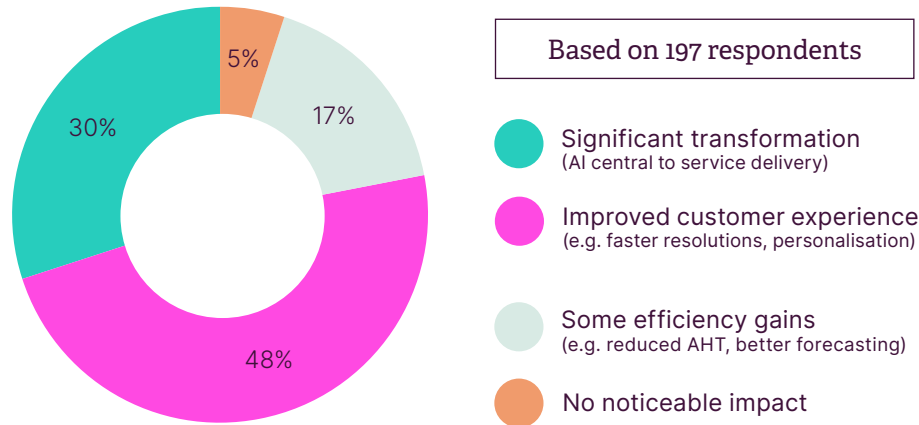
Chatbots

56%

Virtual or AI agents

What impact has AI had on your contact centre's performance since implementing?

*Those who are actively using AI in multiple areas or piloting AI in specific areas



48%

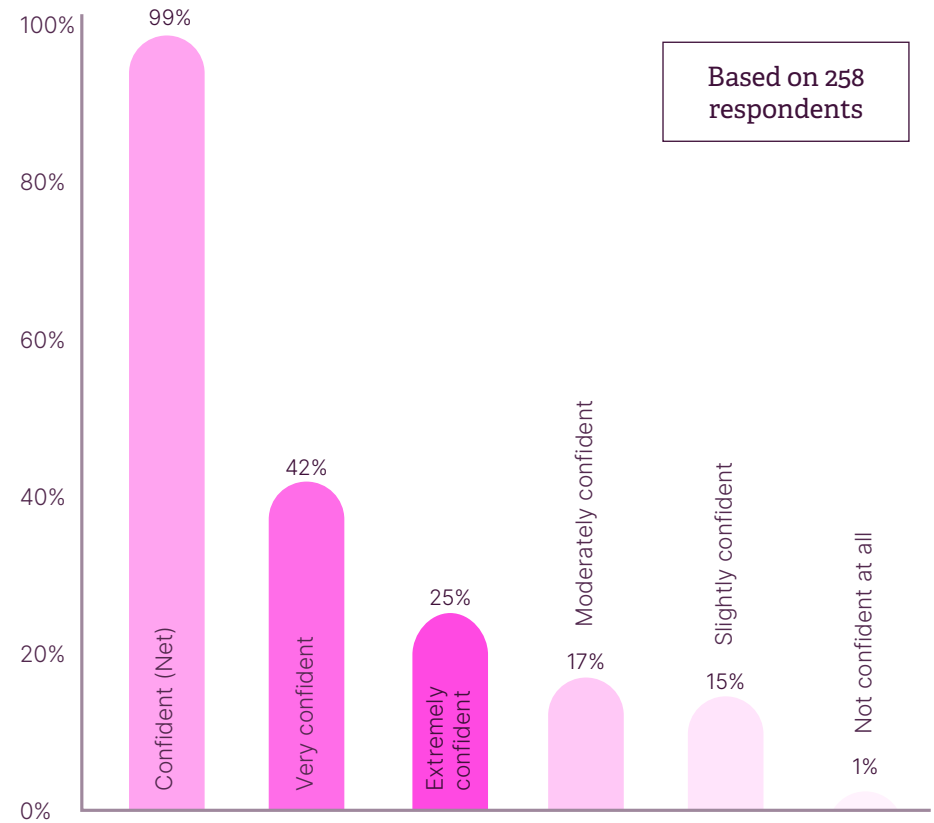
Improved customer experience

30%

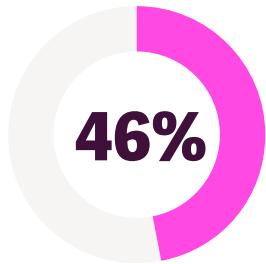
Significant transformation

How confident are you that AI will improve the effectiveness of your contact centre in the next 3 years?

*Those who are actively using AI in multiple areas, piloting AI in specific areas and planning AI implementation in 2025/2026



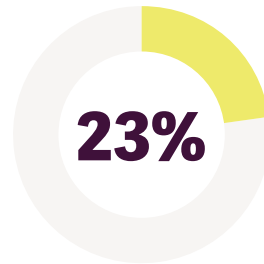
What data challenges, if any, are holding back your AI ambitions the most? (Select up to 3)



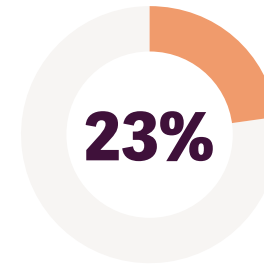
Data security concerns with AI applications



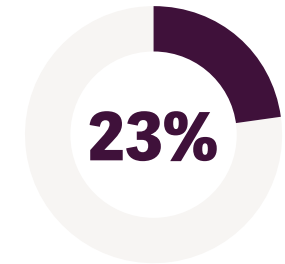
Lack of integrated customer data across systems



Unstructured data (voice, chat, email) is hard to use for AI



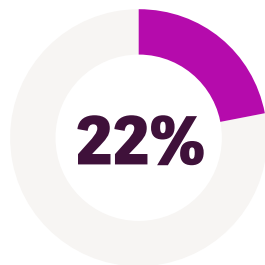
Difficulty accessing real-time data for AI tools



Limited ability to prepare/label data for AI training



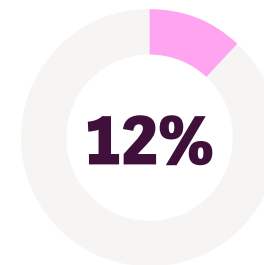
Insufficient data governance for AI projects



Poor data quality affecting AI accuracy

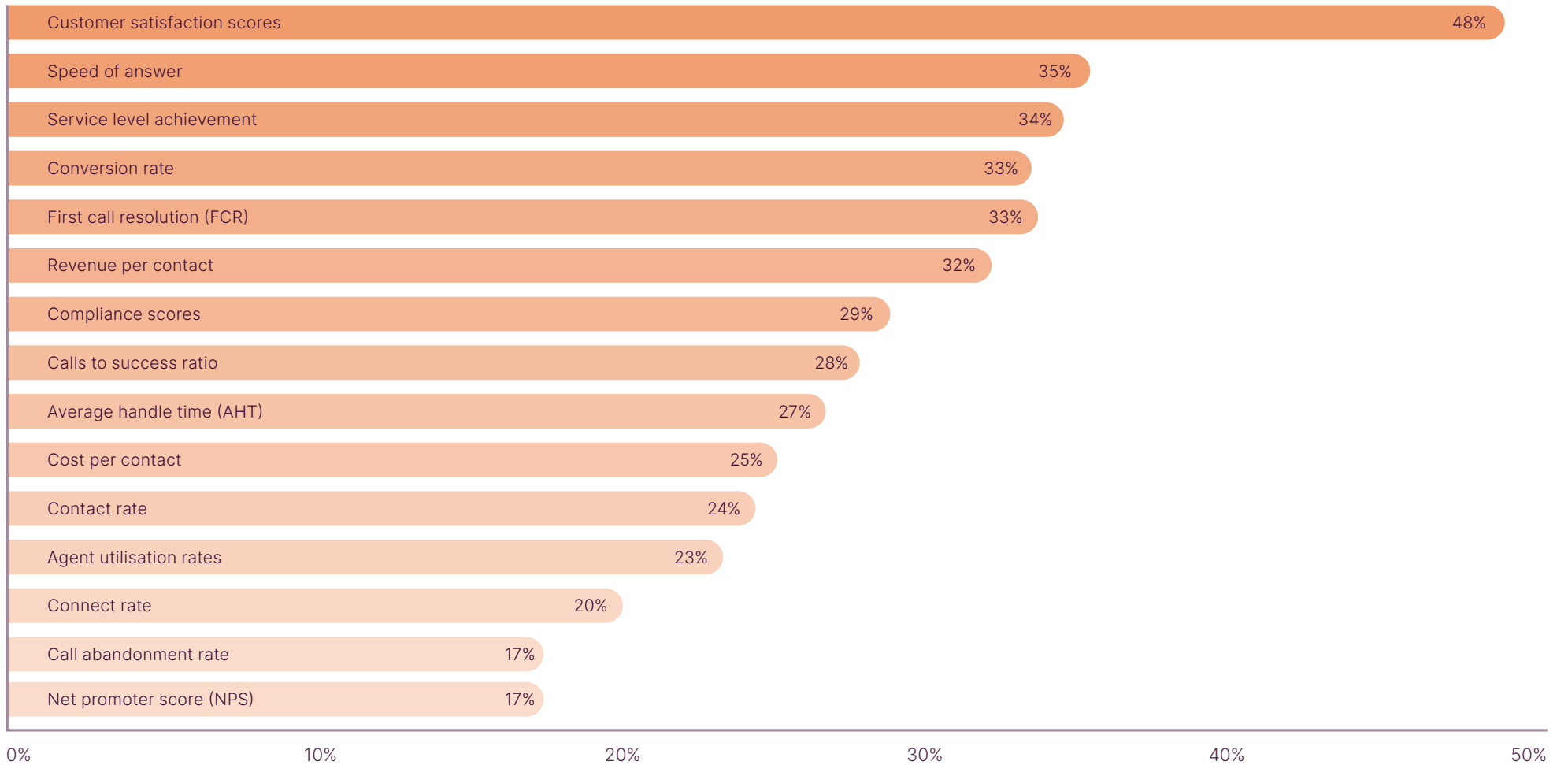


Our data infrastructure is ready - no major barriers



None

Which 5 KPIs are the most important in your contact centre? (Select up to 5)



CHAPTER 2

OUTBOUND CONTACT

Whether it's sales or debt collection, getting your outbound operation right is essential. Tracking metrics about how quickly you make calls, how often you reach the right people, and how often those contacts result in positive action can mean the difference between trailing the competition and leading the pack.

General outbound benchmarks

Whether you're in sales or debt collection, the following benchmarks give broad insight into the effectiveness of your operation.

Average connect rate

This is the percentage of dialled numbers that connect to a person.

In our survey, **38%** of respondents reported an average connect rate of **40-59%**, while **35%** reported an average connect rate of **20-39%**. The mean rate was **42.8%**.

Average contact rate

This is the percentage of connected calls that reach the intended person.

In our survey, the mean average connect rate was **43.2%**, with **39%** of respondents reporting an average connect rate of **40-59%**, and **30%** reporting an average connect rate of **20-39%**.

Average conversion rate

This is the percentage of contacts that result in positive action, whether that's a sale or a payment arrangement.

The mean average conversion rate was **16%**, though **29.5%** of respondents reported an average conversion rate of **20-29%**.

Average calls to success ratio

This is the number of calls needed for one sale or one payment arrangement.

The mean calls to success ratio was **15.6**. In sales, the largest number of respondents (36%) said it took **6-10** calls on average to make a sale. In debt collection, the largest number (42%) said **11-20** calls.

Average handle time per call

This is the time spent per call in minutes.

The mean average handle time was **8.2** minutes. In sales, the most popular answer (chosen by 25% of respondents) was **4-5** minutes. In debt collection, the most popular answer (chosen by 31%), was **8-9** minutes. This stands to reason, as debt collection calls will often be complicated or sensitive.

Why is this important?

General outbound metrics paint a broad picture of contact centre effectiveness. The percentage of calls that get to people you need to speak to, and the number of times calls produce a desired result, are important measures of success.

Whatever story your own numbers tell, it's important to track changes over time. That way you can gauge if your staff training programmes work (fewer and shorter calls producing more sales or payment arrangements), or whether your call list data is accurate (getting to the right people more often), among other insights. If these numbers are getting worse, you need to find out why. If they're getting better, you can do more of what works.

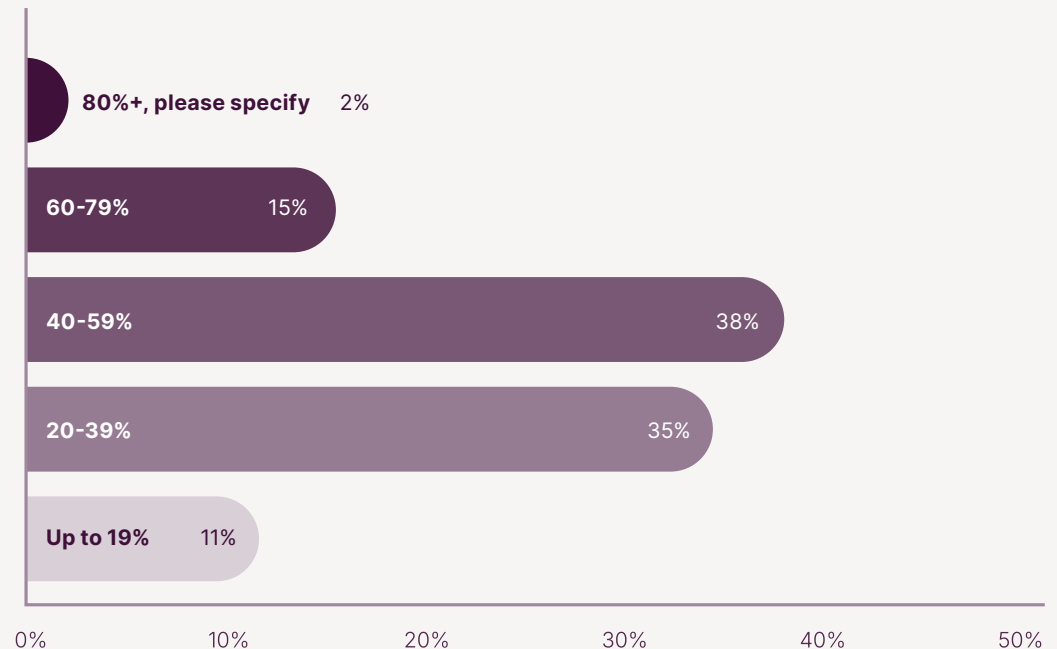
General outbound metrics are important but be aware of nuances. Time on calls may depend on the complexity of what you're selling as much as agent efficiency or the effectiveness of scripts. Some debt collection situations can be more sensitive than others, requiring more and longer calls before a resolution is reached.

These broad metrics should be handled sensitively, taking your individual circumstances into account. Nevertheless, they provide firm foundations on which to measure contact centre performance.

Average connect rate

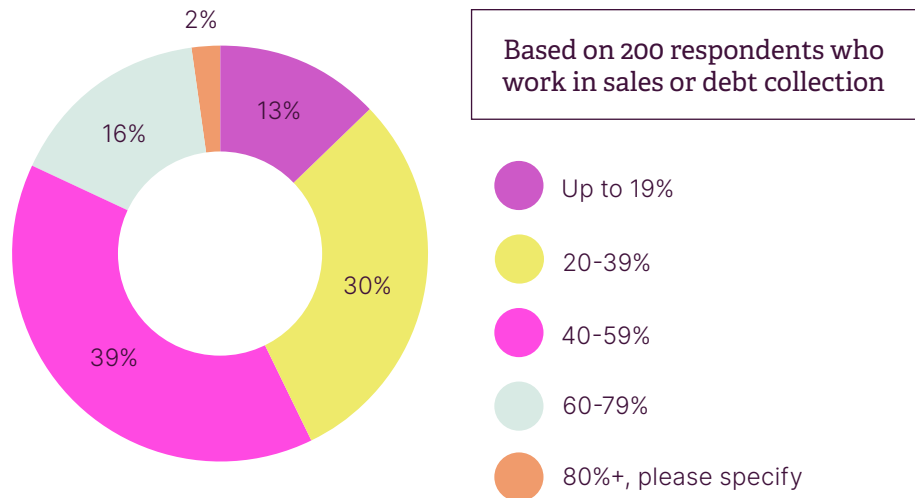
What is your average connect rate? (Percentage of dialled numbers that connect to a person)

Based on 200 respondents who work in sales or debt collection



Average contact rate

What is your average contact rate?
(Percentage of connected calls that reach the intended person)

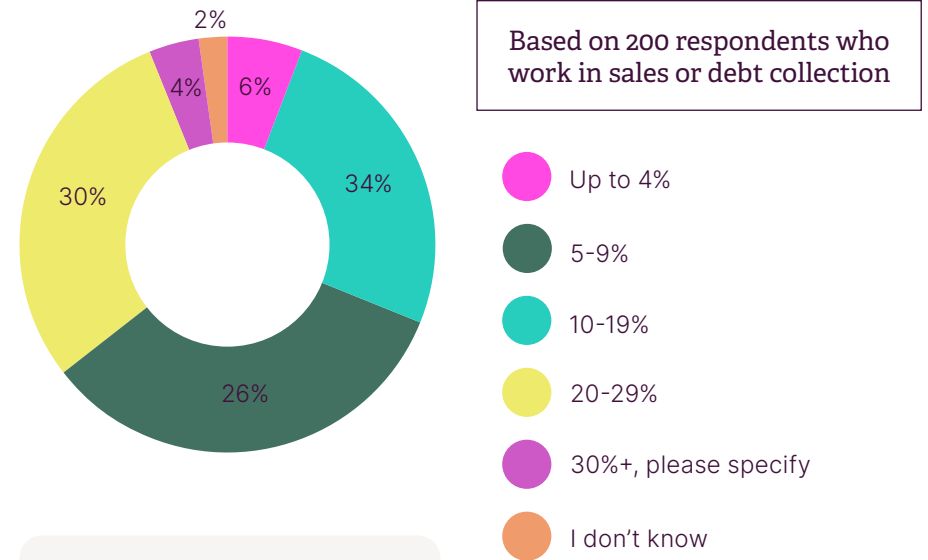


39%

40 - 59%

Average conversion rate

What is your average conversion rate?
(Sales: percentage of contacts resulting in a sale / Debt Collection: percentage of contacts resulting in a payment arrangement)

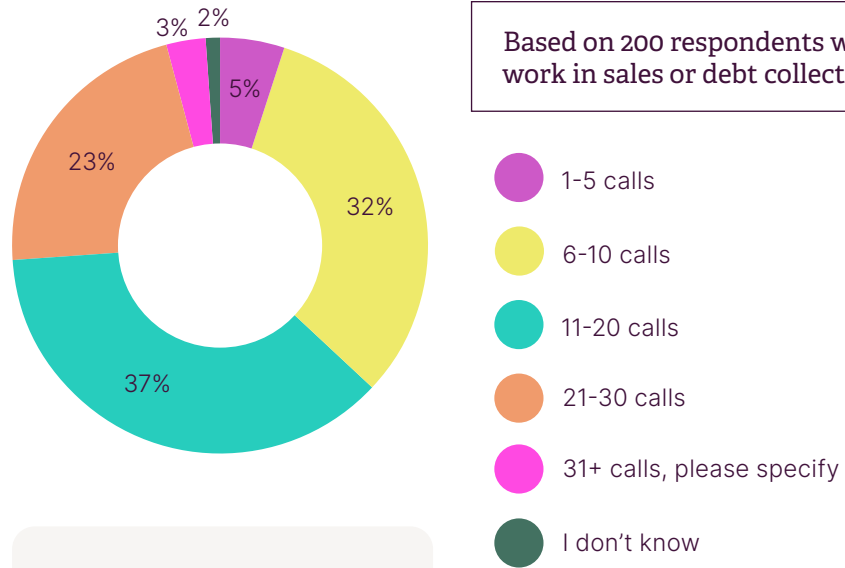


34%

10 - 19%

Average calls to success ratio

What is your average calls to success ratio?
(Sales: calls needed for one sale / Debt Collection: calls needed for one payment arrangement)

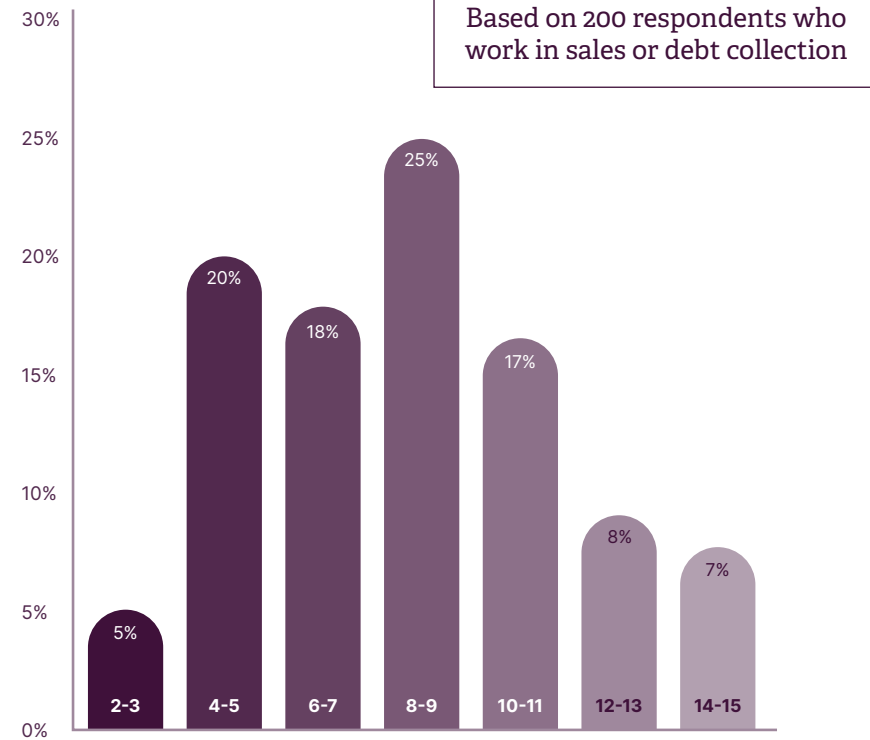


37%

11 - 20 calls

Average handle time per call

What is your average handle time per call (minutes)?



CHAPTER 3

DIGGING INTO DEBT COLLECTION

General outbound metrics are useful, but our survey also asked questions that were specific to debt collection teams. These give a more detailed view of debt collection performance based on a range of common KPIs.

Right party contact (RPC)

You can't collect a debt if you can't reach the debtor. RPC measures your efficiency in contacting the right person, by dividing the number of right party contacts by the total number of attempted contacts.

According to our survey, the mean RPC rate is **27%**, which is slightly higher than last year (26%).

Promise to pay (PTP)

How many calls result in a promise to pay?

The mean PTP rate in our survey is **28%** (compared to 29% last year).

Percentage of debt collected

This is the percentage of overall debt an agency is able to collect, which is a high level indicator of effectiveness.

In our survey, the mean figure is **28%**, though **15%** of respondents reported a figure of **40-49%**. The mean is down on last year's **32%**, perhaps reflecting trickier economic circumstances as living costs continue to rise.

First call resolution (FCR)

The percentage of issues that are resolved at first contact. With debt collection, this can mean a payment or a promise to pay.

The mean FCR in our survey is **37%**, which is a meaningful decline on last year's figure (43%). Agents are unlikely to be getting worse at collecting payments, but they may be facing more complex or sensitive conversations.

Why is this important?

These benchmarks suggest debt collecting teams are doing a decent job in difficult circumstances. It's notable that the percentage of debt collected and FCR rates have both fallen.

That chimes with broader measures of the state of the economy. The International Monetary Fund (IMF) recently forecast that UK inflation would remain the **highest in the G7 group** of advanced countries in 2025 and 2026. Consumers are being squeezed, making debt collection harder.

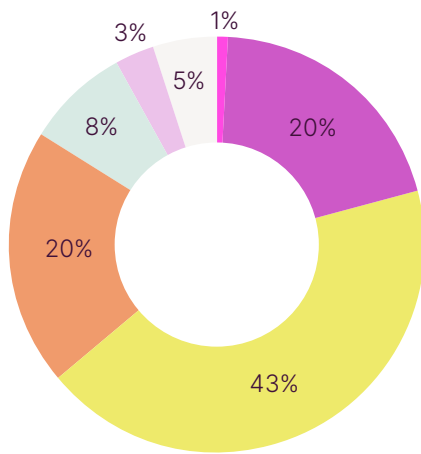
But debt collection teams are not helpless in the face of wider economic trends. Well trained agents, personalised conversations and more effective call timing based on data (when are you most likely to reach the right person?) can all help to move these metrics in a positive direction.

Debt collection teams are having to work harder and smarter in difficult economic circumstances.

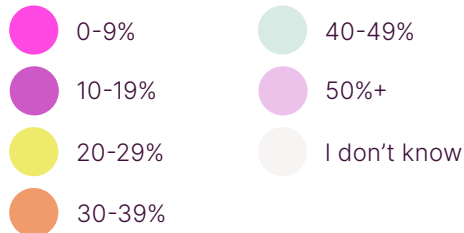
Right party contact (RPC)

What is your average Right Party Contact (RPC) Rate?

(Calculated by dividing the number of successful right party contacts by the total number of attempted contacts)

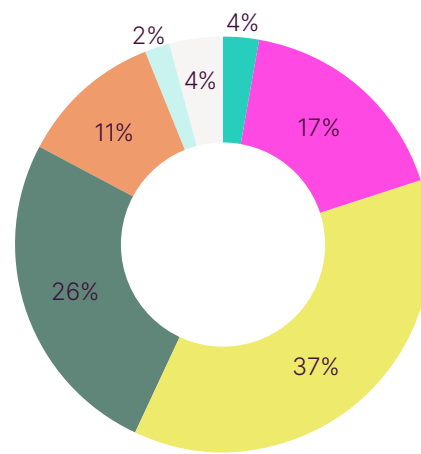


Based on 100 respondents who work in debt collection

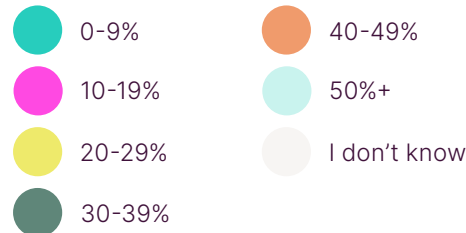


Promise to pay (PTP)

What is your average Promise to Pay (PTP) Rate?

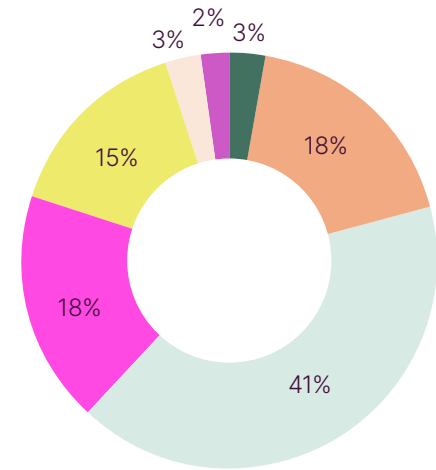


Based on 100 respondents who work in debt collection

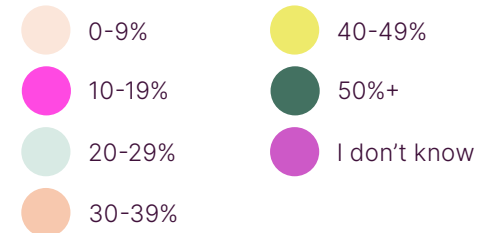


Percentage of debt collected

What is your average Percentage of Debt Collected?



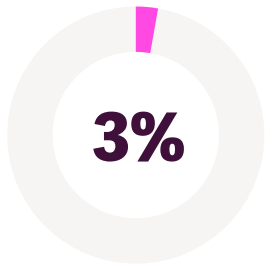
Based on 100 respondents who work in debt collection



First call resolution (FCR)

What is your average First Call Resolution (FCR)

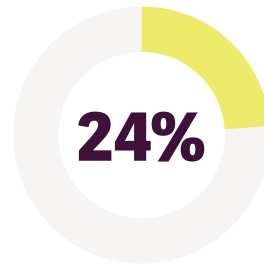
Based on 100 respondents who work in debt collection



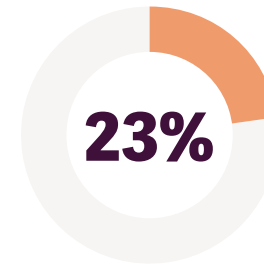
0-9%



10-19%



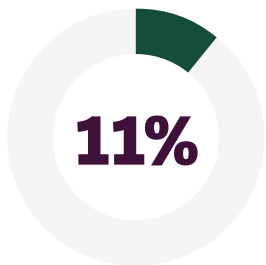
20-29%



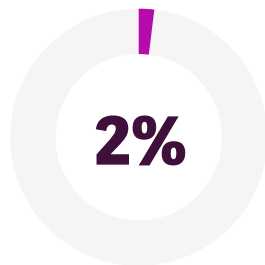
30-39%



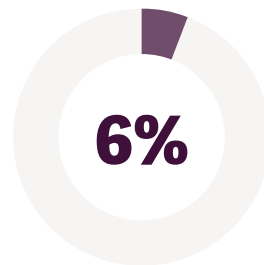
40-49%



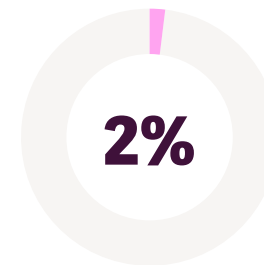
50-59%



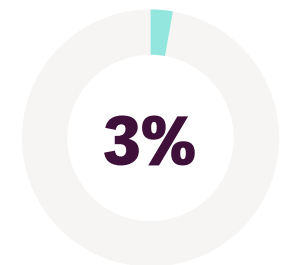
60-69%



70-79%



80+



I don't know

CHAPTER 4

DIGGING INTO SALES

Sales is a fast moving and demanding environment. Call rates, conversions and revenues are the KPIs by which sales teams are judged. In a tough sales environment, with consumers facing rising food and utility prices, optimising the efficiency of sales teams is a key contact centre priority.

Average daily calls

The foundational KPI of sales is average daily calls per agent. In many sales environments it's a simple truth that the more calls your teams make, the more sales they're likely to accrue. That's especially true in cold calling campaigns.

In our survey, the mean number was **59**, which is down on last year's **65.5**.

Success per call

On average, **6%** of sales calls lead to a sale, according to our survey. However, for over a third (36%) of our respondents, the average falls to **4-5%**. The success per call rate depends to some extent on the product group, but tracking this metric can help you gauge the success of campaigns, scripts and strategies.

First-call close rate

How often your agents close a sale in one call can be an indicator of the quality of your leads and/or your team's level of product knowledge.

In our report the mean first-call close rate was **25%**, with **31%** of respondents selecting a rate between **20-29%**. Last year, the mean rate was nearly **28%**, suggesting a deteriorating sales environment.

Average revenue per call

This is an estimate of the income brought in by every call, calculated by dividing total call centre revenues by the number of calls made.

The mean result this year was nearly **£230**, which is ahead of the **£197.60** reported in 2024. However, this total is skewed by a few very high earners: over **45%** of respondents bring in under **£59** per call.

Why is this important?

Like debt collection, sales success is intrinsically connected to the state of the wider economy. Consumer confidence has a significant impact on the likely success of sales campaigns. While overall consumer confidence is mixed, **according to Deloitte**, confidence in the UK economy has fallen markedly. In other words, your sales agents might be struggling against the squirrelling instinct, which translates as the urge to save surplus cash for a rainy day.

Against that background, sales metrics are holding up. Success per call rate is similar to last year, though it could be that agents are having to spend longer on the phone (reducing their number of daily calls) to close deals. Average revenue per call has actually risen since 2024.

Tracking these metrics is crucial to optimise sales efficiency in difficult circumstances. They can indicate the level of agent knowledge, the quality of your leads and the effectiveness of your outbound dialling system.

Sales teams are having to work harder to close deals, but numbers are just about holding up despite a difficult economic environment.

How to improve outbound contact metrics



Prioritise smarter dialling

Using smart dialling modes can increase call and contact rates, for both sales and debt collection. For example, superfast predictive dialling can supercharge high volume sales campaigns. At the other end of the spectrum, preview dialling allows agents to digest important information before making a call; perfect for high-worth sales and sensitive debt collection campaigns.



Train your teams

Debt collection teams need to know how to handle difficult or sensitive conversations. Sales teams need in-depth product knowledge. Both can be trained to hold more effective and productive conversations using call monitoring, instant feedback and live coaching.



Learn and refine

Perhaps the most important thing you can do to improve outbound performance is track the relevant metrics over time. Use our survey results as a guide, and measure your own performance against them. When you tweak sales scripts or dialler modes, or invest in extra training for your teams, track what happens to these core KPIs. Take an evidence-based approach to doing more of what works and less of what doesn't.

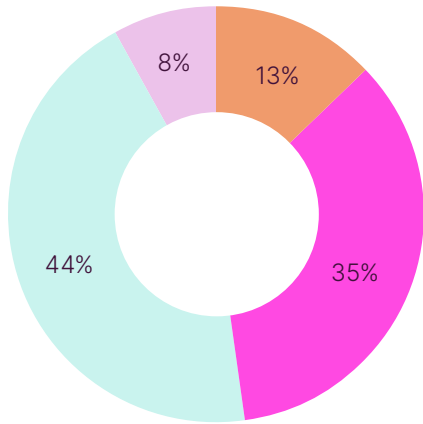


Invest in technology

As we've seen, many of our respondents are investing in technology to improve contact centre performance. This could be a game-changer in time. To take one example, the speed and accuracy of AI means that the potential now exists for contact centres to extract insight from 100% of their outbound activity. With that sort of insight at their disposal, QA managers or team leaders can properly identify both customer pain points and agent

Daily calls per agent

What is your average daily calls per agent?

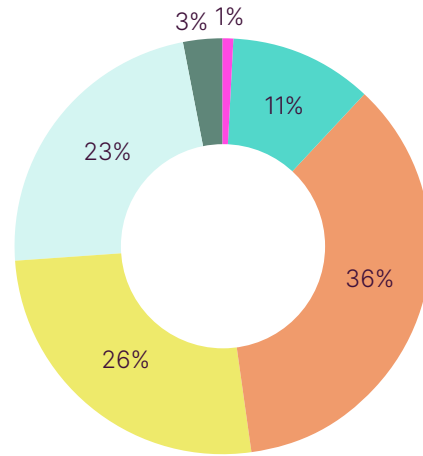


Based on 100 respondents who work in sales

- 0-30
- 31-60
- 61-90
- 91-110

Success per call rate

What is your average success per call rate?

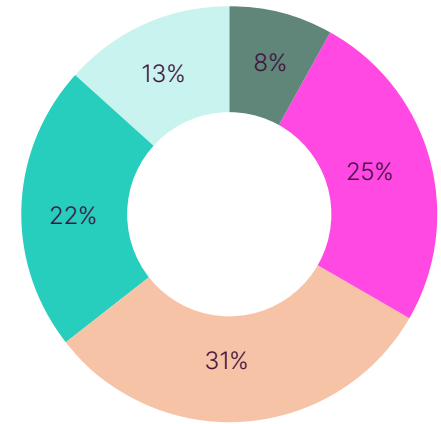


Based on 100 respondents who work in sales

- 0-1%
- 2-3%
- 4-5%
- 6-7%
- 8-9%
- 10%+

First-call close rate

What is your average first-call close rate?



Based on 100 respondents who work in sales

- 0-9%
- 10-19%
- 20-29%
- 30-39%
- 40-49%

CHAPTER 5

CREATING BETTER INBOUND PERFORMANCE

It stands to reason that contact centres have less control over inbound performance than the performance of sales or debt collection teams. After all, customers choose if and when to contact you, rather than the other way round.

Nevertheless, there's a range of important metrics for inbound teams to measure and track. Inbound teams are often a customer's main (and sometimes only) point of contact with a company, which means the effectiveness of your agents and the speed with which calls are answered has a huge bearing on customer satisfaction rates. Customers favour businesses that solve their problems quickly.

That, in turn, impacts the bottom line. Happy customers buy more, stay with businesses despite intense competition, and recommend you to their friends, family and social media networks. They become the most effective ambassadors for your business. With that in mind, here's what you need to measure to make the inbound experience better.

Call abandonment rate (%)

This is the number of times callers abandon a call before being connected to an agent. It's a key metric for customer care and technical support teams, because customers get frustrated when they spend too long waiting in call queues.

The mean abandonment rate this year was **4.1%**, compared to **4.4%** in 2024.

Average handle time (AHT - in mins)

This is the average amount of time it takes an agent to complete a customer interaction. As well as talking and time on hold, it also includes any actions the agent has to make after the call to complete the interaction, such as contacting a technical team.

The mean this year was **7.8 minutes**, which is the same as last year's figure. Over a third of our respondents reported a higher figure of between **10 and 15 minutes**, reflecting the complexity of some support calls.

Speed of answer (seconds)

This is simply the average time it takes to answer customer calls.

The mean time this year was **17.4 seconds**, slightly above last year's **17.1 seconds**. Nearly two fifths (39%) of our respondents had it down to between **2 and ten seconds**.

First call resolution (FCR)

This is the percentage of customer issues or queries that are answered in one call. It's a hugely important customer service metric, because customers invariably want quick solutions to frustrating problems.

The mean FCR this year was **40.9%**, almost identical to last year's **41%**. But an impressive **27%** of our respondents had an FCR of between **50% and 79%**.

Why is this important?

It's notable that, unlike outbound metrics, our inbound figures show little significant change from last year. This probably reflects the smaller impact of wider economic trends on inbound call data.

Nevertheless, both B2B and B2C customers are becoming more demanding, and endless call queues are no longer acceptable. We know that customers will happily walk away from businesses that take too long to fix straightforward issues. We also know that they favour companies with well-informed, proactive and helpful customer care teams.

That's why it's important to track these KPIs and implement measures to improve them. In most cases, contact centres are doing well but could do better. Answering the phone in 10 seconds rather than 17 should be a target, and pushing for FCR rates above 50% should be a realistic target for contact centres.

As with all contact centre KPIs, inbound metrics shouldn't be taken in isolation. Spending nearly eight minutes on a single customer issue may seem like a lot, but taking time to properly understand a problem could result in a first call resolution and a glowing Google review.

Improving inbound metrics can have a profound effect on customer satisfaction, but measure them together and not in isolation.

How to improve inbound contact metrics



Train your teams

The more knowledgeable your customer care and technical support teams are, the more likely they are to be able to resolve a customer issue on the first call. Beyond technical knowledge, agents need to be able to handle frustrated customers calmly and professionally.



Offer omnichannel

Not every customer wants to talk through a problem. Some worry they lack the know-how to follow a conversation, while others might be too busy to call. Ideally, customers should be able to email and live chat with your teams too, and AI-driven chatbots can solve basic issues while taking pressure off human agents.

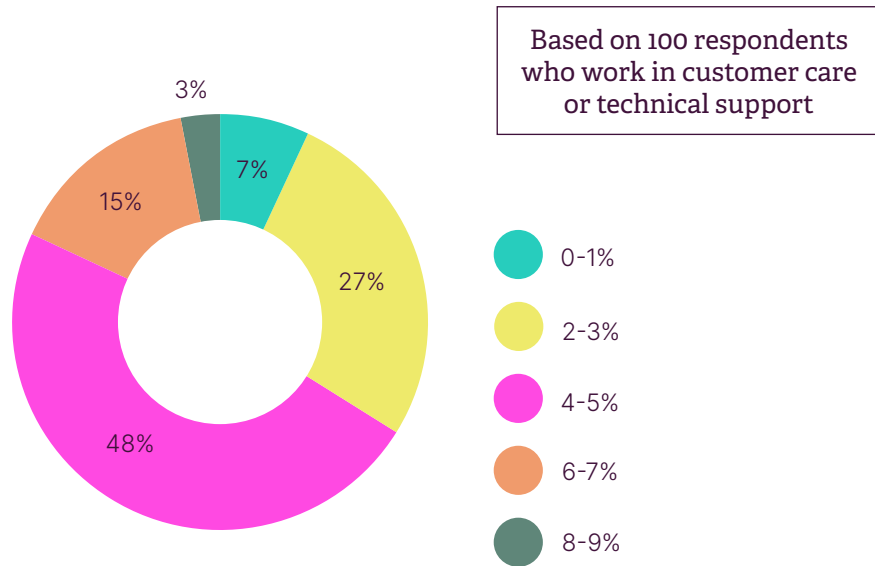


Personalise interactions

Integrating call centre software with CRM and other systems gives agents a rounded view of customer communications and helps them personalise conversations. It also stops customers having to repeat information they may have given several times before.

Call abandonment rate (%)

What is your average Call Abandonment Rate (%)?

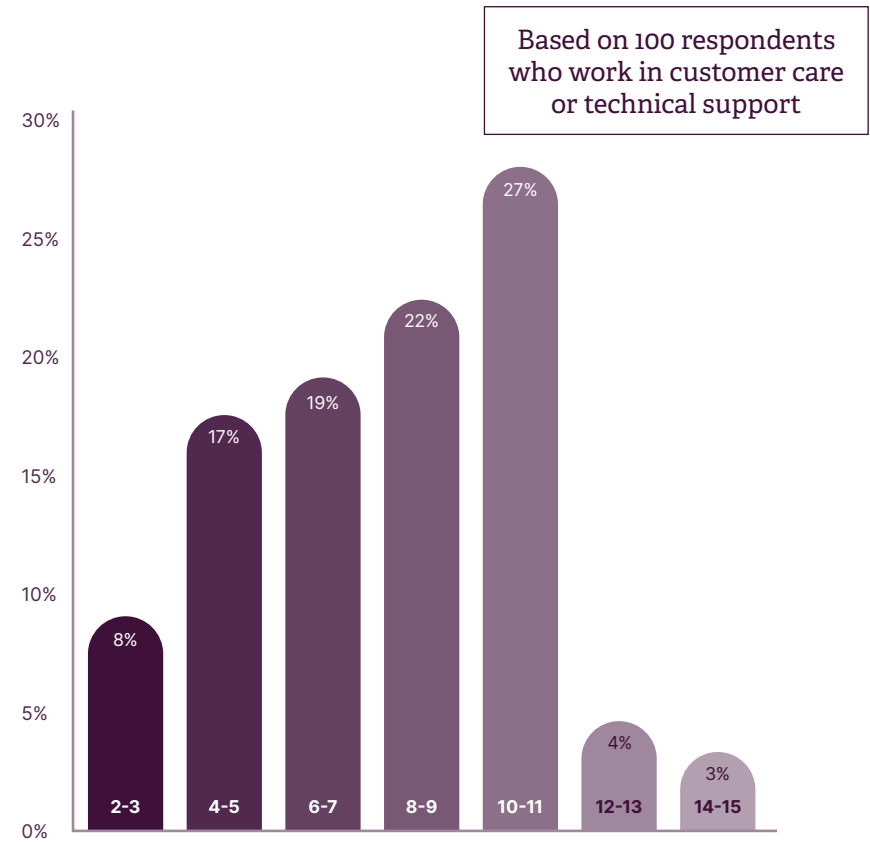


48%

4 - 5% of calls abandoned

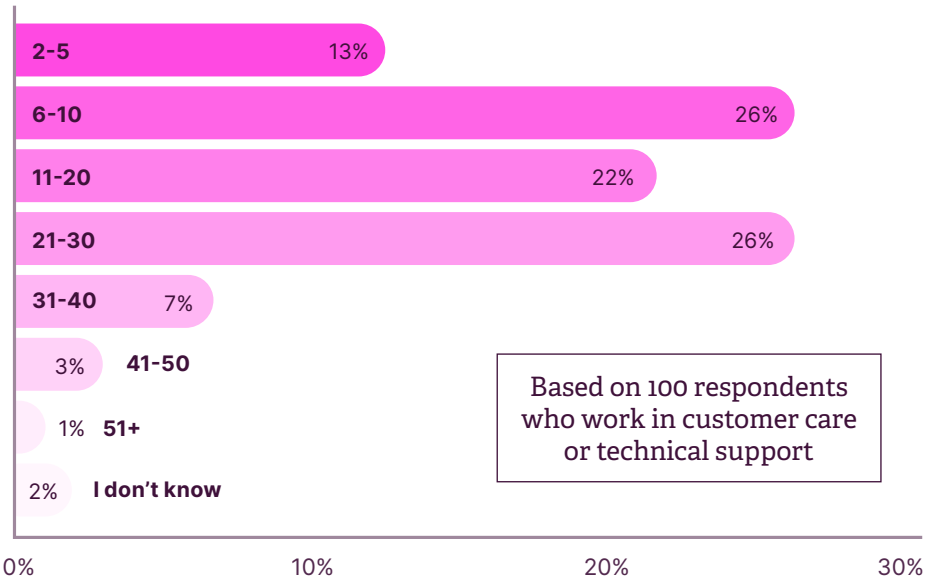
Average handle time (AHT - in mins)

What is your Average Call Handle Time?



Speed of answer (seconds)

What is your average Speed Of Answer?



26%

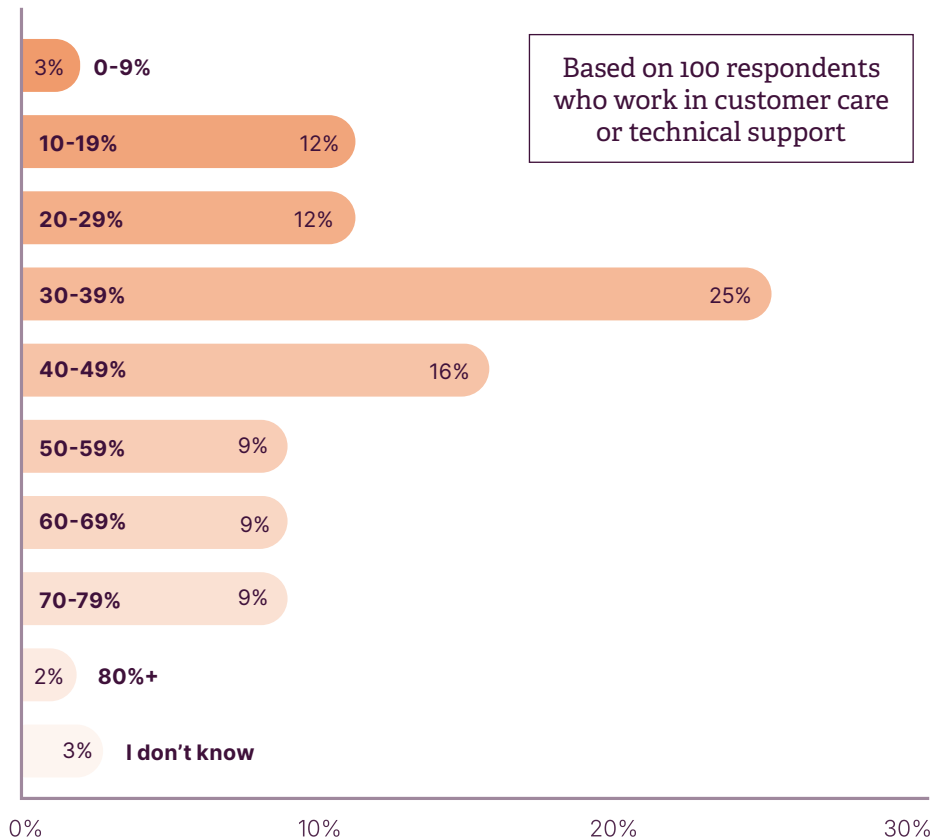
Average speed 6 - 10 seconds

22%

Average speed 11 - 20 seconds

First call resolution (FCR)

What is your average First Call Resolution?



Based on 100 respondents who work in customer care or technical support

CHAPTER 6

PEOPLE IN FOCUS

Good technology is one pillar of effective contact centres. People are another. With that in mind, it's important to measure metrics on agent turnover, salary and workload. These should be combined with qualitative data on agent satisfaction and career progress. Committed, experienced agents can help improve almost every other benchmark in this report.

The opposite is also true. Over-stretched, demotivated agents can send performance indicators tumbling. Comparing agent metrics against industry standards can predict workforce challenges before they threaten the viability of your operation.

Average agent turnover (%)

According to our survey, the average annual agent turnover rate is **31.2%**, a slight increase on last year's 30.2%. Over **13.6%** of respondents reported a turnover of between **41 and 50%**, while **10.3%** had a turnover of under **20%**.

Average agent salaries (%)

Nearly **63%** of our sample report that salaries have increased significantly (14%) or slightly (48.6%) in the last year. Only **9%** reported a decrease in salaries. The average increase was 10.5%, compared to just over **7%** in 2024. This suggests growing pressure on contact centres to recruit and retain good agents.

Agent workload (%)

Salary increases might be explained to some extent by expanding workloads. Over half (52.6%) of our survey respondents said agent workloads had increased significantly (8.3%) or slightly (44.3%) in the last year. Over a third (36%) thought they had stayed the same and **11.3%** that they had decreased. Last year, only **42%** reported increased agent workloads, suggesting growing pressure on your human resource.

Contact centres need to be wary of agent sentiment, with workloads and turnover increasing. Technology can take the pressure off.

Why is this important?

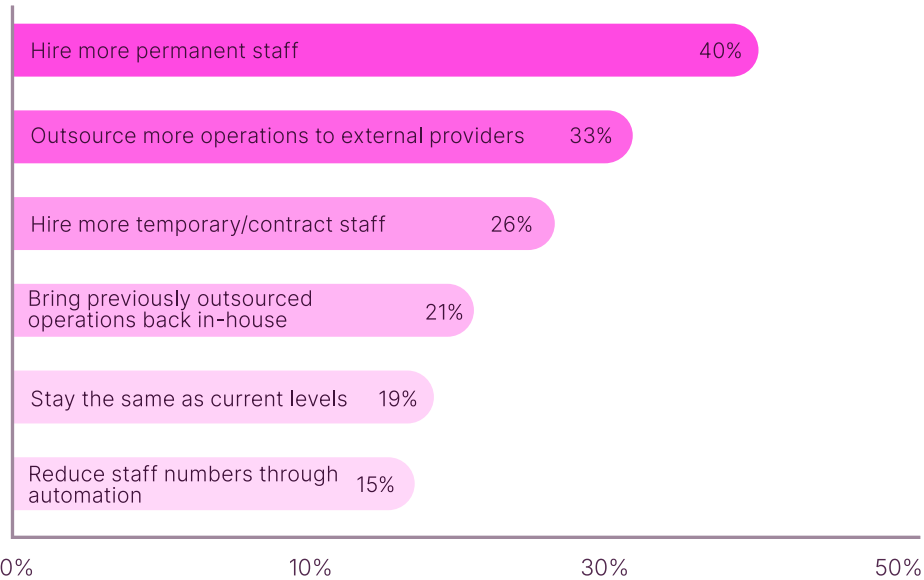
Tracking agent metrics is essential for the health of your contact centre. It is widely recognised that good agents improve overall contact centre performance and bad ones make it worse.

But it's not just bad ones. Good agents can underperform if they're overstretched. Our surveys show a significant 10% increase in agent workloads between 2024 and 2025, and a slight rise in agent churn. Managers may be balancing workload with better wages in some cases but there's a limit to what agents can realistically be expected to do, or at least do well.

Good agents are not cheap and may be in short supply. If that's the case, smarter technology can take pressure off agents and allow them to focus on more satisfying aspects of their roles. To take one example, automatic payment systems can free agents from the time consuming and mundane chore of taking payment details over the phone. That gives them time back to do what they really want to be doing - talking to customers and solving problems.

Staffing changes in 2026

How do you expect your staffing to change in 2026?
(Select all that apply)



40%

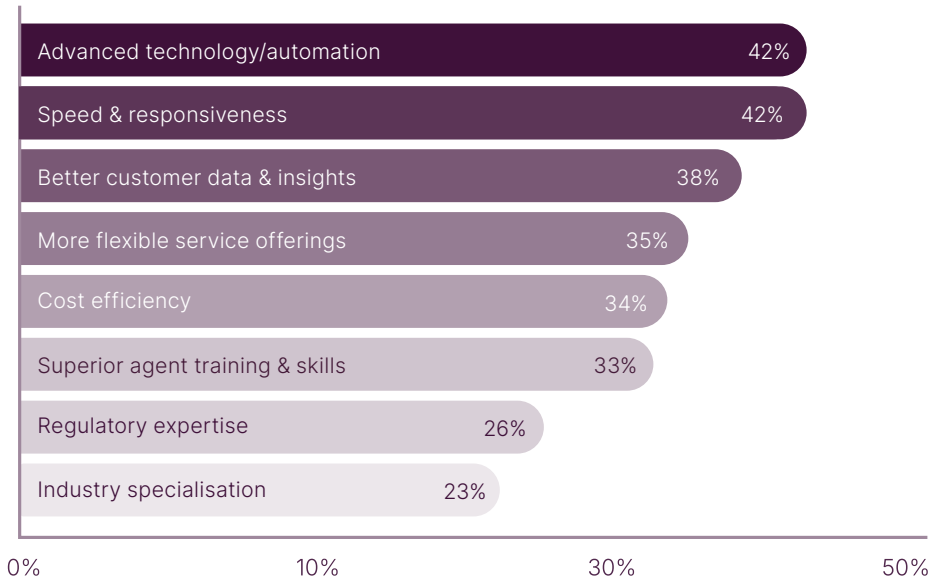
Hire more temporary/
contract staff

33%

Outsource more operations
to external providers

Competitive advantages against industry competitors

What gives your contact centre the most competitive advantage
against industry competitors? (Select up to 3)



42%

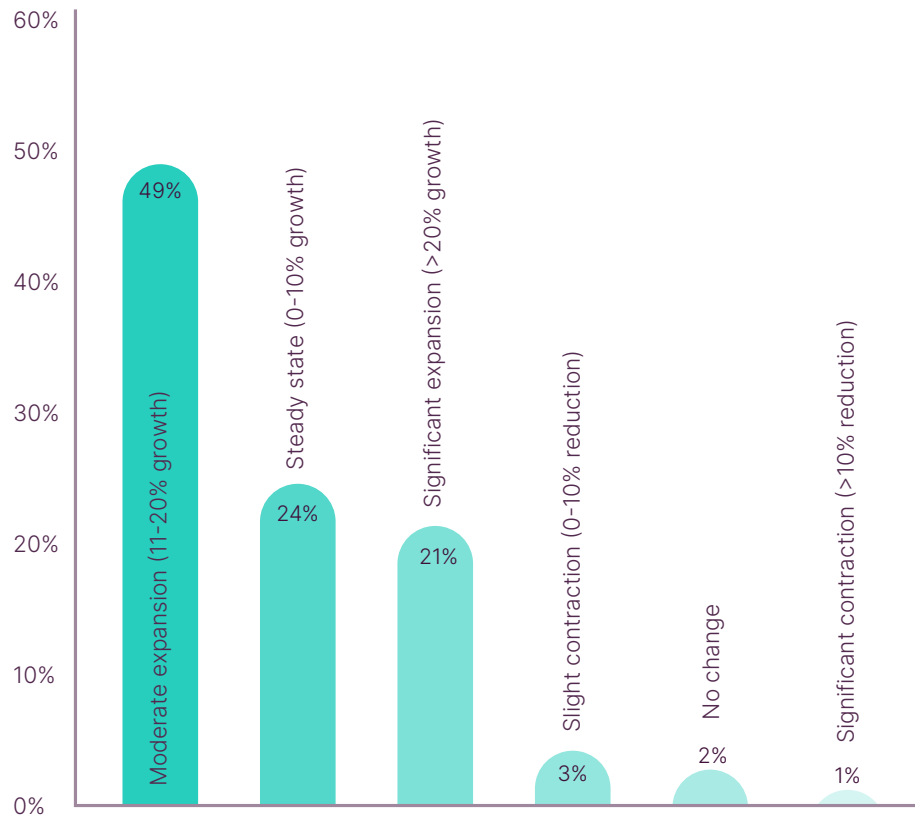
Advanced technology/
automation

42%

Speed and responsiveness

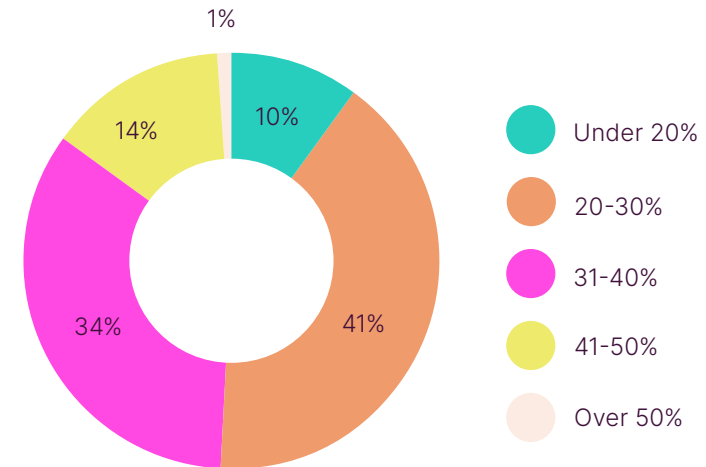
Changes for contact centre operations in 2026

How do you expect your contact centre operations to change in 2026?



Average agent turnover (per year)

What is your average agent turnover rate per year?

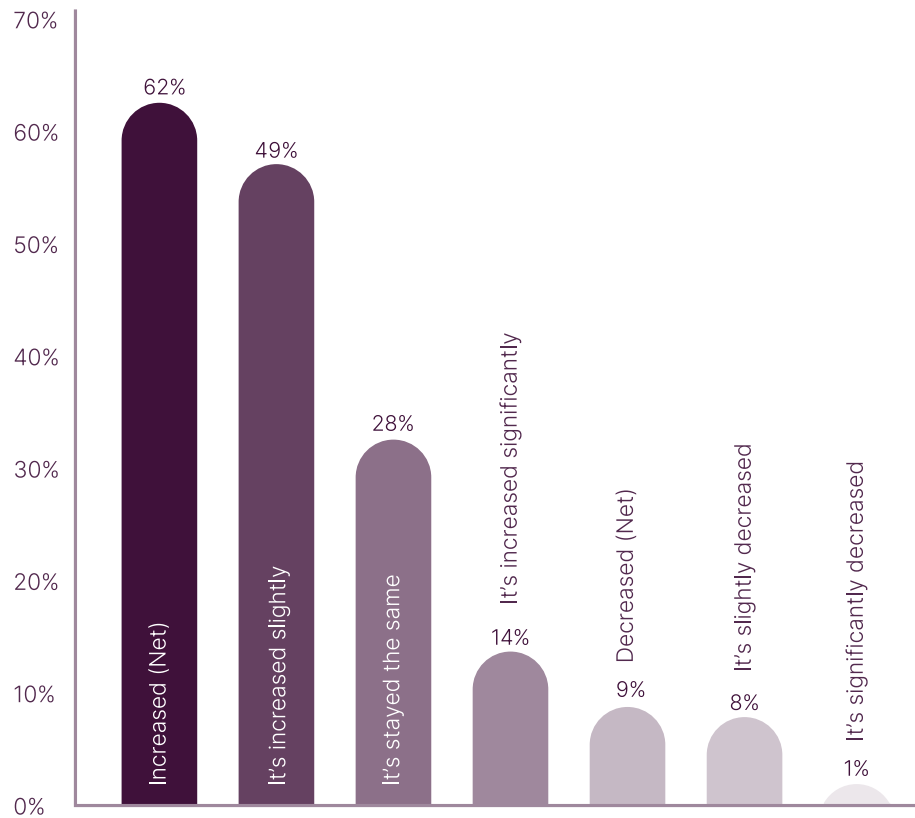


34%

31-40% average agent turnover

Average agent salary vs last year

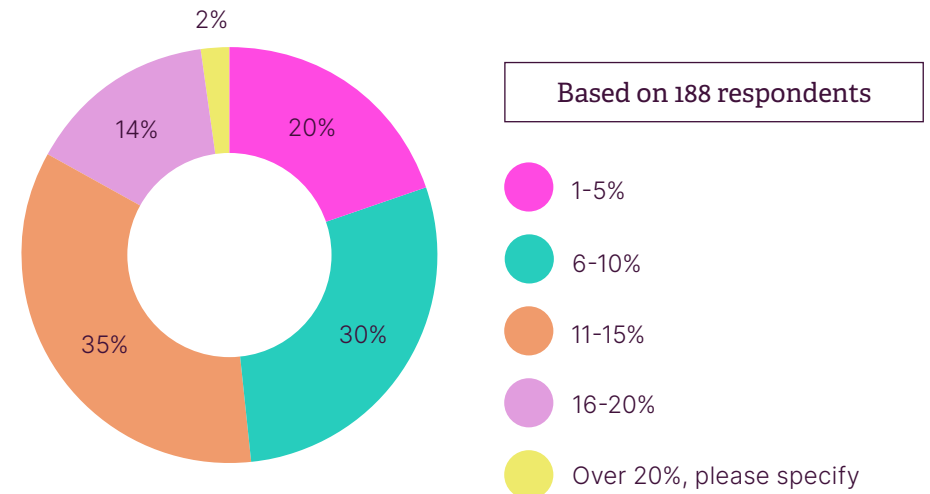
How does your average agent salary compare this year vs last year?



Average agent salary increase

You said the average agent salary has increased when comparing this year to last year, how much has it increased by?

*Those whose average agent salary has increased this year

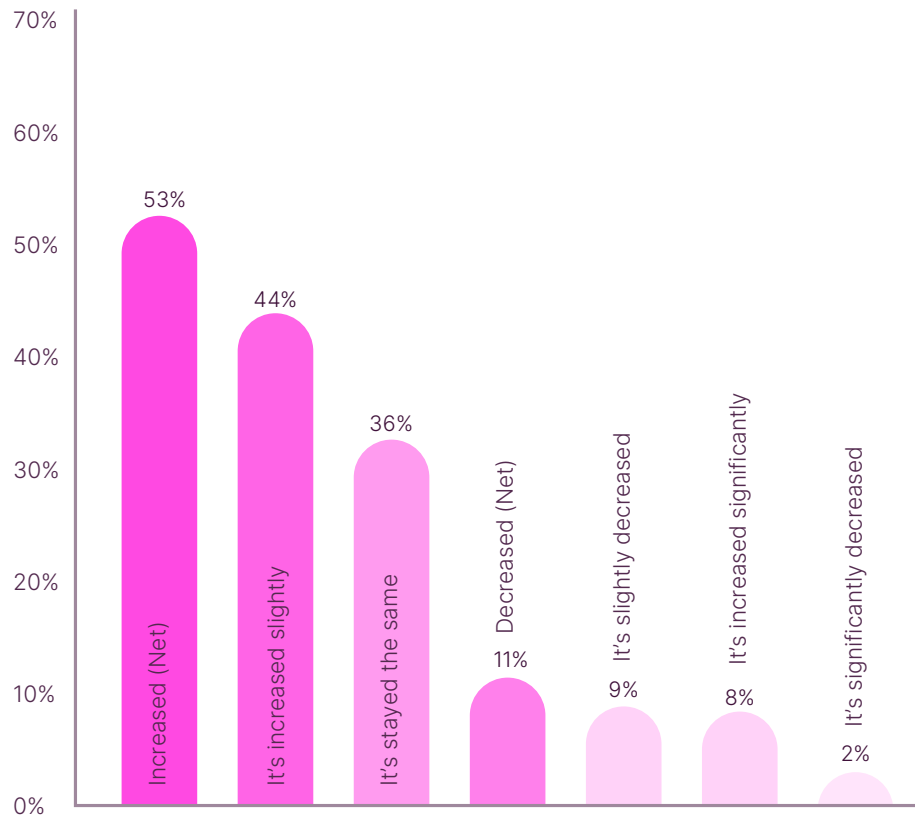


35%

11 - 15% average agent salary increase

Agent workload vs past year

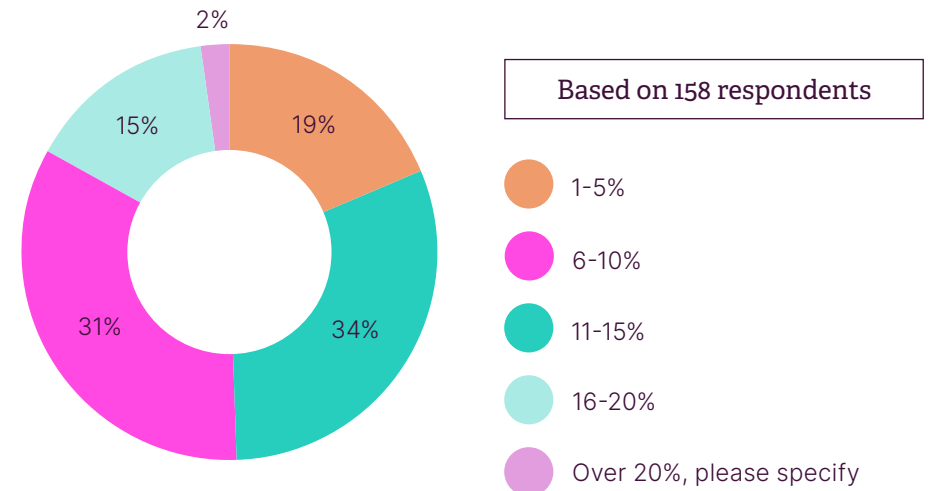
How does your agents' workload compare this year vs last year?



Workload increase amount for agents

You said the agent's workload has increased when comparing this year to last year, how much has it increased by?

*Those whose agents' workload has increased



34%

11 - 15% average agent workload increase



CONCLUSION

This report paints a picture of a contact centre sector in transition. In a difficult trading environment, investment in technology has become a key priority. Contact centres are increasingly aware of the difference that AI, automation and data analysis can make.

At the same time, our survey suggests that many agents are being asked to work harder, and staff turnover remains high at over 31%. Good technology can reduce pressure on agents and allow them to focus on higher value tasks.

AI and automation may drive an improvement in outbound and inbound teams in the coming years, but for now our survey shows a largely static scenario when it comes to core KPIs. Little has changed between 2024 and 2025, though debt collection FCR rates are down 5% and sales call rates have fallen slightly. With consumer confidence low and prices continuing to rise, many contact centres are struggling to maintain performance levels.

The important thing for individual operations is to continue to track relevant metrics over time. Our 2025/6 report shows that, in many areas, the best performing contact centres significantly outperform the average. These star performers show that smart technology, motivated staff and data-driven innovation can still make a significant difference to contact centre effectiveness.

ABOUT MAXCONTACT

MaxContact is the AI-powered customer engagement platform that transforms customer conversations into measurable business outcomes. Built around industry-leading intelligent dialling technology and smart automation, we help teams connect with the right customers at the right time, while AI-powered capabilities drive consistent performance improvements.

Our platform delivers exceptional results - from 200-300% increases in contact rates to doubling sales teams conversion rates. Whether driving sales, improving retention, or optimising debt recovery, MaxContact empowers businesses to scale performance predictably.

Trusted by growing companies handling millions of interactions annually and backed by 5-star UK-based support, MaxContact proves that smart technology amplifies human potential rather than replacing it.

Discover how MaxContact can transform your contact centre, visit our website or get in touch.

The logo for MaxContact, featuring the word "MAX" in a large, bold, blue, sans-serif font, with the word "CONTACT" in a smaller, bold, white, sans-serif font directly below it. The background of the logo area is a dark blue gradient.

MAX
CONTACT