The New Thinking for

Contact Centre
KPIs

Once upon a time...

In a land of endless ringing phones, beeping chats, blinking status lights, and dashboards glowing red, there sat a weary little call centre.

Every day, the people who lived there — kind-hearted agents and team leaders with clipboards — worked tirelessly to answer questions, calm tempers, and solve mysteries. But no matter how hard they worked, the kingdom was never satisfied.

You see, in this kingdom, everything was measured. 'How fast did you answer?' 'How short was your call?' 'How many people did you speak to today?' The rulers loved numbers. There exists no other kingdom in the land where so very much was measured.

"So, the call centre folk did what they had to do. They rushed through calls, stuck to scripts, fired off emails, and kept one eye on the ticking clock. But the villagers – the customers – grew sadder and angrier. And the helpers in the call centre? Well, they grew tired… very tired."

Until one day, a brave call centre dweller asked a dangerous question: 'What if we measured different things? What if we cared more about how people felt, and less about how fast they hung up?

And that, dear listeners, is where our story really begins...

Why is this...

The New Thinking for

Contact Centre KPIs

Needed?

WHAT THE RESEARCH TELLS US

ACSI - 77.3/100

AN IMPROVEMENT FROM 2022 WHICH SAW IT'S LOWEST POINT OF A 20 YEAR DECLINE! BUT ONCE AGAIN ON A DOWNWARD CRAWL.

ACSI - 76.1/100

A CONTINUAL LOW WITH A 2.1 DROP SINCE 2022.

WHAT THE RESEARCH TELLS US

7.3 Billion Per Month

Cost from customer service failures

Problems Not Resolved Effectively Or Quickly

- Increasingly frustrated when issues aren't resolved first time
- The need to chase multiple times for a solution
- Poor complaint handling
- While wait times are still a factor, it's not just about how long customers wait — it's how they feel during the wait.
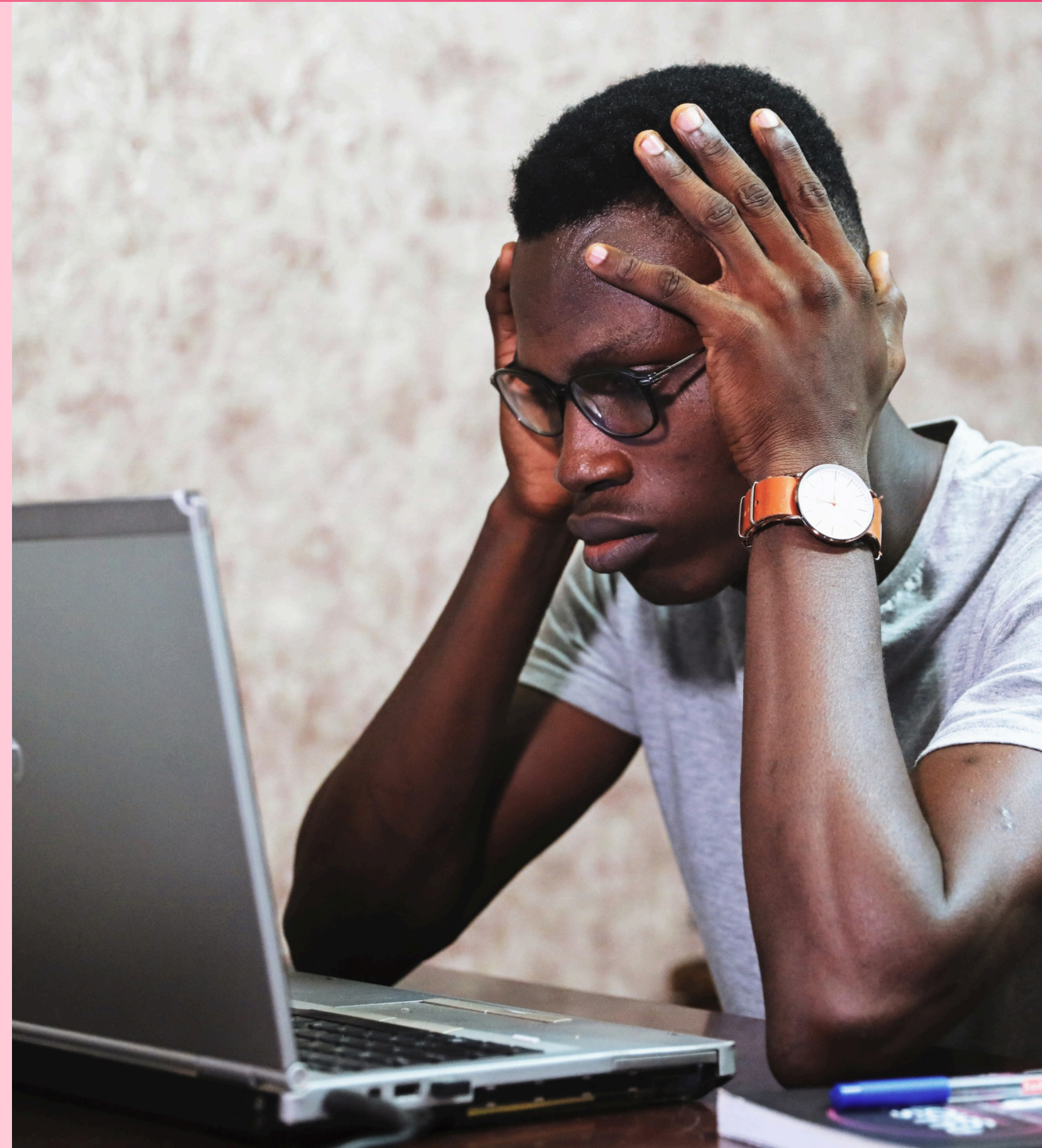
Lack of Empathy and Personalisation

- Interactions that feel robotic, scripted, or indifferent
- Customers want to feel heard and valued, not just processed

Inaccessible or Ineffective Digital Channels

- Poorly functioning self-service options or channel-hopping (being passed from bot to phone to email) causes major friction.
- Customers are frustrated when digital channels can't actually resolve issues, forcing them to start over on voice channels.
- Inconsistent channel experience

Build a Movement, Not Just a Strategy

CX-ISM

The Philosophy of Customer Experience

Redefining Business Success

KATIE STABLER

ONLY 17% OF B2B COMPANIES HAVE FULLY INTEGRATED CUSTOMER DATA THROUGHOUT THE ORGANISATION, LEADING TO

Erroneous decision-making based on flawed insights

Customer problem	Current KPI	Why it's failing	New KPI
Problems Not Resolved Effectively Or Quickly	First Contact Resolution (FCR)	Often measured inaccurately or not from the customer's perspective	Customer-perceived resolution resolved rate) (e.g., % of customers who say their issue was fully resolved)
Lack of Empathy and Personalisation	Average Handling Time (AHT)	Incentives created on speed over quality; rushes the human connection	Quality of Interaction Score (agent empathy, active listening, tone – scored via QA or AI insights)

Customer problem	Current KPI	Why it's failing	New KPI
Perceived lack of transparency	Call Volume or Script Adherence	Focuses on process not trust	**Trust Score** (via CSAT/NPS follow-up: "I trust this company to do the right thing")
Inaccessible or ineffective digital channels	Containment Rate (self-service deflection)	Measures deflection, not whether the issue was resolved	**Digital Resolution Rate + Customer Effort Score (CES)** for digital journeys

Customer problem	Current KPI	Why it's failing	New KPI
Inconsistent experience across channels	Channel Shift Rate	Doesn't reveal pain of repeating info or poor handoffs	Omnichannel Continuity Score ("I didn't have to repeat myself") or journey satisfaction
Wait times and availability	Speed to Answer	Doesn't reflect experience of the wait	Wait Experience Score ("I felt informed and respected while waiting")

And so, little by little, the weary call centre began to change."
"They stopped chasing seconds and started chasing smiles. They listened to what employees and customers really needed — not just what fit into their script. They swapped stopwatches for storybooks, dashboards for conversations, and AI came to strengthen human connection, not replace it.
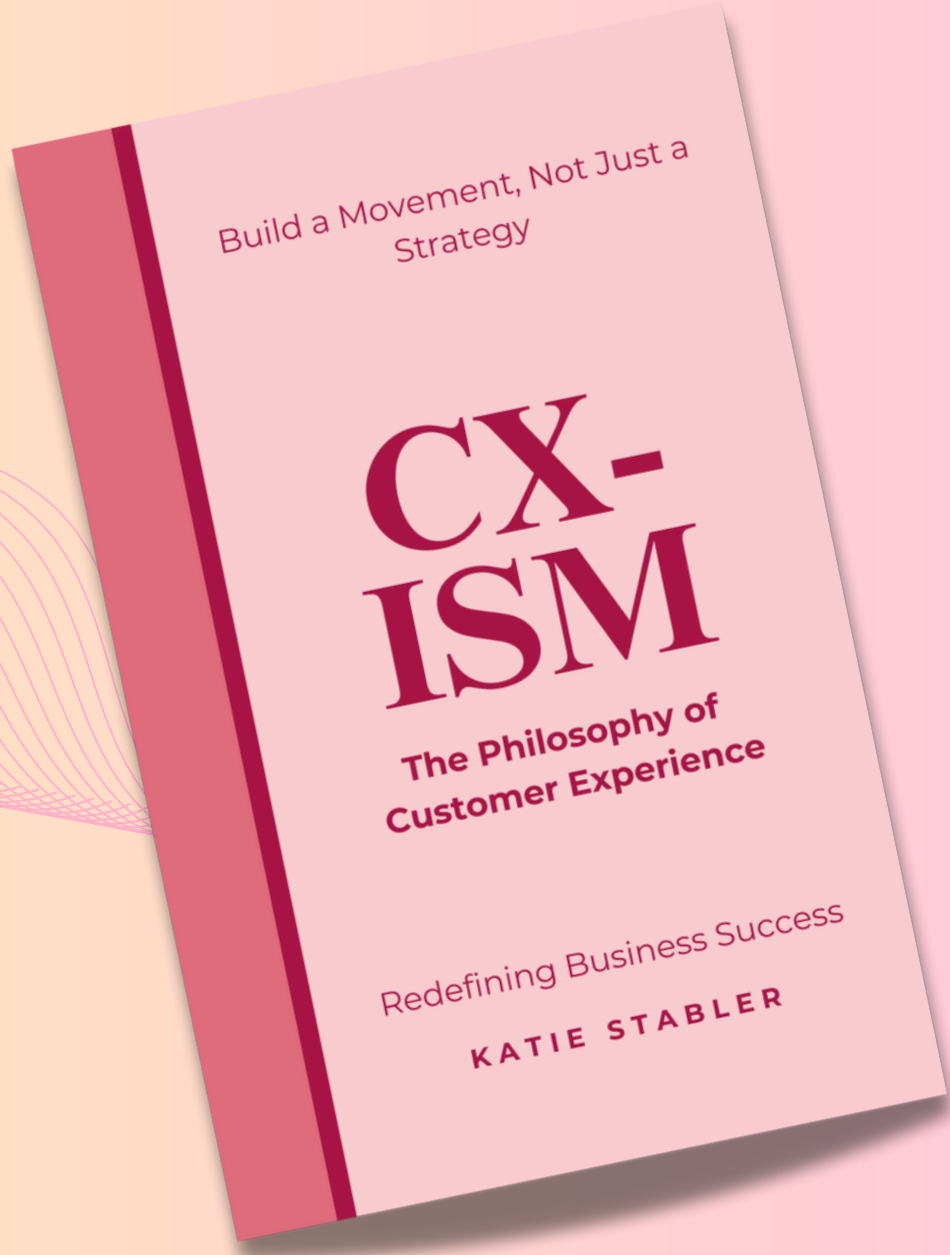
The end,

Let's connect

☝️ Callcentrehelper DISCOUNT for 24 hours

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Excited To Be Part Of The CX Movement!

♥ 300,000 Likes

Imagine a world where every interaction and every touchpoint is not just a transaction but a moment of connection. CX Isn't Just A Strategy...

#CX-ISM #CULTIVATE #Book #Partofthemovement

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