The Most Important Contact Center KPIs to Measure

Every contact center is unique, but there are some universal KPIs that serve as benchmarks for success.

Here's a breakdown of the most critical metrics to monitor:

First Call Resolution (FCR)

The percentage of customer issues resolved on the first interaction. A higher FCR means fewer follow-ups are needed, boosting customer satisfaction and lowering operational costs.

Customer Satisfaction Score (CSAT)

A direct indicator of how happy customers are with your service. This is often captured through post-interaction surveys.

Average Handle Time (AHT)

The average time agents spend resolving an issue, including talk time and after-call work. Lower AHT typically indicates greater efficiency.

Net Promoter Score (NPS)

Measures how likely customers are to recommend your brand to others. It's a key indicator of loyalty and satisfaction.

Service Level Agreement (SLA) Compliance

Tracks how well your contact center adheres to pre-defined service levels, like response time targets.

Call Abandonment Rate (CAR)

The percentage of customers who hang up before their call is answered. High CAR can signal issues like understaffing or inefficient call routing.

Average Speed of Answer (ASA)

How quickly calls are answered by agents. A lower ASA reduces frustration and improves customer satisfaction.

Now that we've identified the KPIs your contact center should be paying attention to, start optimizing performance using Workforce Engagement Management (WEM) tools. Contact us today for a demo!