

# SUPPORT LEADERS' CHEAT SHEET TO THE TOP CUSTOMER SERVICE KPIs



## 01 KPIs TO MEASURE AGENT PRODUCTIVITY



### AVERAGE RESOLUTION TIME

It is the rate at which your brand fulfills service requests. Depending on the communication channel, customers have different resolution expectations.

$$\text{Average Resolution Time} = \frac{\text{No. of Service Requests} - \text{No. of Service Requests Not Completed}}{\text{No. of Requests Received}}$$

### OCCUPANCY RATE

It is a measurement of the amount of time your CSRs spend actively assisting customers and resolving tickets. It helps managers ascertain if their agents are too busy or not busy enough.

$$\text{Occupancy Rate} = \frac{\text{Total Handling Time}}{\text{Total Time Logged In}} \times 100$$

### TICKET BACKLOG

It refers to customer support requests left unresolved over a particular time frame. It helps you gauge how effectively your team is handling incoming support requests and whether you need additional help desk staffing or not.

$$\text{Ticket Backlog} = \frac{\text{Total No. of Open Tickets at the End of a Time Frame}}{\text{Total Ticket Volume at the End of a Time Frame}} \times 100$$

#### DID YOU KNOW?

Resolving a support request within 24 hours of the first contact is a good timeframe to shoot for.

## 02 KPIs TO MEASURE CUSTOMER SATISFACTION



### CUSTOMER SATISFACTION SCORE

It is a measurement of customers' happiness levels with your products and services. Either conduct an end-of-interaction survey or track customer sentiment to gauge how satisfied a customer is with your business.

$$\text{CSAT Score} = \frac{\text{No. of Positive Responses}}{\text{Total Responses}} \times 100$$

### 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.

$$\text{NPS} = \frac{\text{No. of Promoters} - \text{No. of Detractors}}{\text{Number of Respondents}}$$

### 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.

$$\text{CES} = \frac{\text{No. of Positive Responses} - \text{No. of Negative Responses}}{\text{Total Responses}} \times 100$$

#### DID YOU KNOW?

While CSAT scores vary by industry, an ideal score will typically fall between 75 percent and 85 percent.

## 03 KPIs TO MEASURE QUALITY OF SUPPORT FUNCTION



### FIRST CONTACT RESOLUTION

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.

$$\text{FCR} = \frac{\text{Total Tickets Resolved} - \text{Total Tickets Reopened}}{\text{Total Incidents}} \times 100$$

### 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.

$$\text{Average Wait Time} = \frac{\text{Total Time Customers Wait In Call Queues}}{\text{Total No. of Customer Calls Answered}} \times 100$$

### 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 customers stick around.

$$\text{Customer Retention Rate} = \frac{\text{No. of Customers at the End of the Time Period} - \text{No. of Customers Added During the Time Period}}{\text{No. of Customers at the Start of the Time Period}} \times 100$$

#### DID YOU KNOW?

The industry benchmark for Average Wait Time is 20 seconds. In fact, it is conventional for contact centres to aim to answer 80% of their calls in 20 seconds.

## 04 KPIs TO MEASURE OPERATIONAL EFFICIENCIES



### ESCALATION 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 which needs to be investigated and resolved immediately.

$$\text{Escalation Rate} = \frac{\text{No. of Issues Escalated Beyond the First Line of Support}}{\text{Total No. of Issues}} \times 100$$

### COST PER TICKET

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.

$$\text{Cost Per Ticket} = \frac{\text{Sum of Monthly Expenses}}{\text{Sum of Tickets Received in a Month}}$$

### 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 inconsistency and other metrics to slide.

$$\text{Agent Turnover Ratio} = \frac{\text{No. of Agents Who Left During the Time Period}}{\text{Avg. No. of Agents During the Time Period}} \times 100$$

#### DID YOU KNOW?

In an ideal world, you should aim for an escalation rate of zero percent. Nonetheless an escalation rate of 10 percent or less is justifiable.

### Sources

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