

Key Performance Indicators (KPIs) for Customer Care

ARE YOU MEASURING THE RIGHT THINGS?

Traditional contact center KPIs may not indicate service delivery issues and drive unintended behaviors. Be careful what you ask for—you just might get it.

DO YOUR KPIs REFLECT THE CHANNELS WHERE CUSTOMERS *REALLY* COMMUNICATE?

47% OF CUSTOMERS USE A COMBINATION OF APPROACHES TO COMMUNICATE THEIR SERVICING NEEDS!¹



THINK ABOUT HOW YOUR CUSTOMERS ARE TRYING TO CONTACT YOU.



THE PHONE CALL IS (STILL) KING

81% of customers want to talk with live agents.¹



DON'T WANT TO TALK? OK, LET'S CHAT...

2 out of 5 customers are comfortable with service via online chat.¹



"GENERATION TEXT"

Over 60% of Americans who text would prefer to text a contact center rather than call in.²

WITH ALL THESE CHANNELS, HOW CAN YOU KNOW HOW WELL YOU'RE DOING?



Research shows that the most important factor in customer satisfaction is resolution.³



High First Contact Resolution (FCR) leads to lower operating costs, reduced revenue at risk, and higher employee satisfaction.⁴



Caller satisfaction ratings will be 5-10% lower when a second call is made for the same issue.⁵

EVERY 1% IMPROVEMENT IN FCR = 1% IMPROVEMENT IN CUSTOMER SATISFACTION.⁴



"World class" customer satisfaction ratings have an FCR average of **86%**.⁴



Centers falling below the elite in customer satisfaction had an FCR average of only **67%**.⁴

TO DRIVE CUSTOMER SATISFACTION, FOCUS MUST MOVE FROM INTERNAL MEASUREMENTS (how services are delivered), TO EXTERNAL MEASUREMENTS (how customers view and receive services).



A FOUR POINT SCALE

for describing satisfaction is more effective than a five point scale as it forces (customers) to deliver either a positive or negative message.⁵

A survey via e-mail should feature no more than **20-25 QUESTIONS** in total; any longer, and response tends to be limited.⁶



QUALITY MONITORING FORMS generally measure controls to protect companies from regulatory or financial risks, or detect specific verbatims or branding mechanisms. They should be used to capture the Voice of the Customer (VoC), to uncover problems that can be analyzed, fixed, or addressed in other channels.

Use **CALL MONITORING** to measure behaviors to specific items on your monitoring scorecard, connect enabled Quality elements to specific root cause behaviors, and to enable your managers to coach more effectively.



Get better insight by reaching out to callers immediately after the interaction occurs via IVR-based, **POST-CALL SURVEYS**.⁷

SO, WHAT IS THE RIGHT NUMBER OF KPIs?



5/80% - FIVE BASIC METRICS WILL PRODUCE 80% OF WHAT YOU NEED TO KNOW⁸

- First Contact Resolution (FCR)
- Cost per Call
- Agent Utilization
- Customer Satisfaction
- Balanced Score



PICK A PROCESS FOR COLLECTING CUSTOMER EXPERIENCE AND INTERNAL DATA

- Survey-based (CxP, NPS)
- Embed any compliance or regulatory requirements into monitoring forms



BE WARY OF TRADITIONAL METRICS WHEN USING OUTSIDE PARTNERS; THEY MAY NOT BE MEANINGFUL

- Speed to answer (average speed of answer or service level) and abandonment rate

These metrics have little to no effect on Customer Satisfaction.⁹

Capturing the right performance metrics is crucial to building a service footprint that delights customers and delivers insanely great experiences.

ARE YOU MEASURING THE RIGHT THINGS?

FIND OUT MORE AT alorica.com

REFERENCES

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