KPI				Dimensions					
Name	Description	Business question	Calculation	Product_Category	Sales_Person_Name	Sales_Person_Country	Time period	Agreement_Type	Customer_Category
Average call time	Shows how long it takes to answer one call. Business tends to lower this KPI.	How long does it take for a salesperson to answer one call?	The sum of Call_Duration_Sec divided by Number of calls	x	x	x	x		x
Operator workload	Shows the number of calls received by a sales person over location and time. Business tends to keep this KPI within acceptable range.	What is the workload in different locations? What is the workload of different operators? What are "peak hours"? Is workload kept within acceptable range?	The sum of calls partitioned by sales and locations		x	x	x		
Response satisfaction	Shows the ratio of repeated calls towards all incoming calls. It is assumed that repeated calls within 2 days occurs due to dissatisfaction with the answer for the first call. Business tends to lower this KPI.	How many repeated calls are received from the same client within 2 days?	The amount of repeated calls divided by the amount of all incoming calls		x	x	x		

Number of redirects	Shows the number of calls for which assistance is requested by sales. Business tends to lower this KPI.	How effective are sales persons in answering questions on their own?	The number of calls that are made from one customer to different sales within one time period is counted.	x	x	x	x		x
Non-active customer ratio	Reflects the ratio of inactive customers to the total amount of customers. Business tends to lower this KPI.	What is the percentage of inactive customers and how does it change over time?	The amount of customers with "Inactive" status is devided by the total number of customers		x	x	x	x	x