

# 26 MOST IMPORTANT CRM METRICS



## KEY PERFORMANCE INDICATORS

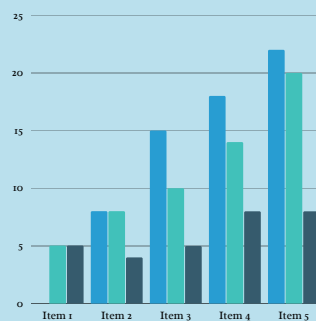


### 1. CUSTOMER INTERACTIONS

- > Number of E-mail Marketing Campaign
- > Email click-through Rate
- > Website Conversion Rate
- > Number of Sales Call
- > Number of SMS
- > Average Interaction Cost
- > Self Service Rate

### 2. LEAD GENERATION

- > New Leads / Prospects
- > Cost Per Lead Generated
- > Conversion Rate
- > Customer Acquisition Cost / Cost per acquisition of new customer
- > Retention Rate
- > Acquisition Rate
- > Customer Turnover Rate



### 3. CUSTOMER SERVICES

- > Number of Complaints
- > First Contact Resolution Rate
- > Average Resolution Time
- > Customer Satisfaction Rate
- > Customer Effort Score

### 4. BUSINESS PERFORMANCE

- > Sales Cycle Length (SCL)
- > Return on Investment
- > Customer Lifetime Value
- > Market Share



### 5. CUSTOMER LOYALTY

- > Repeat Purchase Rate
- > Net Promoter Score (NPS)
- > Brand Awareness

