

# CCO\_Performance\_Report\_2022-2024

- **Net Promoter Score (NPS):**

- Increasing NPS indicates growing customer advocacy and satisfaction.
- Climbing from 70.0% in 2022-Q1 to 88.0% in 2024-Q2 reflects enhanced customer loyalty and positive word-of-mouth.

- **Customer Satisfaction (CSAT) (%):**

- Consistent rise in CSAT percentage demonstrates improving customer satisfaction levels.
- Advancing from 80.0% in 2022-Q1 to 89.0% in 2024-Q2 signifies enhanced customer experience and service quality.

- **Customer Support Response Time (hours):**

- Decreasing response time reflects improved efficiency and responsiveness in customer support.
- Reduction from 4.00 hours in 2022-Q1 to 1.75 hours in 2024-Q2 indicates enhanced customer service capabilities and operational effectiveness.

Overall, the CCO's performance report highlights significant improvements in customer satisfaction, loyalty, and service quality, contributing to overall customer-centricity and business success.