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Abandon Rate

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What is Abandon Rate

Abandon rate is the percentage of tasks that are abandoned by the customer before completing the intended task. There are two common industries where abandon rate is a commonly used metric. The first is in call centers, the second is online retailing.

For an inbound call center, abandon rate is the percentage of inbound phone calls made to a call center or service desk that are abandoned by the [customer](#) before speaking to an agent. It is calculated as abandoned calls divided by total inbound calls (in percent). Abandon rates have a direct relation to waiting times. The longer the time that customers have to wait before being connected to an agent, the higher the abandon rate is likely to be as people get tired of waiting for assistance and hang up before reaching an agent.

For an online retailer, abandon rate is the percentage of shoppers who abandon their virtual carts without completing check-out procedures. It is calculated by the number of abandoned shopping carts divided by total initiated transactions. Even when carts are abandoned, online retailers can use the customer information gleaned from the cart contents to improve their marketing and sales techniques.

BREAKING DOWN Abandon Rate

Abandon rate is an important metric. It provides the company with information regarding their customers' habits and can be a predictor of customer satisfaction levels. For call