Measure the Moments
ICMI's Guide to Maximizing Metrics in the Modern Contact Center

Multi-channel service is here

92%

of contact centers support 2 or more channels

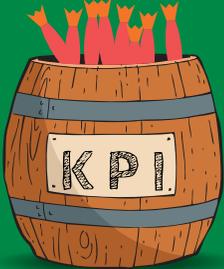**WHAT** should you monitor?

WHY does it matter?

HOW will it drive success?

1/3 Are unable to see performance and activity in every channel that their contact center supports.

Contact centers are evolving to meet new customer needs.
It's time for our metrics to do the same.

KPI

98% Agree that real-time info is important

1/5 of organization have **zero visibility** into basic customer information!

"HOW DO CONTACT CENTERS USE DATA TODAY?"

76% Use collected data for coaching or training

42% **DO NOT USE** data collected to understand the root cause of repeat contacts!

84% Use collected data for improving efficiency

84%
Agree that the customer experience must be measured by more than 1 metric.

In addition to CSAT, the most popular were:

Contact Quality
First Contact Resolution
& Net Promoter Score

Customer Satisfaction Surveys
Were cited as most effective metric for both managing their businesses as well as comparing themselves to their competition.

But only **53%** have a CSAT survey in place.

"Data Provides Deep Insights"

Data could give a 360° view of the customer.
Data can guide your customer journey map.
Data helps inform marketing decisions.
Yet less than half of contact centers use it to make a difference.

"What would happen if contact centers could ID a customer having an issue in realtime and make a proactive outreach?"

56% *"It would greatly improve both the one-time customer experience and the full customer journey"*

"It would greatly improve just the one-time customer experience' **24%**

15% *"It would greatly improve just the full customer journey"*

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