CUSTOMER METRICS

JO HALE

WHAT ARE WE COVERING ?

1. Why have customer metrics?

2. What metrics do you have?

3. How do you your current metrics?

4. Are your metrics joined up?

5. Are you missing any metrics?

6. Top Tips and ideas

Think about your own organisation and what measures matter.

Why Have Customer Metrics ?

Strategy

- Direction
- Benchmarking
- Retention rates
- Future investment
- Understanding your products

Operation

- Reward
- Process improvement
- Agent feedback
- Employee engagement
- First contact resolution

Measuring across channels, visibility and trends are key to success

What Metrics Do You Have?

Strategic

- Customer Effort
- Churn/Retention rates
- Customer emotions
- Product holding per customer
- Customer Life Time Value

Operational

- CSAT/NPS
- First Contact Resolution
- Customer Complaint Ratios
- Employee engagement rates
- QA scores

Does everyone in the organisation understand the metrics and how they are measured?

How Do You Use Your Metrics?

Strategic

- Drive new products
- Creating culture
- Engaging colleagues
- Engaging customers
- Driving strategy
- Driving shareholder value

Operational

- Career progression /recognition
- Fixing processes
- Training
- Engaging your teams
- Understanding their role within the business

Sharing measures and results across the organisation enables understanding of each others roles and how they impact the customer.

Are Your Metrics Joined Up?

- Customer Journeys

- Across All Channels

- Visibility at all levels within the organisation

- Who owns what metric?

- How can you influence ?

- What technology do you use?

What are the key metrics that have the biggest impact on your customers?

Are You Missing Metrics?

- What impact does this have on your organisation?

- Do you need investment?

- What other options do you have to measure customer feedback?

Finding other options being creative and realistic about what you actually need.

Top Tips

- Create a KPI tree of all customer metrics you have

- Agree what metrics are key to your strategy

- Ensure measures are understood – run a customer board

- Measure, trend and visibility across the organisation are key

- Know your customers journey and pinch points

- Share successful at all levels of the organisation

- Use technology for simplifying data, trending and visibility

Keep It Simple and use technology to drive areas of improvement and success ….

Example KPI Tree

Strategy

Executive

Operational

Customer Journeys

Channels

Increase retention
Increase NPS

LTV
Complaint Ratios

Product Per Customer
NPS

Complaints Ratios
FCR

QA scores
Cancellation Rate

Process effectiveness
NPS

Strategy to Tactical