

# tmforum

# Metrics Framework. Frameworx Release 18.5

MARKET / SALES	<b>SALE</b> <ul style="list-style-type: none"><li>• % Sales, For Digital Channels [2781]</li><li>• Days Sales Outstanding (DSO) [91]</li><li>• % Outbound Calls Resulting In Sales [1190]</li><li>• % Sales From Products Launched In Last 12 Months [1232]</li><li>• % Qualified Leads Where Sale Was Closed [1325]</li><li>• % Up-Sell Opportunities Converted [2415]</li><li>• \$ Sales, Per Hour [2596]</li><li>• % Cross-Sell Opportunities Converted [2418]</li></ul>	<b>LEAD</b> <ul style="list-style-type: none"><li>• % Qualified Leads Where Sale Was Closed [1325]</li><li>• \$ Lead Management Cost, Per Lead [1333]</li></ul>	<b>CHANNEL</b> <ul style="list-style-type: none"><li>• % Customers Using Digital Channels [2814]</li><li>• % Revenue, For Online Channel [1298]</li><li>• % Revenue, By Channel Type [46]</li><li>• % Revenue, By Channel Type, Of Channel Cost [47]</li><li>• % Marketing Channels Used By Service Provider, Vs Used By Competitors [464]</li><li>• Online Channel Subjective Score [470]</li><li>• Online Channel Comparative Subjective Score [471]</li></ul>	<b>SOCIAL MEDIA</b> <ul style="list-style-type: none"><li>• % Social Share Rate [2380]</li><li>• % Social Media Comments Positive [938]</li><li>• % Social Media Comments Negative [939]</li><li>• # Opinions Solicited From Social Media, By Sentiment, Per Posting [1361]</li><li>• % Social Media Mentions, Of Competitor Social Media Mentions [1368]</li><li>• % Social Media Conversations, Of Competitor Social Media Conversations [1369]</li><li>• % Social Media Positive Ratings, Of Competitor Social Media Positive Ratings [1370]</li><li>• % Social Media Responses, Of Competitor Social Media Responses [1371]</li><li>• % Social Media Negative Ratings, Of Competitor Social Media Negative Ratings [2367]</li><li>• % Social Media Networks Used By Service Provider, Vs Used By Competitors [467]</li></ul>	<b>WEB</b> <ul style="list-style-type: none"><li>• % Web Pages Helpful [787]</li><li>• % Web Pages Unhelpful [788]</li><li>• # Seconds Average Web Page Response Time [2383]</li><li>• # Seconds User Spent On Web Page, Per Visit [2428]</li></ul>	<b>STORE</b> <ul style="list-style-type: none"><li>• % Purchases Online, Picked Up In Store (BOPIS) [2808]</li><li>• % Purchases Online, Returned In Store (BORIS) [2811]</li><li>• \$ Revenue Per Store [1289]</li><li>• \$ ARPU For New Subscribers Acquired In Store [1295]</li><li>• % Customer Orders In Store, Completed In Store [1296]</li><li>• % Revenue From Retailers [1949]</li><li>• % Customer Service Staff, Of Sales Staff, Per Store [1290]</li></ul>	<b>ADVERTISING</b> <ul style="list-style-type: none"><li>• Advertisement Effectiveness Subjective Score [444]</li><li>• % Advertising Expenditure, Of Revenue [1332]</li></ul>	<b>SALES MANAGEMENT</b> <ul style="list-style-type: none"><li>• % Sales Cost, Of Revenue [1274]</li><li>• % Sales Cost, Of Revenue For Services Newly Fulfilled [44]</li><li>• % FTE In Sales Management [1275]</li></ul>

PRODUCT	<b>PRODUCT OFFERING</b> <ul style="list-style-type: none"><li>• # Product Offerings In Product Catalog [2597]</li><li>• % Revenue, By Product Offering [2598]</li><li>• # Days Time To Market, Per New Product Offering [2599]</li><li>• # Days Time To Market, Per Existing Product Offering Change [2600]</li><li>• % Sales From Products Launched In Last 12 Months [1232]</li><li>• % Product Offerings Launched On Time In Last 12 Months [1236]</li><li>• % Product Offerings That Met All Business Case Objectives [1240]</li></ul>	<b>PRODUCT</b> <ul style="list-style-type: none"><li>• # Products, Per Customer [2601]</li><li>• % Customers, By Number of Products [2603]</li><li>• % Products Churning, By Product [2602]</li><li>• % Customers Churning One or More Products [2604]</li><li>• % Existing Customers Adding One or More Products [2605]</li></ul>	<b>TOP-UP</b> <ul style="list-style-type: none"><li>• \$ Average Top-Up Value [1316]</li><li>• % Top-Ups Successful [1318]</li><li>• % Top-Ups Attempted But Failed [1319]</li><li>• \$ Average Top-Up Voucher Value [1320]</li><li>• # Seconds Average Top-Up Activation Time [1321]</li><li>• # Prepaid Subscribers Who Never Top-Up [1322]</li></ul>	<b>PRODUCT MANAGEMENT</b> <ul style="list-style-type: none"><li>• % Product Management Cost On New Products [1234]</li><li>• % Product Management Cost On Updates Or Maintenance Of Existing Products [1235]</li><li>• % Product Management Cost On Capped Systems Or Technology [2358]</li></ul>

CUSTOMER

<div><div>CUSTOMER</div><div><div><div><div>% Customers Digital [2796]</div><div>% Customers Omni-Channel [2799]</div><div>% Customers Acquired [8]</div><div>% Customers Lost [9]</div><div>% Customers Included In Reconciliation [24]</div><div>% Customers Miscaligned [26]</div><div># Customer Requests (x1000), Per Customer [31]</div><div>% Customers With SLA [60]</div><div># Prepaid Customers Erroneously Identified As Postpaid [102]</div><div>% Market Share [448]</div><div>Propensity to Call (PTC) [704]</div><div>% Customers Who Can Identify Brand Unaided [1327]</div><div>% Customers Who Made Their First Brand Purchase in Last 12 Months [1330]</div><div># Months Tenure, Per Customer [2606]</div><div>% Customers Using Self-Service [2607]</div></div></div></div></div>	<div><div>SUBSCRIBER</div><div><div><div><div>% Subscribers Acquired In The Last Month [1194]</div><div>% Subscribers Lost, By Billing Type [1207]</div><div>% Fixed-Line Subscribers Active For At Least 3 Years [1209]</div><div>% Wireless Subscribers Active For At Least 2 Years [1210]</div><div># Repeat Billing Errors, Per Subscriber [1221]</div><div>% Subscribers Who Cancel Or Don't Renew At The End Of Their Initial Contract [1277]</div><div>% Revenue From New Subscribers [1278]</div><div>\$ ARPU For New Subscribers Acquired In Store [1295]</div><div>% Customers Paying Bill Online, With Credit Cards Or Auto-Payment [1302]</div><div>% Electronic-Billing Subscribers Still Getting Paper Customer Bill [1303]</div><div># Prepaid Subscribers Who Topped-Up In Period [1315]</div><div>% Prepaid Subscribers Who Never Top-Up [1322]</div><div>% Active Subscribers Disconnected Due To Fraud [422]</div><div># Subscribers, Per Employee [1083]</div></div></div></div></div>	<div><div>CUSTOMER CONTACT</div><div><div><div><div>% Customer Contacts, For Digital Channels [2784]</div><div>% Customer Contacts, By Contact Type [27]</div><div>% Customer Contacts, By Request Type [32]</div><div># Customer Contacts About Usability Of Installed Service, Per Activation [40]</div><div># Customer Contacts About ReReported Customer Incidents, Per Customer Incident Closed [59]</div><div># Customer Contacts About Billing, Per Customer Bill Issued [84]</div></div></div></div></div>	<div><div>CUSTOMER REQUEST</div><div><div><div><div>% Customer Requests, For Digital Channels [2790]</div><div>First Call Resolution (FCR) [30]</div><div>Average Hold Time [28]</div><div>Average Handle Time [29]</div><div># Customer Requests (x1000), Per Customer [31]</div><div>\$ Customer Management Cost, Per Customer Request [36]</div><div># Minutes Customer Information Handling Time, Per Customer Request [79]</div></div></div></div></div>	<div><div>CUSTOMER ORDER</div><div><div><div><div>% Customer Orders, For Digital Channels [2787]</div><div>% Customer Orders Failed Within 28 Days [42]</div><div>% Customer Orders Requiring Rework, By Cause Type [51]</div><div>% Customer Orders Requiring Rework [53]</div><div>% Customer Orders With Pending Error Fixes [54]</div><div>% Inquiries Leading to Customer Orders [566]</div><div>% Customer Orders Cancelled [568]</div><div>% Customer Orders In Store, Completed In Store [1296]</div><div>% Customer Orders With Flowthrough Provisioning [2609]</div><div>% Customer Orders Utilizing Discounts [1282]</div><div>% Customer Orders Not Fulfilled [1283]</div><div>% Customer Orders Abandoned [1305]</div><div># Hours Order Fulfillment Time, From Ordering, To Acceptance, Per Customer Order Accepted By Customer [37]</div><div># Hours Order Fulfillment Time, From Ordering, To Activation, Per Customer Order Accepted By Customer [50]</div><div># Hours Order Fulfillment Time, From Activation, To Bill Dispatch, Per Customer Order [92]</div><div># Hours Order Fulfillment Time, From Bill Dispatch, To Cash Received, Per Customer Order [93]</div></div></div></div></div>	<div><div>CUSTOMER BILL</div><div><div><div><div>% Customer Bills Issued, By Delivery Type [75]</div><div>% Customer Bills Sent Electronically [77]</div><div>% Customer Bills Paid Electronically [78]</div><div>% Customer Bills Adjusted [1386]</div><div>% Billing Charge Value From Previous Billing Cycle, Of Billing Charge Cost [81]</div><div>% Customer Bills With Error [82]</div><div>% Customer Bills Requiring Adjustments Initiated By Customer [83]</div><div># Customer Contacts About Billing, Per Customer Bill Issued [84]</div><div>% Customer Bills Requiring Adjustments Initiated Internally [85]</div><div>% Customer Satisfaction, Per NOC FTE Assigned To Problem Resolution [74]</div></div></div></div></div>	<div><div>CUSTOMER PROBLEM REPORT</div><div><div><div><div>% Customer Problem Reports From Customers [61]</div><div>% Customer Problem Reports Actually Closed In Compliance With SLA [64]</div><div>% Customer Problem Reports Closed, By Cause Type [71]</div><div># Minutes Customer Problem Handling Time, To Service Restoration, Per Customer Problem</div><div>Report Closed [69]</div><div>Mean Time Between Failures (MTBF) [73]</div><div># Customer Problem Reports Resolved To</div><div>Customer Satisfaction, Per NOC FTE Assigned To Problem</div><div>Resolution [74]</div></div></div></div></div>	<div><div>CUSTOMER PAYMENT</div><div><div><div><div>% Customer Payments, By Payment Type [76]</div><div># Hours Customer Payment Handling Time, From Receipt, To Posted In Billing, Per Customer Payment [94]</div></div></div></div></div>	<div><div>CUSTOMER MANAGEMENT</div><div><div><div><div>% Customer Management Cost, Of Revenue [34]</div><div>% Customer Management Cost, Of Opex [35]</div><div>\$ Customer Management Cost, Per Customer Request [36]</div></div></div></div></div>
	<div><div>CUSTOMER APPOINTMENT</div><div><div><div><div>% Customer Appointments Met [367]</div><div># Minutes Average Time From Technician Shift Start to First Customer Appointment Arrival [383]</div></div></div></div></div>	<div><div>CUSTOMER CENTRICITY</div><div><div><div><div>% Customers Finding Digital Channels Easy To Use [2817]</div><div>Net Promoter Score (Relational), for Digital Customers [2793]</div><div>Net Promoter Score (Transactional), for Digital Transactions [2794]</div><div>Customer Effort Score, for Digital Transactions [2795]</div><div>Net Promoter Score (Relational) (NPS-R) [280]</div><div>Net Promoter Score (Transactional) (NPS-T) [283]</div><div>Customer Effort Score [2608]</div></div></div></div></div>						

SERVICE	<b>ACTIVATION</b> <ul style="list-style-type: none"><li>• % Activations Completed By Committed Date [39]</li><li>• % Activations Completed But Failed [41]</li><li>• # Customer Contacts About Usability Of Installed Service, Per Activation [40]</li></ul>	<b>INSTALLATION</b> <ul style="list-style-type: none"><li>• \$ Fulfillment Cost, Per Installation [48]</li><li>• % Installations Failed [580]</li><li>• % Installations On Requested Time [581]</li><li>• % Installations On Committed Time [582]</li><li>• # Hours Installation Time Difference, Per Installation Committed [38]</li></ul>	<b>SERVICE PROBLEM REPORT</b> <ul style="list-style-type: none"><li>• \$ Assurance Cost, Per Service Problem Report Resolved [68]</li><li>• # Hours Service Problem Handling Time, Per Service Problem Report Resolved [70]</li></ul>	<b>VOICE SERVICE</b> <ul style="list-style-type: none"><li>• \$ ARPU, For Voice Services [1480]</li><li>• % Voice Calls Successful [1484]</li><li>• # Minutes Average Voice Call Duration [1483]</li></ul>	<b>SMS SERVICE</b> <ul style="list-style-type: none"><li>• \$ ARPU, For SMS Services [1597]</li><li>• # Subscribers, For SMS Services [1592]</li><li>• # Messages Sent, For SMS Services [1593]</li><li>• # Messages Sent Off Network, For SMS Services [1594]</li><li>• # Messages Received, For SMS Services [1595]</li><li>• # Messages Received From Off Network, For SMS Services [1596]</li></ul>	<b>VOD SERVICE</b> <ul style="list-style-type: none"><li>• \$ ARPU, For VoD Services [1546]</li><li>• # Subscribers, For VoD Services [1545]</li><li>• # Downloads Successful, For VoD Services [2487]</li></ul>	<b>AUDIO/MUSIC STREAMING SERVICE</b> <ul style="list-style-type: none"><li>• \$ ARPU, For Audio/Music Streaming Services [1649]</li><li>• # Subscribers, For Audio/Music Streaming Services [1648]</li></ul>	<b>M2M SERVICE</b> <ul style="list-style-type: none"><li>• \$ ARPU, For M2M Services [1622]</li><li>• \$ Revenue, For M2M Services [2543]</li><li>• # Subscribers, For M2M Services [1619]</li><li>• # Messages Successful, For M2M Services [1625]</li><li>• # Bytes Average Message Size, For M2M Services [1626]</li></ul>	<b>EHEALTH SERVICE</b> <ul style="list-style-type: none"><li>• \$ ARPU, For eHealth Services [1655]</li><li>• \$ Revenue, By eHealth Service [1656]</li><li>• # Subscribers, For eHealth Services [1652]</li><li>• % Traffic, For eHealth Services [2570]</li></ul>	<b>SECURITY SERVICE</b> <ul style="list-style-type: none"><li>• \$ ARPU, For Security Services [1662]</li><li>• # Subscribers, For Security Services [1660]</li><li>• # Messages, Per Subscriber, For Security Services [1663]</li><li>• % Traffic, For Security Services [2576]</li></ul>
		<b>SLA</b> <ul style="list-style-type: none"><li>• # SLA Violations, Per SLA [63]</li><li>• % Issues Resolved Within SLA Cycle Time [761]</li></ul>	<b>PORTING REQUEST</b> <ul style="list-style-type: none"><li>• % Incoming Porting Requests Failed [578]</li><li>• % Incoming Porting Requests Compliant [579]</li></ul>	<b>BROADBAND SERVICE</b> <ul style="list-style-type: none"><li>• \$ ARPU, For Broadband Services [1522]</li><li>• # Subscribers, For Broadband Services [1521]</li><li>• # Bytes Average Data Downloaded, Per Subscriber, For Broadband Services [1523]</li><li>• # Bytes Average Data Uploaded, Per Subscriber, For Broadband Services [2467]</li></ul>		<b>IPTV SERVICE</b> <ul style="list-style-type: none"><li>• \$ ARPU, For IPTV Services [1532]</li><li>• # Subscribers, For IPTV Services [1531]</li><li>• # Bytes Traffic, For IPTV Services [1533]</li><li>• % Traffic, For IPTV Services [2475]</li></ul>	<b>CLOUD SERVICE</b> <ul style="list-style-type: none"><li>• \$ ARPU, For Cloud Services [1582]</li><li>• # Subscribers, For Cloud Services [1581]</li><li>• # Outages, For Cloud Services [2512]</li><li>• # Minutes Average Outage Time, For Cloud Services [1587]</li></ul>			

RESOURCE

<div>DEVICE</div> <ul style="list-style-type: none"><li>• % Mobile Devices Company-Owned [314]</li><li>• % Mobile Devices Employee-Owned [315]</li><li>• % Mobile Devices With Company-Controlled Configuration [317]</li><li>• % Mobile Devices With Company-Detectable Configuration Changes [319]</li><li>• % Mobile Devices With Formal Lock-Out Plan [321]</li></ul>	<div>TRUCK ROLL</div> <ul style="list-style-type: none"><li>• \$ Average Truck Roll Cost [2610]</li><li>• % Truck Rolls Avoidable [391]</li></ul>	<div>BASE STATION</div> <ul style="list-style-type: none"><li>• \$ Average Base Station Revenue [2611]</li><li>• \$ Average Base Station Cost [2612]</li></ul>	<div>XDR</div> <ul style="list-style-type: none"><li>• % XDRs For Billing [12]</li><li>• % XDRs Recovered, Processed And Billed After Recycling [21]</li><li>• % XDRs Falling Into Suspense [98]</li></ul>	<div>IT MANAGEMENT</div> <ul style="list-style-type: none"><li>• % IT Management Cost, Of Revenue [2613]</li><li>• % IT Management Cost, Of Opex [2614]</li><li>• % IT Management Cost, For Running The Business [2615]</li><li>• % IT Management Cost, For Growing The Business [2616]</li><li>• % IT Management Cost, For Transforming The Business [2617]</li><li>• \$ IT Management Cost, Per Employee [2618]</li><li>• % IT Management FTE, Of Employees [2619]</li></ul>	<div>APPLICATION</div> <ul style="list-style-type: none"><li>• % Applications Hosted In Cloud [2826]</li><li>• % Applications That Could Be Migrated To The Cloud [2829]</li><li>• % Applications Dependent on Legacy Technology [2832]</li><li>• % Applications To Be Decommissioned In Current IT Planning Cycle [2835]</li></ul>	<div>MOBILE APP</div> <ul style="list-style-type: none"><li>• % Customers Using Mobile App [2820]</li><li>• % Customers Satisfied With Mobile App [2823]</li></ul>
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ENGAGED PARTY	<b>PARTNER</b> <ul style="list-style-type: none"><li>• % Revenue From Partners [1947]</li></ul>	<b>RETAILER</b> <ul style="list-style-type: none"><li>• % Revenue From Retailers [1949]</li><li>• \$ Average Revenue, Per Retailer [1068]</li></ul>	<b>DEALER</b> <ul style="list-style-type: none"><li>• % Revenue From Dealers [1951]</li></ul>	<b>VENDOR</b> <ul style="list-style-type: none"><li>• % Revenue, Generated From Using Vendor [1262]</li><li>• % Vendor Business Case Benefits Deviation [1272]</li></ul>	<b>SERVICE PROVIDER</b> <ul style="list-style-type: none"><li>• % Customers With Multiple Services From Same Service Provider [1284]</li></ul>	<b>SETTLEMENT REPORT</b> <ul style="list-style-type: none"><li>• % Settlement Reports Verified And Accepted [14]</li></ul>

ENTERPRISE

REVENUE

- % Revenue From Digital Offerings [2853]
- Profitability [1]
- Average Revenue Per User (ARPU) [2]
- % Opex, Of Revenue [4]
- % Revenue, By Bearer Service And Application Type [5]
- % Revenue, For Voice Services [6]
- % Revenue, For Data Services [7]
- % Revenue Unbilled And Underbilled [10]
- % Stranded And Unused Asset Cost, Of Revenue [13]

- % Revenue Overbilled [15]
- % Revenue Recovered [16]
- % Revenue Recoverable [18]
- % Revenue Recovered And Recoverable [22]
- % Customer Management Cost, Of Revenue [34]
- % Fulfillment Cost, Of Revenue For Services Newly Fulfilled [43]
- % Sales Cost, Of Revenue For Services Newly Fulfilled [44]
- % Revenue, By Channel Type [46]

- % Revenue, By Channel Type, Of Channel Cost [47]
- % Future Infrastructure Build Investment, Of Revenue [55]
- % Assurance Cost, Of Revenue [65]
- % SLA Management Cost, Of Revenue [67]
- % Billing Management Cost, Of Revenue Billed [86]
- % Collections Cost, Of Revenue Billed [88]
- % Billing Error Cost, Of Revenue Billed [96]
- % Collectable Debt Written Off, Of Revenue Collected [99]

OPEX

- % Opex, Of Capex [3]
- % Opex, Of Revenue [4]
- % Customer Management Cost, Of Opex [35]
- % Fulfillment Cost, Of Opex [45]
- % Assurance Cost, Of Opex [66]

MARGIN

- % Customer Profitability, for Digital vs Non-Digital [2802]
- % Customer Profitability, for Omni-Channel vs Single-Channel [2805]
- Profitability [1]
- \$ Margin [2370]
- % Relative Margin [2375]
- \$ Average Margin Per User [2376]

EMPLOYEE

- % Employees Using BYoD (Bring Your Own Device) [2847]
- % Employees Who Are Millennials [2850]
- % Employees With Background Checks [350]
- % Employees With Security Awareness Training [352]
- \$ Revenue, Per Employee [1089]
- # Subscribers, Per Employee [1093]

TRUST, SECURITY & PRIVACY

- % Customers With Trust In Vendor's Privacy Statements [2646]
- % Customers With Trust That Their Data Will Be Managed Securely By Vendor [2650]

FRAUD MANAGEMENT

- % Fraud Loss, Of Revenue [416]
- % Active Subscribers Disconnected Due To Fraud [422]
- % Fraud Cases Closed [430]

TRANSFORMATION

- % Project Investment With Known RoI [2838]
- % Project Investment Aligned To Strategy [2841]
- % Project Investment Reducing Reliance on Legacy Technology [2844]

Note: The metrics above are a subset of metrics from GB988. Numbers in square brackets are the TM Forum metric ID (TID). See GB988 for additional metric attributes. File updated: April 17, 2019