# Customer Success KPI Reference Guide

## 🎯 Goal: Retention

- Weekly Active Users (WAU): ≥ 75%

- Drop-off rate: ≤ 10% in first 30 days

- Survey NPS: ≥ +30

## 🎯 Goal: Adoption

- Feature adoption rate: ≥ 60% within 4 weeks

- First login within 3 days: ≥ 85%

- Training completion: ≥ 90%

## 🎯 Goal: Support Automation

- % of Tier 1 tickets deflected: ≥ 50%

- Self-service usage rate: ≥ 65%

- Avg. response time: < 4 hrs