

Do Your Service KPIs Measure What's Important to Your Customers?



Typically, We Use These Metrics:

- **First Time Fix Rate (FTFR)**
- **Cost Per Visit (CPV)**
- **Mean Time to Resolution (MTTR)**
- **Mean Time Between Failures (MTBF)**



They're Good at Measuring...

Cost



& Efficiency



But not...

Customer Impact



So, What's The Answer?

We could simply **ADD**
CX metrics to our
service dashboards

NPS

CES

CPV

FTFR

MTBF

MTTR



Alternatively ...

**We could look at
new ways of
measuring our
service
operations**



Especially Now There Are Better KPIs

**KPIs that
measure service
operations from
the customer's
perspective**



4 New Metrics To Track

- **Visits Per Successful Resolution (VPS)**
- **Cost Per Successful Resolution (CPS)**
- **Mean Time to Stability (MTTS)**
- **Mean Time Between Events (MTBE)**



Visits Per Successful Resolution (VPS)

Tracks the number of visits needed to resolve the customer's issue

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					



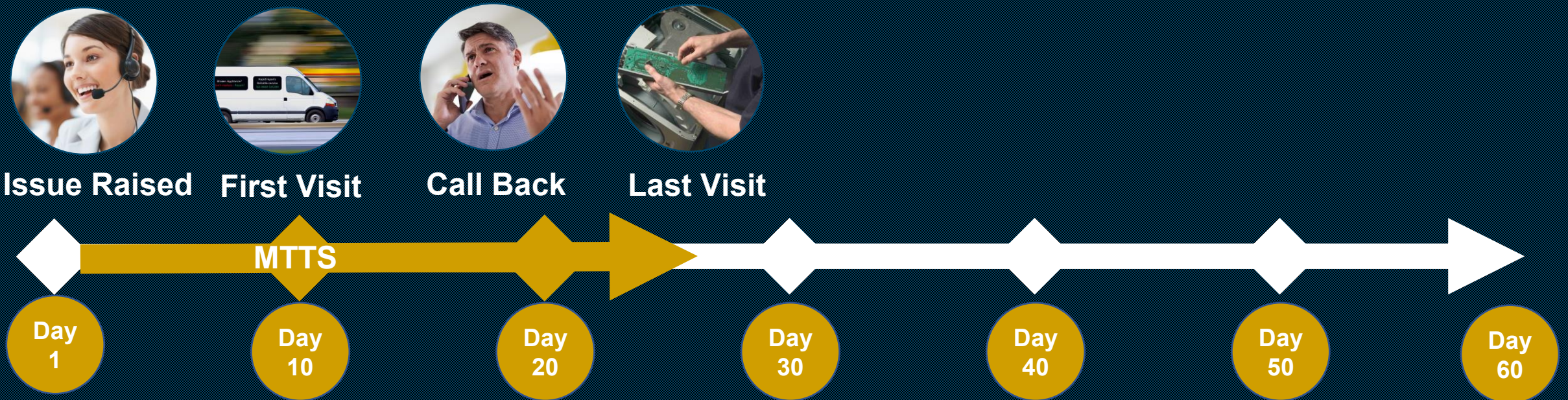
Cost Per Successful Resolution (CPS)

Measures the total cost (including multiple visits) to successfully resolve the customer's issue



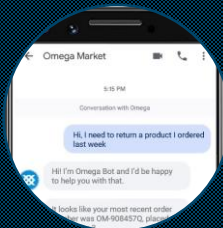
Mean Time to Stability (MTTS)

Tracks the time between a customer raising an issue, to the last visit date where they did not need to call back within 30 days



Mean Time Between Events (MTBE)

Measures the average time between each contact from the customer



Next Steps – Transition

From First Time Fix Rate (FTFR) → Visits Per Successful Resolution (VPS)

From Cost Per Visit (CPV) → Cost Per Successful Resolution (CPS)

From Mean Time to Resolution (MTTR) → Mean Time to Stability (MTTS)

From Mean Time Between Failures (MTBF) → Mean Time Between Events (MTBE)



Finally...

If you'd like help to transform any aspect of your service or aftersales capabilities please call or email Chris Dunn Consulting



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