# **SUPPORT LEADERS**'

# **CHEAT SHEET TO THE TOP CUSTOMER SERVICE KPIS**







### It is the rate at which your brand fulfills service requests. Depending on the communication

channel, customers have different resolution expectations.

No. of Service

**Resolution Time** 

**Average** 

**Occupancy Rate** 

timeframe to shoot for.

Requests

**Not Completed** No. of Requests Received

No. of Service Requests

X 100

X 100

**Total Handling Time** 

# It is a measurement of the amount of time your CSRs spend actively assisting customers and

OCCUPANCY RATE

resolving tickets. It helps managers ascertain if their agents are too busy or not busy enough.

**Total Time Logged In** TICKET BACKLOG

### It refers to customer support requests left unresolved over a particular time frame. It helps

**Ticket Backlog** 

you gauge how effectively your team is handling incoming support requests and whether you need additional help desk staffing or not. Total No. of Open Tickets at the End of a Time Frame

KNOW?

**DID YOU** 

**Total Ticket Volume at the End of a Time Frame** 

Resolving a support request within 24 hours of the first contact is a good





customer is with your business. No. of Positive Responses **CSAT Score** X 100

**Total Responses** 

**Number of Respondents** 

conduct an end-of-interaction survey or track customer sentiment to gauge how satisfied a

NET PROMOTER SCORE It is the leading metric for measuring customer satisfaction and loyalty. Taking the measurement of customer satisfaction a step ahead, it helps you quantify the number of

people who recommend your brand. No. of Promoters - No. of Detractors **NPS** 

CUSTOMER EFFORT SCORE It quantifies the efforts your customers put in to do business with you via a CES survey. Since there are a variety of survey types, including The Likert Scale and Emotions Faces, one-formula-doesn't-fit all.

No. of Positive Responses - No. of Negative Responses CES X 100 **Total Responses** 

DID YOU

KNOW?

While CSAT scores vary by industry, an ideal score will typically fall between

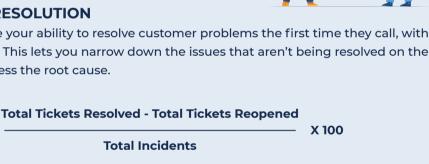


## It helps you determine your ability to resolve customer problems the first time they call, with no follow-up required. This lets you narrow down the issues that aren't being resolved on the first contact and address the root cause.

**KPIS TO MEASURE QUALITY** 

**OF SUPPORT FUNCTION** 

75 percent and 85 percent.



X 100

Ö

X 100

X 100

AVERAGE WAIT TIME It is the average time an inbound call spends waiting in a queue or waiting for a callback. The higher the AWT, the more frustrated is the customer.

**Total Incidents** 

**Total Time Customers Wait In Call Queues** 

customers stick around.

**Average Wait Time** 

**FCR** 

**Total No. of Customer Calls Answered** CUSTOMER RETENTION RATE

It measures the percentage of customers the company has retained over a given period of time. Since support reps are your frontline ambassadors, they play a huge role in making

No. of Customers Added Customer **During the Time Period** X 100 Retention Rate

It is a measurement of service requests that were escalated beyond first line support. An increase in escalation rate is an indication that there are problems with a product or service

No. of Customers at the

**ESCALATION RATE** 

Escalation Rate =

**DID YOU** KNOW?

> **KPIS TO MEASURE OPERATIONAL EFFICIENCIES** ful

> > No. of Issues Escalated Beyond the First Line of Support

Total No. of Issues

**Sum of Monthly Expenses** 

Sum of Tickets Received in a Month

conventional for contact centres to aim to answer 80% of their calls in 20 seconds.

No. of Customers at the Start of the Time Period

The industry benchmark for Average Wait Time is 20 seconds. In fact, it is



## It is the total monthly operating expenses of a service desk divided by the total monthly ticket volume. It helps you to evaluate how much your service efforts represent compared to your total revenue.

AGENT TURNOVER RATE It is the percentage of employees who leave a company within a certain amount of time. The cost of replacing employees is huge and any time you have a new agent, there is potential for

which needs to be investigated and resolved immediately.

No. of Agents Who Left During the Time Period **Agent Turnover Ratio** 

DID YOU In an ideal world, you should aim for an escalation rate of zero percent.

**Cost Per Ticket** 

inconsistency and other metrics to slide.

Avg. No. of Agents During the Time Period

Sources

KNOW?

https://www.groovehq.com/customer-service-statistics https://www.vonage.com/resources/articles/why-bad-customer-service-is-burning-your-bottom-line/

https://www.theacsi.org/acsi-benchmarks/benchmarks-by-industry https://www.callcentrehelper.com/industry-standards-metrics-125584.htm https://www.salesforce.com/products/service-cloud/best-practices/customer-retention-rate/

Nonetheless an escalation rate of **10 percent** or less is justifiable.

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