### **Sales-focused KPIs:**

* **Conversion Rate:**
  + Description: Conversion rate measures the effectiveness of turning leads or inquiries into actual sales. It indicates the proportion of potential customers who take the desired action, which is making a purchase.
  + Formula: (Number of Sales / Number of Leads) \* 100
* **Average Revenue per Call:**
  + Description: Average revenue per call calculates the average revenue generated from each customer interaction or call handled by the contact center.
  + Formula: Total Revenue / Total Number of Calls
* **Sales Conversion Time:**
  + Description: Sales conversion time measures the average time taken to convert a lead into a sale, from the initial contact to the final transaction.
  + Formula: (Total Time to Convert Leads into Sales) / (Number of Sales)
* **Customer Acquisition Cost (CAC):**
  + Description: Customer acquisition cost calculates the cost incurred to acquire a new customer, including sales and marketing expenses.
  + Formula: Sales and Marketing Expenses / Number of New Customers Acquired
* **Lead Response Time:**
  + Description: Lead response time measures the time taken by the sales team to respond to leads or inquiries.
  + Formula: (Total time to respond to all leads) / (Number of leads)
* **Sales Pipeline Velocity:**
  + Description: Sales pipeline velocity measures the speed at which leads move through the sales pipeline from initial contact to closure.
  + Formula: (Number of deals closed) / (Average time to close deals)
* **Churn Rate:**
  + Description: Churn rate measures the percentage of customers who stop using the company's products or services over a specific period.
  + Formula: (Number of customers lost during a period) / (Total number of customers at the beginning of the period)

### **Service-focused KPIs:**

* **First Contact Resolution (FCR) Rate:**
  + Description: FCR rate measures the percentage of customer inquiries or issues resolved during the initial contact with the contact center.
  + Formula: (Number of Inquiries Resolved on First Contact / Total Number of Inquiries) \* 100
* **Average Handling Time (AHT):**
  + Description: AHT measures the average time agents spend handling customer inquiries or calls, including talk time and after-call work.
  + Formula: Total Handling Time / Total Number of Calls or Inquiries
* **Service Level:**
  + Description: Service level measures the percentage of customer inquiries answered within a specified timeframe.
  + Formula: (Number of Calls Answered within SLA / Total Number of Calls) \* 100
* **Customer Satisfaction Score (CSAT):**
  + Description: CSAT measures customer satisfaction with the service provided by the contact center.
  + Formula: (Sum of Satisfaction Scores / Total Number of Responses) \* 100
* **Net Promoter Score (NPS):**
  + Description: NPS measures customer loyalty and likelihood to recommend the company's products or services.
  + Formula: (Percentage of Promoters - Percentage of Detractors) \* 100
* **Abandonment Rate:**
  + Description: Abandonment rate measures the percentage of incoming calls or inquiries abandoned by customers before reaching an agent.
  + Formula: (Number of abandoned calls) / (Total number of incoming calls)
* **Resolution Time:**
  + Description: Resolution time measures the average time taken to resolve customer inquiries or issues.
  + Formula: (Total time taken to resolve all inquiries) / (Number of inquiries resolved)
* **Customer Effort Score (CES):**
  + Description: CES measures the ease with which customers can resolve issues or complete tasks.
  + Formula: (Sum of responses indicating ease of experience) / (Total number of responses)
* **Agent Utilization Rate:**
  + Description: Agent utilization rate measures the percentage of time agents spend actively handling customer inquiries or calls.
  + Formula: (Total time agents spend handling inquiries) / (Total available work time)
* **Service Level Agreement (SLA) Adherence:**
  + Description: SLA adherence measures the percentage of customer inquiries resolved within predefined SLA targets.
  + Formula: (Number of inquiries resolved within SLA) / (Total number of inquiries)