

Key metrics for Customer Service

I'm often asked "What should our customer service group be measuring?" Of course, there are many things you could measure in the customer service arena, but I tend to think of metrics breaking down into two specific categories...those that measure efficiency and those that measure effectiveness. Depending on what you are trying to achieve, you might want to have a stronger focus on one set of metrics versus another.

If you are trying to impact effectiveness (i.e. your service quality), you'll want to focus on *results* metrics. This includes satisfaction, and other metrics that provide insight to the customer experience.

If you are already achieving high levels of service, and you are interested in improving your efficiency, then the *operational* metrics become more important. If you are managing a call center, this would include such metrics as Average Handle Time (AHT), contacts/hours, cost/contact, etc.

The goal of all organizations (service and otherwise) is to become efficiently effective. The best organizations track and manage to a balance of *results* and *operational* metrics tailored to their specific business situation.

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