

# Success Definition

# Product Health/ Quality Metrics



## First Call Resolution (FCR)

Improve overall percentage of customer issues or inquiries that are resolved on the first contact, without the need for follow-up interactions via Inbox



## Improvement of overall SLA for Handling Time

interaction while maintaining service quality. It ensures that service level agreements (SLAs) for response and resolution times are consistently met or improved, enhancing operational efficiency and customer experience.



## Improvements of overall CSAT

Improve Inbox's customer overall customer satisfaction (CSAT) score, which reflects customers' satisfaction with their experience. The goal is to continuously improve this score by addressing pain points and enhancing the quality of customer interactions via the usage of channels managed via Inbox.

# Success Definition

# Monetization

# Goals



## Improvement of Revenue per User (ARPU) for UI products

Drive growth for average revenue generated per user of MessageBird's UI-based products, focusing on increasing the overall revenue by optimizing pricing, adding features, or encouraging higher usage among existing users.



## Increase of Upsell and Crosssell across the Messagebird Portfolio

Increase additional revenue supporting new customer and existing customers to upgrade (upsell) or purchase complementary products and services (cross-sell) within the UI-based product portfolios (e.g. Flowbuilder).