

# BRAD CLEVELAND COMPANY LLC

## SEVEN ASPECTS OF SERVICE AND SUPPORTING METRICS

This worksheet identifies seven key aspects of customer service, and provides example metrics for each. Use the space provided in the second column to identify metrics that make sense in your environment. Use the final column to answer key questions: Do you have effective metrics for each area? Are they getting the visibility and attention they deserve? Where are the gaps and opportunities?

Key aspect of customer service	Example supporting metrics	Gaps and opportunities?
<b>1. Anticipate customer workload</b>	Variance of forecast to actual, propensity to contact	

<p><b>2. Resource management</b></p>	<p>Variance of actual to planned schedules</p>	
<p><b>3. Accessibility (wait times)</b></p>	<p>Wait time, service level, response time, time to resolution</p>	

<p><b>4. Quality</b></p>	<p>Internal quality scores, external customer evaluations, first contact resolution</p>	
<p><b>5. Employee engagement</b></p>	<p>Engagement scores, turnover</p>	

<p><b>6. Strategic value</b></p>	<p>Drivers of customer service issues, samples of the impact of innovations and improvements that come from customer service insight</p>	
<p><b>7. Customer satisfaction and loyalty</b></p>	<p>Net promoter score, customer effort score, customer satisfaction score, customer reviews from ratings sites, actual customer behavior (i.e., repeat purchases)</p>	