

1. Customer Acquisition Cost (CAC): Calculate how much it costs to acquire each new customer using the CRM. Lower CAC indicates better efficiency.
2. Customer Retention Rate: Measure the percentage of customers who continue to make purchases or engage with your e-commerce platform. A higher retention rate is a positive sign.
3. Conversion Rate: Track the percentage of website visitors who complete desired actions, such as making a purchase. A higher conversion rate is typically a goal.
4. Average Order Value (AOV): Monitor the average amount customers spend on each order. Increasing AOV can boost revenue.
5. Customer Lifetime Value (CLV): Determine the total value a customer brings to your e-commerce business over their entire relationship with you. The CRM should help in increasing CLV.
6. Response Time: Measure how quickly your CRM system responds to customer inquiries or issues. Faster response times enhance customer satisfaction.
7. Lead-to-Customer Conversion Rate: Track the percentage of leads generated through the CRM that ultimately become paying customers.
8. Churn Rate: Keep an eye on the rate at which customers stop engaging with your e-commerce platform. Reducing churn is important for long-term success.
9. Customer Feedback and Surveys: Collect and analyze customer feedback to gauge their satisfaction and identify areas for improvement.
10. Return on Investment (ROI): Calculate the overall ROI of the CRM system by comparing the costs with the revenue generated or saved through its use.
11. Customer Support Efficiency: Measure the effectiveness of your customer support team in resolving issues and inquiries with the help of the CRM.
12. Response and Resolution Time: Monitor how quickly customer issues are responded to and resolved within the CRM.
13. User Adoption and Engagement: Assess how effectively your team is using the CRM, including tracking user adoption and engagement rates.
14. Data Accuracy and Completeness: Ensure that the CRM system maintains accurate and complete customer data, reducing errors and improving decision-making.
15. Integration with Other Systems: Evaluate the CRM's ability to integrate with other e-commerce systems and tools to streamline operations.
16. Security and Data Privacy: Measure the CRM's security features to protect customer data and comply with privacy regulations.
17. Mobile Responsiveness: Check if the CRM is accessible and functional on mobile devices, given the importance of mobile e-commerce.
18. Scalability: Assess whether the CRM can accommodate the growth of your e-commerce business without performance degradation.
19. Cost of Ownership: Consider the total cost of owning and maintaining the CRM, including licensing, training, and support.

20. Customer Satisfaction: Regularly gather feedback from customers to gauge their satisfaction with the e-commerce experience, which is closely tied to the CRM's performance.