# Customer Success KPI Reference – FinTech Enterprise

## 🎯 Goal: Adoption

- Daily Active Users (DAU): ≥ 60%

- Feature adoption rate: ≥ 70% within 6 weeks

- Training session attendance: ≥ 85%

## 🎯 Goal: Support Optimization

- Tier 1 ticket reduction: ≥ 25%

- Avg. resolution time: ≤ 2 business days

- Self-service deflection rate: ≥ 50%

## 🎯 Goal: Retention & Expansion

- Renewal rate: ≥ 90%

- CSAT: ≥ 4.3/5

- Upsell conversion rate: ≥ 15% in high-usage segments