How do you measure your customer service levels, do you really understand what it is?

A vendor who understands these metrics to measure and ensure great customer service gives you a clear insight into the commitment to their customers. How the vendor acts on these points provides a strong indication of their dedication to customer service and continuous improvement.

1. **First Response Time:** The average time it takes for a customer to receive an initial response to a query or complaint.
2. **Resolution Time:** The average time it takes to resolve a customer's issue from the moment they report it.
3. **Ticket Volume:** The number of support tickets or queries raised over a certain period.
4. **Ticket Backlog:** The number of unresolved tickets at any given time.
5. **Customer Satisfaction (CSAT) Score:** After resolving a ticket or query, customers are often asked to rate their satisfaction with the service received.
6. **Net Promoter Score (NPS):** Measures how likely a customer is to recommend the ERP software to others, indicating overall satisfaction with both the product and service.
7. **Customer Retention Rate: T**he percentage of customers who continue to use the vendor's ERP solution over time.
8. **Customer Churn Rate:** The percentage of customers who discontinue their subscription or cease using the ERP within a certain timeframe.
9. **Knowledge Base Usage:** Monitoring how often customers utilize self-help resources, which can indicate the effectiveness of these resources and the challenges customers commonly face.
10. **Service Level Agreement (SLA) Adherence:** The percentage of support tickets that are resolved within the promised timeframe stated in the SLA.
11. **Escalation Rate:** The rate at which issues have to be escalated to higher levels of support or management, indicating potential gaps in frontline support.
12. **Training Attendance:** The number of customers attending training sessions or webinars, which can reflect onboarding success and customer engagement.
13. **Support Channel Efficiency:** Analyzing which support channels (e.g., email, phone, chat) have the highest satisfaction rates and which might require improvements.
14. **Frequency of Follow-ups:** How often the support team needs to follow up with a customer to fully resolve an issue.
15. **Customer Feedback and Reviews:** Tracking feedback from various sources like direct feedback, online reviews, and social media to gauge overall sentiment.

16. **Percentage of Recurring Issues:** Tracking if customers repeatedly face the same issues, indicating a deeper, potentially unaddressed problem.
17. **Feature Request Tracking:** How often customers request certain features or improvements, shedding light on potential product development paths.
18. **Onboarding Success Rate:** The percentage of new customers who successfully set up and start using the ERP without significant issues.
19. **System Downtime:** Monitoring how often and how long the ERP system is down, affecting user experience.
20. **Proactive Outreach:** The number of times the vendor's team reaches out to customers proactively to check in, help, or inform about updates.