



LAS CASAS GAMING INC.

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Key Performance Indicators for a **Customer Service Relations Officer:**

1. **Response Time:** Measure the time taken by the customer service representative to respond to customer inquiries or complaints. This could be broken down into different categories such as average response time for emails, live chat, or phone calls.
2. **Resolution Time:** Track how long it takes for customer issues to be resolved.
3. **Customer Satisfaction Score:** Conduct regular surveys or use post-interaction ratings to gauge customer satisfaction with the support they received. This could be in the form of a numerical rating or a satisfaction percentage.
4. **Net Promoter Score:** Measure the likelihood of customers to recommend the gaming company's products or services to others. This can give insight into overall customer loyalty and satisfaction.
5. **First Contact Resolution Rate:** Measure the percentage of customer issues that are resolved during the first interaction with customer service, without the need for escalation or follow-up.
6. **Customer Retention Rate:** Track the percentage of customers who continue to use the gaming company's products or services over time. A high customer retention rate indicates strong customer satisfaction and loyalty.
7. **Average Handling Time:** Measure the average time it takes for a customer service representative to handle a customer interaction, including both response and resolution time.
8. **Ticket Volume:** Track the number of customer inquiries or support tickets received over a specific period. This can help in resource planning and workload management for the customer service team.
9. **Quality of Interaction:** Evaluate the quality of customer interactions based on factors such as professionalism, empathy, and problem-solving skills. This could be measured through customer feedback or internal evaluations.
10. **Upsell/Cross-sell Opportunities:** Track the number of opportunities identified by customer service representatives to upsell or cross-sell additional products or services to customers during interactions.