

# 5 Key Metrics to Analyze How Well You're Doing at Truly Delighting Your Customers

1 in 3 customers will leave a brand they love after just one bad experience.\* To improve your customer care strategy, you must first understand the proper ways to measure your strategy.

Doing so will help you identify and close customer experience gaps quickly and efficiently.

\*Source: Future of CX Report, PwC

## Customer Satisfaction Score

This score shows how satisfied your customers are with their overall experience with your brand.

## Net Promoter Score (NPS)

This determines how likely a customer is to recommend your brand.

## Abandonment Rate

Those long wait times? How many of your customers are hanging up before they speak with one of your agents?

## Average Response Time

How quickly are your agents able to help your customers?

## Customer Retention

How likely is a customer to remain loyal to your brand?

Customer care *IS* the new customer service. Choose a customer care partner that works for you.

**Contact us today.**

