

# Customer focused KPI's are the future





## 02



# What is a KPI and why do we care?

Key performance indicators gives us an **understanding** of how our business **truly** operates.

They measure our **success**. They measure our **failures**.

They can reflect our business as a **whole**, or focus on **specific departmental areas**

## KPI's are key to driving business success

# 03

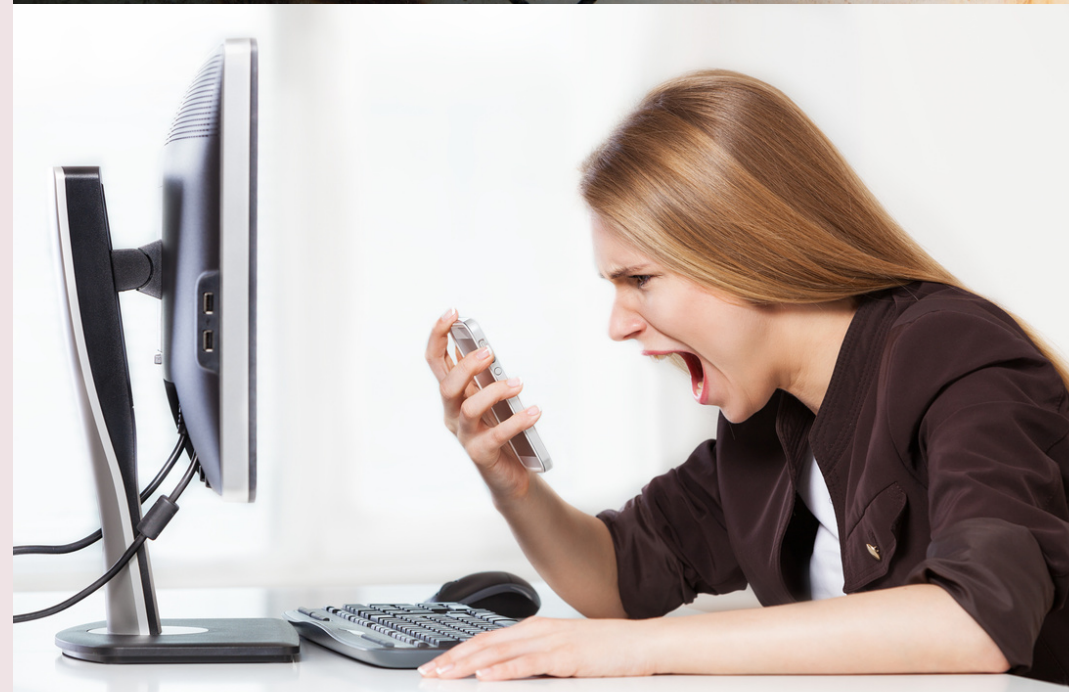
**But what if they  
are driving you  
in the wrong  
direction?**





# TOXIC KPI's

- There's a contradiction between actual *performance* and the *numbers*
- You mindlessly chase 'numbers'
- They stop being **indicators** and become targets
- They don't inform decision making
- They are imbalanced



# Poll time!



# So how can we avoid toxic KPI's

**1. The Balanced Scorecard approach**

**2. Think 'Customer'**

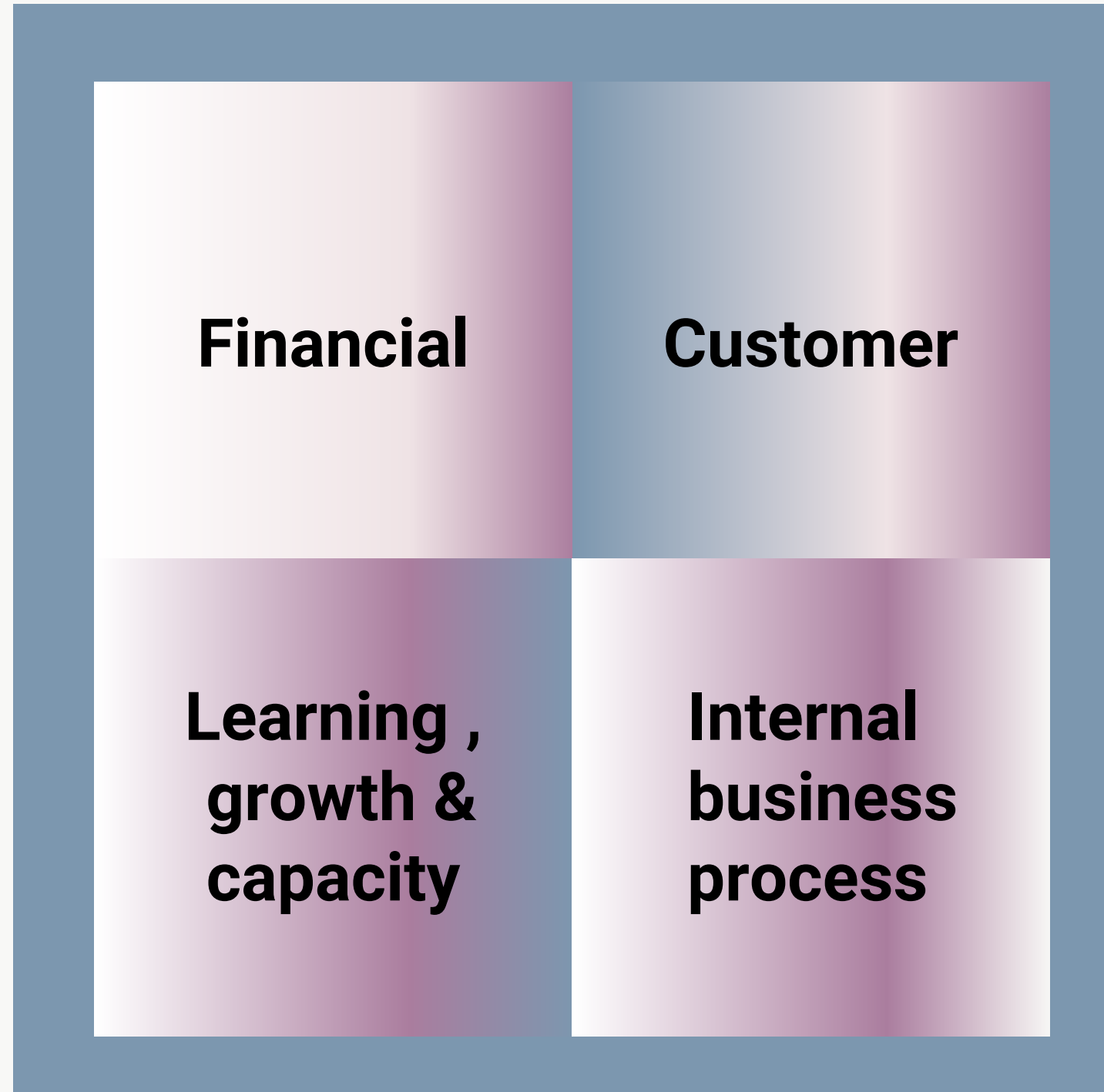
# The Balanced Scorecard



06

- **Cost per contact**
- **Revenue per successful call**
- **Customer acquisition**
- **Cost per complaint**

- **Attrition rates**
- **Employee NPS**
- **Hours spent on training**
- **Internal talent progression**



- **CSAT**
- **NPS**
- **Retention rate**
- **Call per customer**
- **No# short calls**
- **% of abandoned calls**
- **SLA (No# calls answered in 20 seconds)**
- **Average call handle time**
- **Average wrap up time**
- **First call resolution**





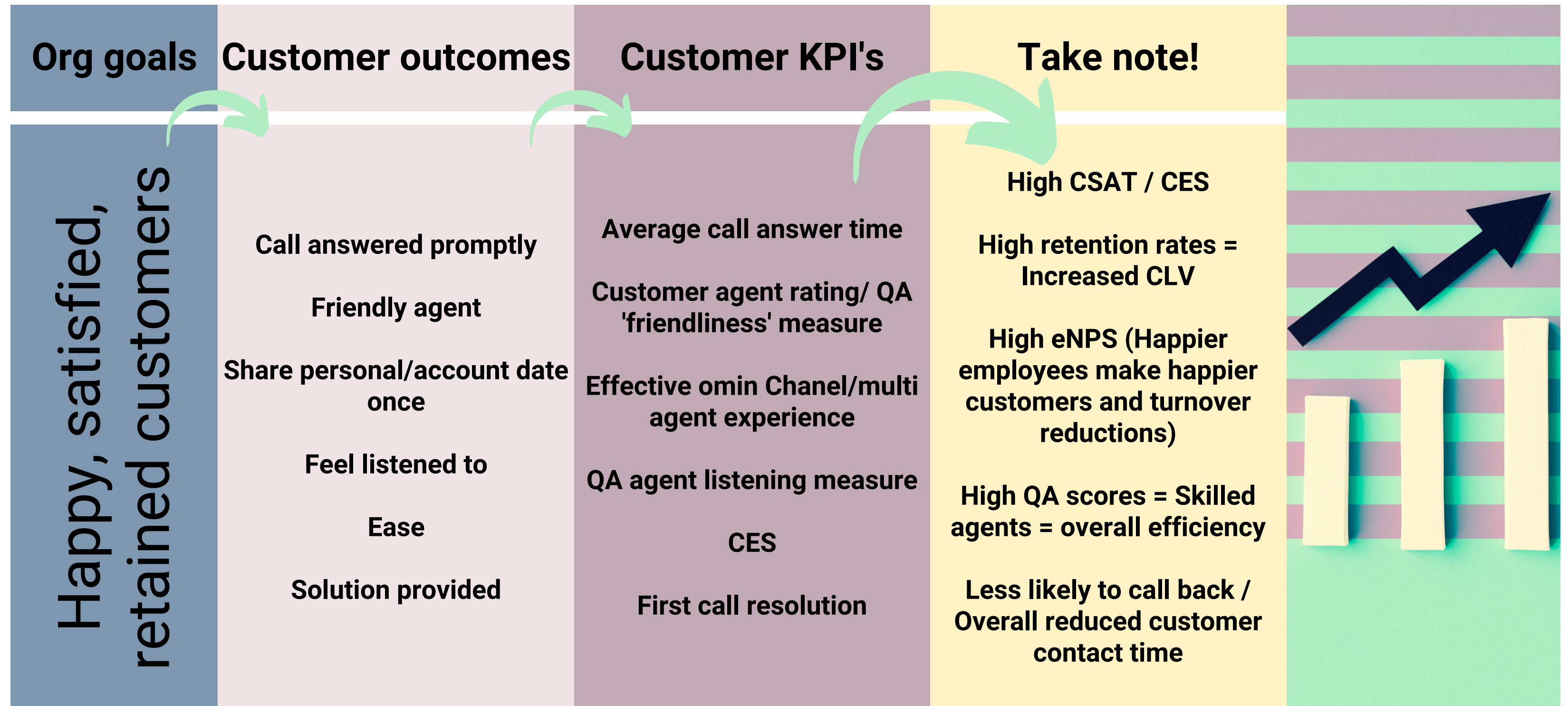
08

The more your company's attention is focused on **outcomes important to your customers**, the better your company will likely perform on outcomes important to the business (KPIs).



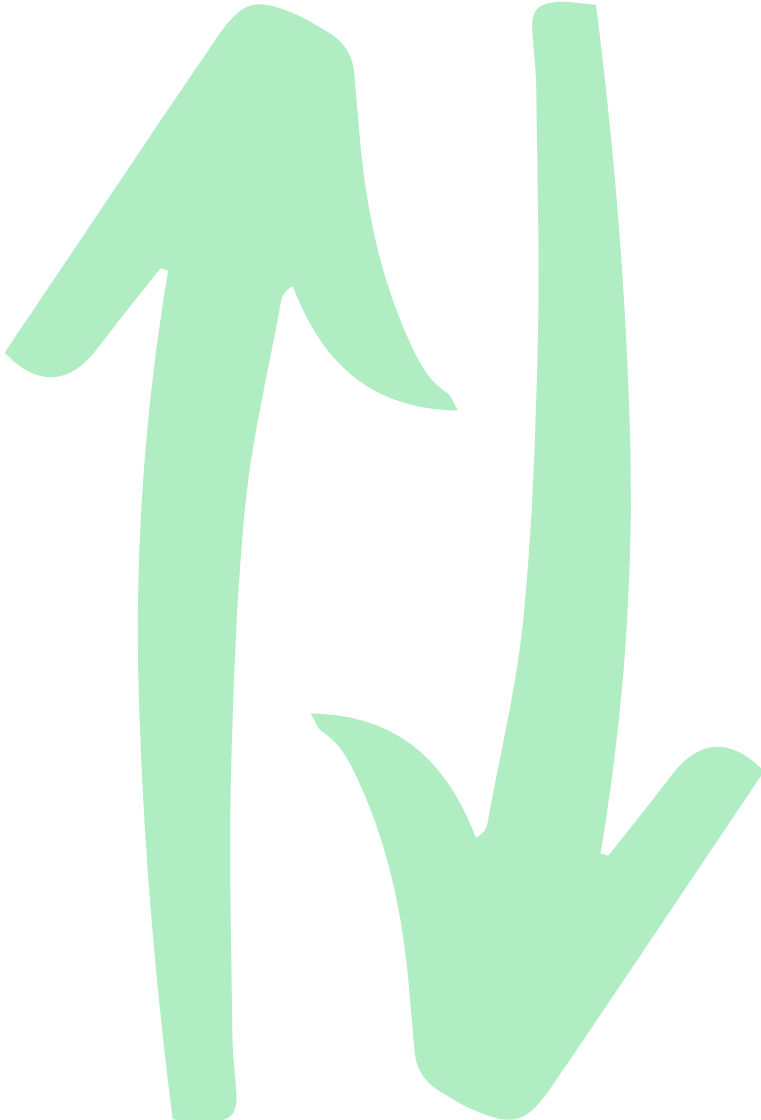
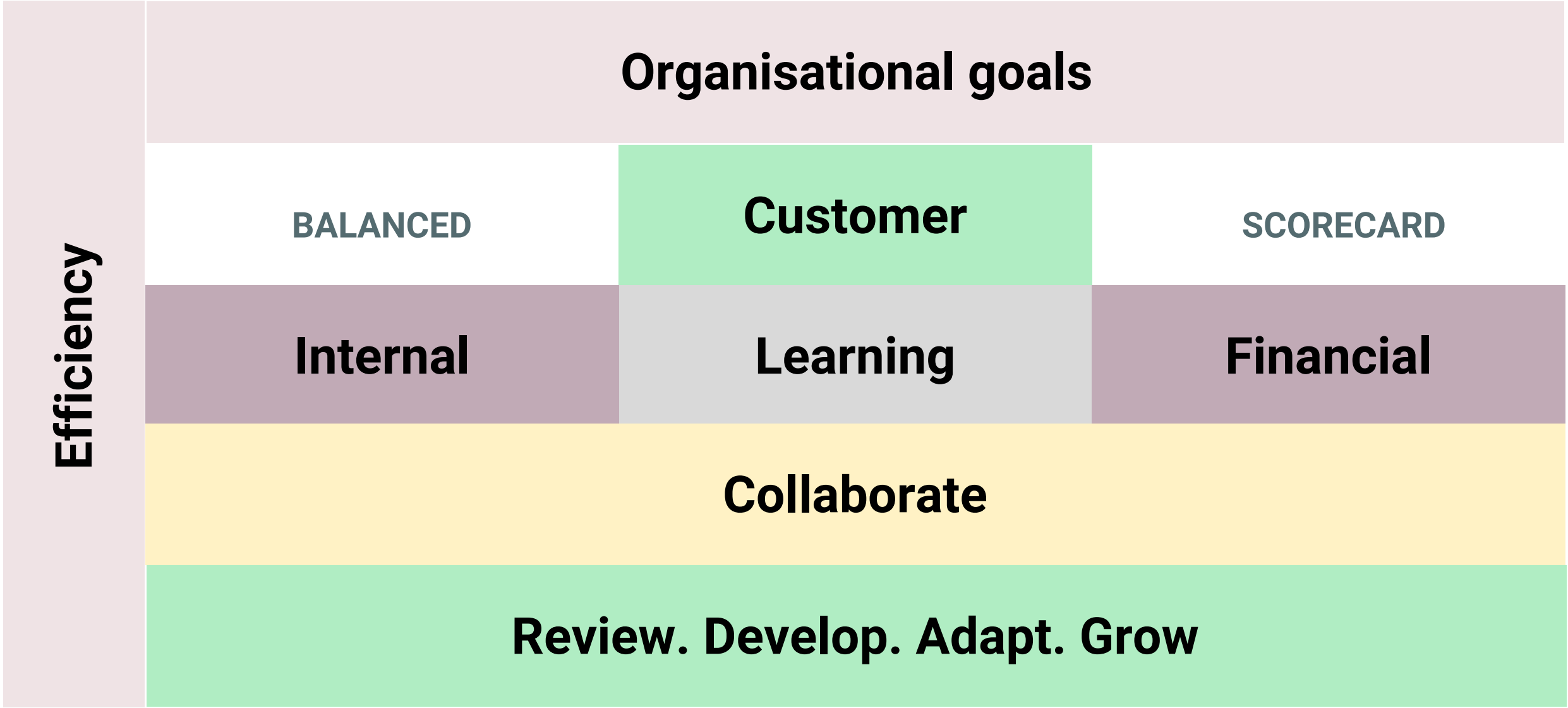
# The 'magical' widespread positive impact of customer KPI's

09



# A simple guide to KPI's that will drive the success you want

10





# Your 'must have' customer KPI's



FTR



CES



Channel hopping



CSAT



The more your company's attention is focused on outcomes important to your customers, the better your company will likely perform on outcomes important to the business (KPIs).



12





# CULTIVATE

CUSTOMER EXPERIENCE BY DESIGN



**Katie@cultivatecustomerexperience.com**



**www.cultivatecustomerexperience.com**



**07957285589**



**www.linkedin.com/in/katie-stabler-ccxp/**



**www.instagram.com/customerexperience\_provocateur/**



**https://twitter.com/custome60522751**



# EXPERIENCE RECOVERY

The strategic secret weapon to your  
operational success

CULTIVATE

CUSTOMER EXPERIENCE BY DESIGN

MKL<sup>CX</sup>  
CX IN TECH

**LUNCH TIME VIRTUAL WORKSHOP!**

**Wednesday 7th October, 12-1.30pm**

Book here: <http://tiny.cc/mdhxsxsz>

Bring the team!