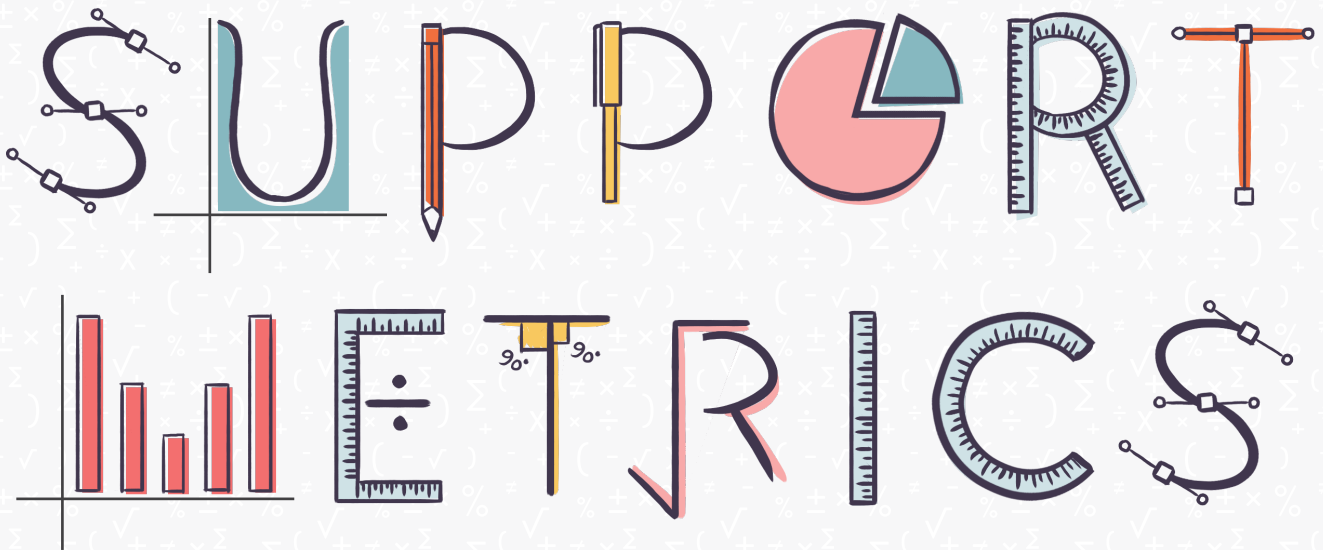




The Ultimate Guide to Support Metrics

Cheat Sheet



Averages

Average reply time

How long it takes your support team to get back to a customer.

$$\frac{\text{Total reply time across all support conversations}}{\text{Total number of cases}} = \text{Average reply time}$$

Average first reply time

How long it takes for your support team to get back to a customer's first request.

$$\frac{\text{Total first reply time (Sum of all time taken to reply to first contacts)}}{\text{Total number of cases}} = \text{Average first reply time}$$

Average resolution time

How long it takes from case being opened to being closed.

$$\frac{\text{Total resolution time (Sum of duration of all resolved cases)}}{\text{Total number of cases}} = \text{Average resolution time}$$

Average number of replies per case

How many replies it takes for the customer to have their issue resolved.

$$\frac{\text{Number of agent replies on resolved cases}}{\text{Number of resolved cases}} = \text{Average number of replies per case}$$

Average handle time (AHT)

The total average duration of a single interaction, including hold time, talk time and the follow-up or related admin tasks. Also relates to chats and tickets.

$$\frac{(\text{Total talk time} + \text{Total hold time} + \text{Total post-call work time})}{\text{Number of support conversations}} = \text{Average handle time}$$



Performance

Number of conversations

Total number of conversations the support team has across all channels.

Total number of conversations (new cases) within a given time frame [day/week/month].

Number of customer replies

Total number of replies customers send in order to get their issue resolved.

Total number of customer replies (on existing cases) within a given time frame [day/week/month].

Next issue avoidance

How many customers have more than one issue in less than a two week time frame.

Compare the number of customers who have multiple cases, chats or calls in a given time frame against the total number of customers who don't.

It's measured by the number of times a customer needs to submit more than one ticket in a specific time frame.

To track the trend, it's usually expressed as a % - ie. 5% of our customers opened >1 ticket in the last 2 weeks.

Churn

Number of customers who stopped using your service or product in a certain time frame.

$$\frac{\text{Number of customers who cancelled their subscription in a given time frame [month/quarter/year] excl. any customers who both joined and churned}}{\text{Total number of customers at start of the time frame}} \times 100 = \% \text{ of churn}$$

or

$$\frac{\text{Value of accounts lost in a given time frame [month/quarter/year] excl. value of any new accounts in that period}}{\text{Total revenue for the given time frame}} \times 100 = \% \text{ of churn}$$

% of escalations

Number of cases which need to be taken to senior levels of management in order to be resolved.

This can also mean cases that have not been replied to within timeframes set by SLAs.



$$\frac{\text{Number of escalated cases}}{\text{Number of total cases}} \times 100 = \% \text{ of escalations}$$

Number of replies/day

How many replies your team sends per day.

$$\frac{\text{Total replies in a day per team}}{\text{Number of agents}} = \frac{\text{Average number of replies in a day per agent}}$$

Number of positive social mentions

How many positive mentions or reviews your company has received on social media.

Keep track of the number of mentions each week by setting up a filter, or search for mentions of your brand.

Number of swag packages sent

Number of welcome packs, free gifts or vouchers your team has sent out in a given time frame, and for what reason.

Number of swag packages sent out per reason why, within a given time frame [week/month/quarter/year].

Call abandonment rate

The number of callers who hang up the phone before being connected.

$$\frac{\text{Number of callers who hang up before connecting with an agent}}{\text{Total number of calls}} \times 100 = \text{Call abandonment rate}$$

Call wait time

The average length of time customers who call wait before being connected with an agent.

$$\frac{\text{Total length of time all callers wait before connecting with an agent}}{\text{Total number of calls}} = \text{Average call wait time}$$



Quality

Customer effort score (CES)

How much effort the customer has to put in to have their request handled.

Simply ask your customers how easy they found their interaction with you.

For example, ask “How easy was it for you to get your issue resolved fully?”, with possible answers on a scale of 1-5 or 1-7, ranging from “Very easy” to “Very difficult”.

Alternatively, ask customers to what degree they agree with the following statement: “The company made it easy for me to handle my issue.” on a 1-5 or 1-7 point scale.

Very
Difficult



Very
Easy

Their score (or average score) is your CES.

Find out your overall CES by finding the average of all your customers' scores:

$$\frac{\text{All customer effort scores}}{\text{Number of customers who responded}} = \text{CES}$$

Most common topic

Topics or themes that repeatedly crop up for your support team.

Keep track of topics by tagging or categorizing conversations. Either tag every conversation, or select a representative sample (eg. 200 tickets) once a week to tag reliably.

Measure what percentage of conversation volume is coming from each tag or category:

$$\frac{\text{Number conversations with a certain tag/category}}{\text{Total number of conversations}} \times 100 = \% \text{ of conversations per tag/category}$$

Customer satisfaction (CSAT)

Customer satisfaction score indicates how satisfied your current customers are with your product or service.

It can be measured a variety of ways, but the most common is a transactional rating after contacting support.

You might pose the following question:

“How would you rate your recent experience with our help desk?” with the options: “Bad” or “Good”.



Calculate your CSAT:

$$\frac{\text{Number of "Good" responses}}{\text{Total number of surveys received}} \times 100 = \text{CSAT\%}$$

Rating response rate

This metric looks at the number of satisfaction surveys that customers fill out, compared to the number sent out.

The number of satisfaction surveys returned divided by the number of satisfaction surveys sent out.

$$\frac{\text{Number of satisfaction surveys returned}}{\text{Total number of surveys sent out}} \times 100 = \text{Rating response rate}$$

Net Promoter Score (NPS)

The likelihood that your current customers would recommend your product or service to people in their network.

Ask your customers how likely they are to recommend your product or company to someone else, on a scale of 0-10.

Scores between 0-6 are detractors, 7-8 are neutral, and 9-10 are promoters.



Calculate your NPS by finding out the percentage of promoters minus the percentage of detractors. The higher the NPS the better.

$$\% \text{ promoters} - \% \text{ detractors} = \text{NPS}$$

(Your NPS score will be a number between -100 and 100. The higher the score, the better.)



Self-service

Knowledge base views

How many times customers have viewed your knowledge base.

Look at the number of views your knowledge base has had in a given time frame.

In your analytics platform, you can look at which pages are more frequently viewed, how long people stay on those pages, or where those visitors come from.

Pages viewed per session

How many pages a visitor views in one session (or visit)

Google Analytics automatically tracks this for you.

If your knowledge base has helpful and valuable information, you can expect a high number of pageviews in each section.

Alternatively, if your pageviews per session becomes too high, it's possible customers are looking for information and can't find it.

Balance this metric with article ratings or ticket submission metrics.

Ratio of views to submitted articles

The amount of people who are able to self-serve rather than needing to talk to an agent. You want to increase this over time.

Number of knowledge base views : Number of submitted cases = Ratio of views to submitted articles

*For example: 1000 KB views : 100 submitted cases
= 1000:100 ratio (equivalent to 10:1)*

Number of positive votes

The number of upvotes (or likes) articles on your knowledge base receive.

Look at the ratings of your knowledge base articles. You can look for changes in ratings over time, or observe which articles are more useful than others.

Targeting the bottom 20% of articles for rewrites can be a good housekeeping exercise.



Bounce rates

The frequency that visitors leave your knowledge base after visiting just one page.

Check your bounce rates on Google Analytics.

Bounce rates will be shown as a percentage.

A lower bounce rate means that visitors are looking at more than one page of your knowledge base.

If you have a high bounce rate, look at the referral channels for visitors. If they are coming in from search, they may just find exactly what they need and leave.

New vs returning users

How many people are visiting your knowledge base for the first time, compared to users who have visited it before.

This information is automatically tracked by your analytics tool, such as Google Analytics.

If you have a low number of returning visitors, it may mean that they aren't finding what they need.

