

METRICS FOR THE OMNICHANNEL CONTACT CENTER

WHY DO METRICS MATTER?

1

They identify an organization's priorities

2

The measure progress towards a goal

WHOSE NEEDS MUST METRICS MEET?

THE CUSTOMER

[Experience]

THE BUSINESS

[Revenue & Efficiency]

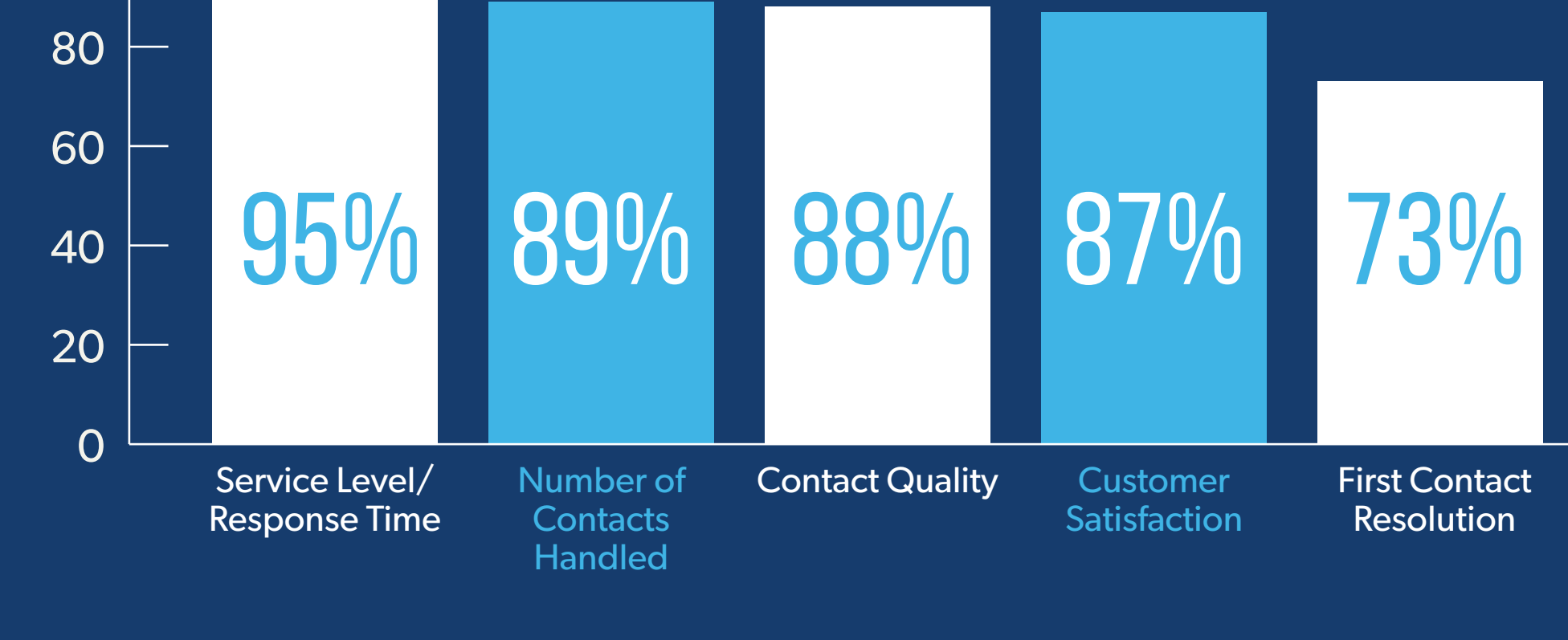
THE EMPLOYEE

[Control]

ALL METRICS FALL INTO 1 OF 7 CATEGORIES

1. Forecast Accuracy
2. Schedule Fit and Adherence
3. Resource Accessibility
4. Quality and First Contact Resolution
5. Employee Satisfaction
6. Customer Satisfaction
7. Strategic Value

THE MOST COMMONLY UTILIZED METRICS



Beware! Just because a metric is commonly utilized, that doesn't mean that it's right for your organization. Always begin by determining your priorities and desired outcomes.

THREE MISUSED METRICS

1

ABANDONMENT FROM QUEUE

While it can help with root cause analysis, it is not suited to be a primary level metric. Contact centers can't truly understand the experience by only focusing on abandonment.

2

COST PER CONTACT

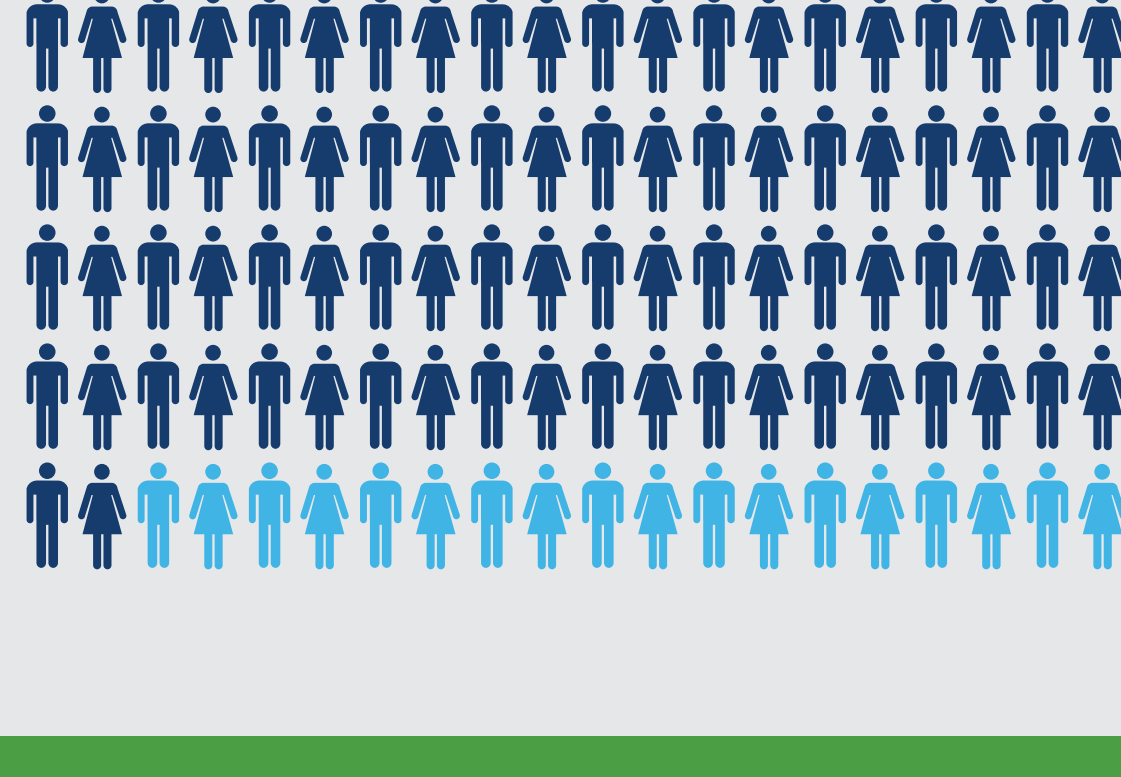
Managing to the cost is a losing battle if it means sacrificing customer and agent satisfaction. While cost matters, it shouldn't be considered in isolation. Otherwise you'll lose more than you gain.

3

AVERAGE WAIT TIME

A common misconception, average wait tells you very little about the typical customer experience. Service level and response time provide more actionable planning data.

Research by CEB finds **customer effort** to be a strong predictor of loyalty.



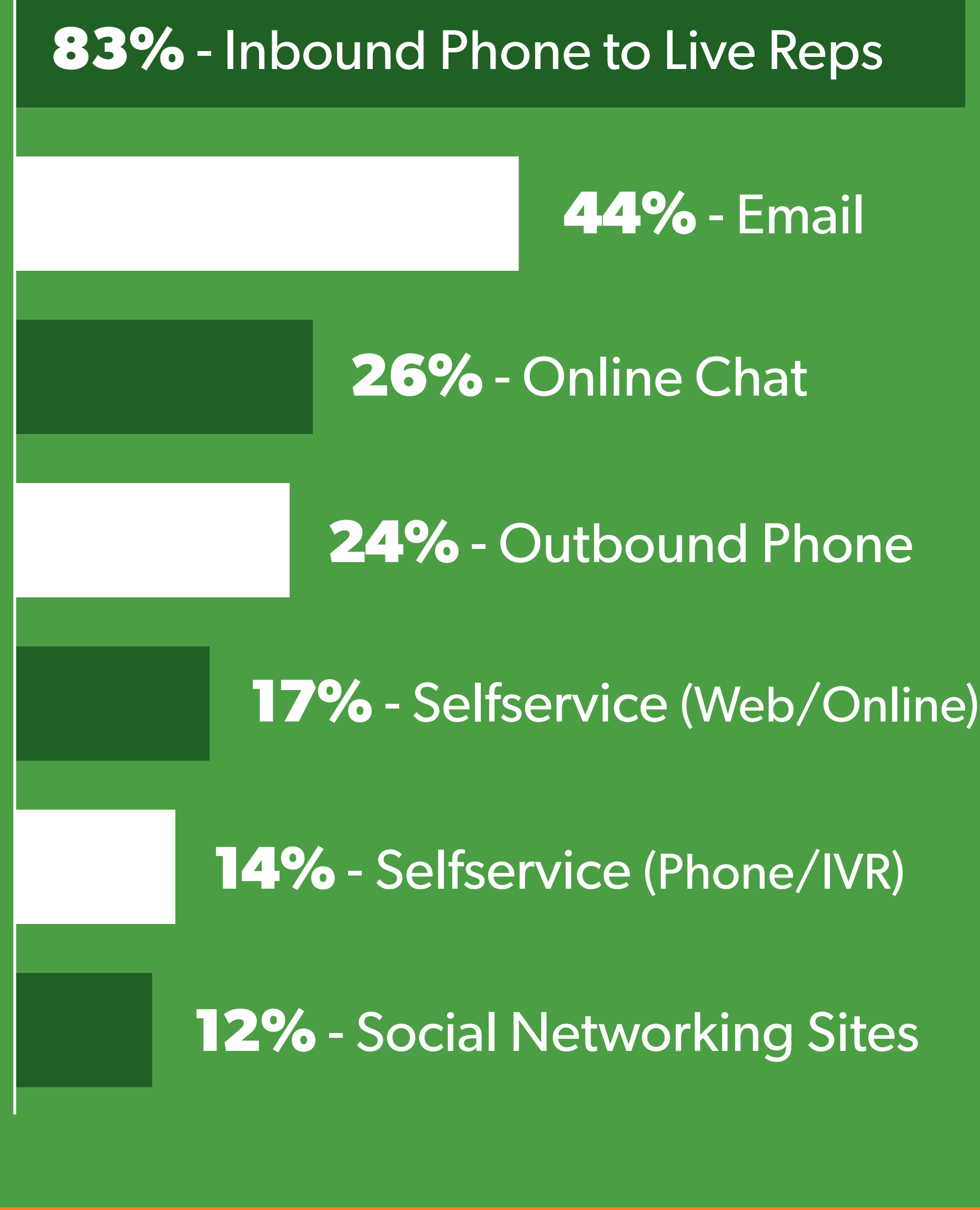
This corroborates with ICMI research:

82%

of consumers say the number one factor in a great customer service experience is having their issues resolved quickly.

CONTACT CENTERS DO NOT CONSISTENTLY MEASURE THE CUSTOMER EXPERIENCE ACROSS MULTIPLE CHANNELS

THEY CONTINUE TO MEASURE INDIVIDUAL CHANNELS



OMNICHANNEL CONTACT CENTERS MUST IDENTIFY METRICS THAT FIT OMNICHANNEL NEEDS.

If you measure something in one channel, in most cases, you should be measuring it in all channels.

Metrics only matter if you use them for their intended purposes.

Don't expect to get it right the first time, when adding new channels or metrics you'll see some success and some failures.

WHEN ADDING NEW CHANNELS, CONTACT CENTERS FOUND THAT THESE METRICS OFTEN IMPROVED.

1. Customer Satisfaction
2. First Contact Resolution
3. Overall Contact Quality

WHEN ADDING NEW CHANNELS, CONTACT CENTERS FOUND THAT THESE METRICS OFTEN DECLINED.

1. Average Handle Time
2. Errors/Rework Rates
3. Adherence to Schedule

DOWNLOAD THE FORRESTER RESEARCH REPORT [Implement Effective Contact Center Metrics](#)