

## SAMPLE KPIs for CUSTOMER SERVICE REPRESENTATIVE

<b>KPI</b>	<b>Standard</b>
Call handling time	20 standard length phone calls answered per hour
Call logs	99% accuracy in call logs.
Average after-call work time	Call logs for all standard calls completed during the call with 0 minutes after call work.
Email backlog	0% backlog in daily emails
Hit rate (products sold compared to total received sales calls)	Minimum of \$10,000 gross sales per month
Availability rate	99% calls being answered within 2 rings
Number of complaints	Maximum acceptable number of complaints = 1% of total calls handled
Call performance	98% customer service requests answered during the call
Filing	0% backlog in filing and recordkeeping tasks
Attendance	0% absenteeism (sick leaves exempted on submission of medical certificate)
Reception	Incoming client is greeted within 1 minute of their arrival
Reception	Incoming client is offered tea/coffee/ seating within 2 minutes of their arrival
Enquiry handling time	All incoming enquiries are responded to within 1 hour.
Complaint handling time	All lodged complaints are initially processed and acknowledgment email sent within 24 hours.
Following organisational procedures	Able to find and apply the relevant policy/ procedure to all incoming enquiries and other processes.
Identifying customer issues and opportunities to increase customer satisfaction or meet customer needs	Obtain at least 95% positive feedback in 360 degree evaluation, conducted every three months.
Assisting team members to improve customer service	Able to answer team members' questions and/or support them in their tasks, with over 98% peer satisfaction level.
Assisting other internal customers of customer service team	Able to provide required information and/or support to internal stakeholders in their tasks, with over 98% peer satisfaction level.
Customer retention	Able to resolve customer concerns with over 99% of customer satisfaction and retention levels.

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<b>KPI</b>	<b>Standard</b>
Sales	Able to make gross sales of \$10,000 per calendar month.
Ability to handle complaints	Able to handle customer complaints according to the policies with over 99% of manager's satisfaction.
Ability to record and store customer information	Able to maintain privacy and recordkeeping as per organisational policies with zero errors.
Customer satisfaction	Obtain at least 95% positive feedback in 360 degree evaluation, conducted every three months.