Customer Service KPIs

CSAT: Customer Satisfaction
Goal: 5/5

CES: Customer Effort Score
Goal: 5+/7

AHT: Average Handling Time
Goal: < 6 minutes

RT: Resolution Time
Goal: < 24 hours

FRT: First Response Time
Goal: Calls/live chat < 30 seconds
        Email/tickets < 1 hour

FCRR: First Contact
        Resolution Rate
Goal: >70%

NPS: Net Promoter Score
Goal: 9+/10 OR >50

Customer Satisfaction (CSAT)

Customer Satisfaction Score (CSAT) indicates how happy or satisfied a customer is after an interaction with a brand, service, or product.

Customers will be asked "How satisfied were you with your customer service today?" after their interaction. They'll then rate their customer service satisfaction from a scale of 1 (dissatisfied) to 5 (satisfied). A good CSAT goal is often above 70% of respondents providing a 5/5.

Average Handling Time (AHT)

Average Handling Time (AHT) is how long it takes, on average, to resolve a customer issue. This should be paired with other metrics to ensure quality resolution as well.

A "good" average handling time varies greatly by industry and the complexity of inquiries. AHT is calculated by dividing the total time spent handling customer interactions (including call duration, hold time, and after-call work) by the total number of interactions handled. For most straightforward inquiries, a good benchmark is 4-6 minutes.

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First Response Time (FRT)

First Response Time (FRT) is the time it takes for a customer support agent to provide an initial response to a customer inquiry.

In call centers, an FRT with 30 seconds or less marks a common goal—and can be closer to 90 seconds for more complex industries like healthcare. For email ticket systems, a benchmark of under 1 hour is ideal. Live chats align with similar expectations for FRT as call centers and should aim for 30 seconds or less.

Customer Effort Score (CES)

Customer Effort Score (CES) is how easy (or hard) it is for customers to get the support they seek or to resolve issues.

CES is gathered through automated, post-interaction surveys that ask, "How easy was it to resolve your issue today?" Customers rate their experience on a scale (e.g., 1 for "very difficult" to 7 for "very easy"). Typically a score of 5 or higher on a 7-point scale indicates "good" for CES.

Resolution Time (RT)

Resolution time (RT) measures the average time it takes to resolve customer issues (often known as tickets) from when they are opened until they are closed.

What "good" looks like for timely resolution varies significantly based on industry and inquiry complexity. This can range for an average of 24 hours for e-commerce up to 5 days for involved industries.

First Contact Resolution Rate (FCRR)

First Contact Resolution Rate (FCRR) is determined by dividing the number of issues resolved during the first interaction by the total number of interactions, then multiplying by 100 to get a percentage.

A higher FCRR is desirable, with a goal of 70-90% being most typical.

Net Promoter Score (NPS)

NPS is usually measured by asking a customer "On a scale of 0-10, how likely are you to recommend [product or service] to a friend or colleague?" The scores are then put into the following categories:

A score of 9 or 10 is a promoter. These are people who are happy with you and will advocate for you.

A score of 7 or 8 is a passive customer. They are happy with you, but are unlikely to advocate for you.

A score of 0 to 6 is a detractor. They are unlikely to purchase from you again, may discourage others from purchasing from you, or leave a negative review.

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Net Promoter Score (NPS)

The formula to calculate NPS is % promoter - % detractor = NPS.
So if 75% of your customers are promoters and 10% are detractors,
your NPS score is 65.

A positive NPS (above 0) is considered good, while scores above 50
are excellent and scores above 70 are world-class.