Customer Service Metrics for Omni-channel Customer Journeys

As we embrace AI bots, self-service technologies, and increase communication channels, the metrics measuring customer satisfaction and operational efficiency must keep up.

FIRST CONTACT RESOLUTION (FCR)

How often customers resolve issues within a single interaction whether it be by self-service or human-assisted channels.

CUSTOMER EFFORT SCORE (CES)

Assesses how easy it is for customers to interact with your organization across all available channels.
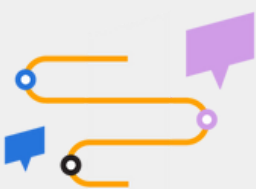
CHANNEL ESCALATION RATE

Tracks the percentage of interactions that escalate from self-service to human-assisted channels to measure self-service channel effectiveness.
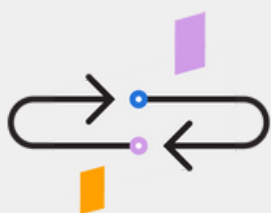
SENTIMENT ANALYSIS

Used to understand customer feedback by analyzing text data from various channels such as surveys, transcripts, feedback, or social media posts.

CHANNEL SWITCHING FREQUENCY

Measures how often customers move between channels to resolve an issue.

OMNI-CHANNEL COMPLETION RATE

Track a customer's ability to start an interaction on one channel and seamlessly continue to another without repetition or loss of context.

Today's customer journey is a complex, multi-faceted network of interactions. It's hard to quantify every moment along the way.

These metrics consider the entire customer journey by giving you a more complete picture of how customers feel about your organization.