**Not-so-useful metrics to stop measuring in CRM systems**

For any company to survive, it has to have a system of measurement by which it monitors the 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 before, measuring the data generated from the CRM system is necessary for your company in order to have visibility on processes and take advantages of the areas of opportunity to improve. Nevertheless, not all CRM analytics measures and performance indicators are created equal, meaning not all of them are terribly useful for all companies and each company must find out which ones are the most suitable for them.

**What metrics are those?**

The metrics that are not so useful for the company may vary depending on what you company does; however, keep reading for some of the most common ones to avoid in any organization you may find yourself.

A metric that every call center in existence utilizes is the Average Handle Time (AHT), even though it is nothing but a number with no perspective 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 of this, the contact center should focus more on what the customers have to say and not on how long it takes. 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 of your 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, or just come up with one from the top of their mind. Any results that you obtain this way may give the company inaccurate data, which will ends up a strategy that turns into a wild goose chase.

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