



# 10 METRICS TO MEASURE CUSTOMER SERVICE SUCCESS

Delivering great customer service isn't just about smiles — it's about results. These 10 measurable metrics will help you track, improve, and prove the impact of your customer experience efforts.

## 1. CUSTOMER SATISFACTION (CSAT)

The simplest measure of how happy customers are after an interaction. (Ask: "How satisfied were you with your experience?")

## 2. NET PROMOTER SCORE (NPS)

Tracks how likely customers are to recommend your brand to others. (Ask: "How likely are you to recommend us on a scale of 0–10?")

## 3. CUSTOMER EFFORT SCORE (CES)

Measures how easy it was for customers to get their issue resolved. (Lower effort = higher loyalty.)

## 4. FIRST CONTACT RESOLUTION (FCR)

The percentage of cases solved on the first try — a major indicator of efficiency.

## 5. AVERAGE RESPONSE TIME

How long customers wait before getting a reply. Speed matters more than ever.



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## 6. AVERAGE HANDLE TIME (AHT)

Total time spent per customer interaction — balance speed with quality.

## 7. CUSTOMER RETENTION RATE

The percentage of customers who stay with you over time.  
Loyal customers = sustained revenue.

## 8. CHURN RATE

The flip side of retention — how many customers stop using your product or service.

## 9. EMPLOYEE SATISFACTION SCORE (ENPS)

Happy employees create happy customers.  
Track internal morale to strengthen your service culture.

## 10. CUSTOMER LIFETIME VALUE (CLV)

The total worth of a customer relationship.  
The ultimate metric for long-term service success.