



# Customer Service - Key Performance Indicators

Sr. No.	KPI	Definition	Strategies for Increasing/Decreasing
1.	Customer Satisfaction Score (CSAT)	Typically, this is done by relatively putting the response provided by the customer across different survey questions. Based on the ACSI (American Customer Satisfaction Index), it is 76 for Department & Discount stores. This metric can be classified into different channels to understand the feedback respective to the channels better.	<ol style="list-style-type: none"><li>1. Hearing and addressing customer pain points</li><li>2. Reviewing the scores regularly</li></ol>
2.	Net Promoter Score (NPS)	<p>This KPI provides how likely the customer is going to recommend your brand to someone. There are three major classifications of people based on the score scale</p> <ul style="list-style-type: none"><li>● Promoters = who give 9 or 10 score</li><li>● Passives = who give 7 or 8 score</li><li>● Detractors = who give 0 to 6 score</li></ul>	<ol style="list-style-type: none"><li>1. Engage Passives/ Detractors</li><li>2. Keep monitoring your scores</li></ol>
3.	Hit rate = Total # of sales of a single product / # of customer contacted customer support team	This facilitates how effectively the product is marketed to the customers.	

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