**Not-So-Useful Metrics to Stop Measuring in CRM systems**

For any company to survive, it must have a system of measurement by which it monitors performance of employees, product, and advertising. Without one, chaos will soon reign as your costs will outweigh your income, employees may stagnate in their customer service, and a host of other misfortunes will befall you. There are plenty of articles out there about useful metrics for a CRM system, but this article is about which ones are ultimately not so great for you to implement.

**Measuring Needs to be Measured**

As other articles on this website have addressed, measuring data generated from the CRM system is necessary for your company to have visibility on processes and take advantage of opportunities for improvement. Nevertheless, not all CRM analytics measures and performance indicators are created equal. Not all of them are useful for all companies; each company must find out which ones are most suitable for them.

**What Metrics are those?**

Metrics that are not so useful may vary depending on what your company does. Keep reading for some of the most common metrics to avoid in any organization.

A metric utilized by every call center is the Average Handle Time (AHT), even though it is nothing but a number with no measure of customer satisfaction or outcome of the interaction. After all, it is only the length of the call; you get no idea of whether the customer is pleased or upset. Instead, contact centers should focus more on what customers have to say. When it comes down to it, you have a job and a steady income because of these customers. If your customer service does not show them how important they are to you and your business, then you may as well be handing them over to your competition.

On digital marketing campaigns, nearly every company utilizes the email open vs. click-thru rates in order to measure the success or failure of a campaign. However, this metric is no longer very applicable. Since the majority of e-mail systems have updated their software to block the type of data required for these metrics, the resulting data can create a vision which will distort the rest of the campaign and throw off all numbers and figures.

One of the questions that most companies ask their customers is “How did you hear about us?” This question is not that interesting to most customers and they will often provide a random answer from the list of choices. Any results that you obtain this way may give the company inaccurate data, which will end up a strategy that turns into a wild goose chase.

If you keep these metrics in your business plan, you will likely be much less productive than you would be otherwise. If you trust a knowledgeable and up-to-date CRM company with this, you can find much better metrics for your campaign and your own type of business.