

Customer Hub Measures/KPI Summary

The table below summarises the proposed measures and KPIs identified in the review:

KPI /Measure	Target / Measure	Type	Frequency	Comment
Demand by channel / Service	Monthly volumes	Measure	Monthly	
Calls answered within	80% of calls within 80 secs	KPI	Monthly	
Calls abandoned	10%	KPI	Monthly	
Cases closed in SLA	% against SLA measured (no initial target)	Measure	Monthly	SLA to be defined against each service request type
Repeat calls and/or First contact resolution (FCR)	Provide % achieved (no initial target)	Measure	Monthly	Initially review the repeated contacts (by phone Longer term this should be a CRM (all channels) measure
CSAT Customer Satisfaction Score	75%	KPI	Monthly	Requires implementation via a survey
Complaints	Complaints per 1,000 customers	Measure	Monthly	This is a corporate measure but useful for Customer Hub Management to have a view of as it provides context
Quality	75%	KPI	Monthly	
Assistant Activity	% of time against activity types	Measure	Weekly/ monthly	
AHT Average handle Time	Average by request type / service / channel	Measure	Monthly	