

Key Performance Indicators – Evaluate customer service operations and customer satisfaction

Nos.	Key Performance Indicators	Definition	Formula
1.	Complaints per Customer	This indicates the average number of complaints per customer, independent of the number of orders.	$\text{Number of Recorded Customer Complaints Received} / \text{Number of Customers}$
2.	Complaints per Order	This indicates customer satisfaction with the products and services supplied. The trend for this ratio can be useful to measure improvements in performance, and is also a method of assessing lost business.	$(\text{Number of Recorded Customer Complaints Received} / \text{Number of Orders Received}) \times 100\%$
3.	Percentage of Orders Rejected During Warranty Period	This indicates the percentage of orders that have failed during the warranty period. The lower the percentage, in general, the better, as it means that more orders are supplied where the product or service was of satisfactory quality.	$(\text{Number of Orders Rejected by the Customer During the Specified Warranty Period} / \text{Number of Orders Received}) \times 100$
4.	Compliments-to-Complaints Ratio	This measure is a critical measure of an organisation's performance as seen by its customers. It is widely used to determine the average service level of service organizations.	Number of compliments received for every complaints received
5.	Call-Centre (or customer service call) response time performance	A measure of the employees success in meeting targets for response times. This measure can influence customer satisfaction and to inquiry conversion.	% of calls answered within response target level (no. rings or time in seconds)
6.	Total number of Percentage Customer's Complaints Solved (Per month)	Total percentage taken to solve customer's complaint's per month	-

Nos.	Key Performance Indicators	Definition	Formula
7.	Customer complaint - Time to resolve	A key contributor to customer satisfaction, this measure indicates the average time it takes to resolve a complaint to the customer`s satisfaction.	Average time taken to resolve customer complaints to the customer`s satisfaction
8.	Customer - Complaint response time	This measure provides data on the length of time it takes to respond to a customer complaint. It does not indicate whether or not the complaint was dealt with satisfactorily but a quick initial response time can be a key contributor to the satisfactory conclusion of a customer complaint process by helping to contain or prevent further unnecessary build up of the situation on the part of the customer (who then knows the situation is in-hand).	Average time to respond to customer complaints
9.	Customer complaints - Resolution	Measures whether customer complaints are resolved to the satisfaction of the customers` needs.	% customer complaints successfully resolved