

Appendix B – Draft Customer Service Standards and Performance Metrics

Example Operational customer service metrics:

- Actual and Average 'Complaint' Count (Daily/Weekly/Monthly)
- Average Reply Time
- Average Handle Time
- Actual and Average Resolution Time
- First Response Time
- Number of Interactions per Case
- Rate of Answered Calls
- Issue Resolution Rate
- Preferred Communication Channel
- Self-Service Usage
- Busiest Time for Calls

Example Organisational customer support metrics

- Net Promoter Score (NPS)
- Customer Satisfaction Score (CSAT)
- Customer Experience Rating
- Customer Effort Score (CES)