

Service Level Key Performance Areas & Key Performance Indicators

S/N	Key Performance Area (KPA)	Key Performance Indicator (KPI)	Target / Benchmark	Measurement Frequency	Notes
1	Customer Service Responsiveness	First Response Time (FRT)	≤ 30 seconds (voice), ≤ 2 minutes (chat)	Monthly	Based on system timestamp logs
		Average Handle Time (AHT)	3 – 7 minutes per call	Monthly	May vary by industry or use case
2	Service Availability & Reliability	Platform Uptime	≥ 99.5% monthly uptime	Monthly	Excludes scheduled maintenance
		Downtime Notification Lead Time	≥ 48 hours before scheduled outages	Per incident	Via email and portal
3	Resolution Efficiency	First Call Resolution (FCR)	≥ 80%	Monthly	Includes AI and agent resolution
		Escalation Rate	≤ 10% of total tickets	Monthly	Thresholds vary by SLA tier
4	Quality Assurance	Call/Interaction QA Score (Agent & AI interactions)	≥ 90% QA compliance score	Monthly	Based on random sampling of sessions
		Script Adherence	≥ 95%	Monthly	Adjusted per campaign objectives
5	Customer Satisfaction	Customer Satisfaction Score (CSAT)	≥ 85%	Monthly	Via end-of-interaction surveys
		Net Promoter Score (NPS)	≥ +30	Quarterly	May require co-managed survey tool
6	Operational Efficiency	Agent Utilization Rate	75% – 85%	Monthly	Based on staffed vs. productive time
		Average Wait Time	≤ 45 seconds	Monthly	Especially critical for peak hours
7	Technical Performance	Virtual Agent Recognition Accuracy (for AI calls)	≥ 92% word-level accuracy	Monthly	Measured using test scripts and live samples
		AI Escalation to Human Rate	≤ 15%	Monthly	Indicates AI effectiveness

8	Reporting & Analytics	SLA Reporting Compliance	100% reports delivered on time	Monthly	Dashboards + raw data available
		Client Dashboard Uptime	≥ 99.8%	Monthly	Analytics portal reliability
9	Onboarding & Support	Time to Onboard New Client / Campaign	≤ 10 business days	Per onboarding	Includes setup, training, testing
		Time to Resolve Tier 1 Support Tickets	≤ 24 hours	Monthly	Logged in ticketing system