

FREE GUIDE

The CS Metrics Every Small Business Should Be Tracking

Plain-English definitions of the six metrics that matter most -- what they measure, how to calculate them, and what good looks like.

There are dozens of customer service metrics. Most small businesses track none of them -- or track the wrong ones. This guide gives you the six numbers that actually tell you whether your customer service operation is healthy.

You do not need to track all six at once. Start with the first two. Add more as your reporting capability grows.

CSAT		Customer Satisfaction Score
What it measures	CSAT measures how satisfied customers are with a specific interaction. It is the most direct measure of whether your team delivered a good experience.	
How to calculate	Ask customers to rate their satisfaction on a 1-5 scale immediately after an interaction. CSAT = (Satisfied responses / Total responses) x 100.	
What good looks like	85% or higher is the generally accepted benchmark. Below 75% warrants immediate attention.	
Watch out for	Track CSAT by channel, by agent, and by issue type -- not just as a single number. The breakdown tells you where to focus.	
FCR		First Contact Resolution
What it measures	FCR measures the percentage of customer issues resolved on the first interaction, without requiring the customer to call back, follow up, or be transferred.	
How to calculate	FCR = (Issues resolved on first contact / Total issues) x 100. Track by monitoring repeat contacts within 7 days.	
What good looks like	70-75% is strong for most small business operations. Below 60% suggests systemic issues with agent authority, knowledge, or escalation design.	
Watch out for	Low FCR is expensive -- every repeat contact costs you twice. It is also a leading indicator of churn.	

ART

Average Response Time

- What it measures** ART measures how long it takes for a customer to receive a substantive first response. Not an auto-reply -- a real response from a human.
- How to calculate** $ART = \text{Total time from contact to first response} / \text{Number of contacts}$. Measure separately for each channel.
- What good looks like** Phone: under 3 minutes. Email: under 4 hours. Chat: under 60 seconds.
- Watch out for** ART is highly correlated with CSAT. Customers are far more tolerant of complex issues when they get a fast acknowledgment.

AHT

Average Handle Time

- What it measures** AHT measures the average time spent on each customer contact, including hold time and after-call work. A measure of efficiency -- but only useful in context.
- How to calculate** $AHT = (\text{Total talk time} + \text{Total hold time} + \text{Total after-call work}) / \text{Number of contacts}$.
- What good looks like** AHT benchmarks vary widely by industry. More important than the number itself is the trend.
- Watch out for** Do not optimize AHT in isolation. Teams that rush calls to hit AHT targets often hurt their CSAT and FCR scores.

NPS

Net Promoter Score

- What it measures** NPS measures customer loyalty by asking: How likely are you to recommend us? on a 0-10 scale.
- How to calculate** $NPS = \% \text{ of Promoters (9-10)} - \% \text{ of Detractors (0-6)}$. Score ranges from -100 to +100.
- What good looks like** Any positive NPS is good. Above 30 is considered excellent for most industries.
- Watch out for** NPS is a relationship metric, not a transaction metric. Send it at set intervals -- not after every interaction.

CRR

Contact Repeat Rate

What it measures	CRR measures what percentage of contacts are customers calling back about the same issue. It is the operational mirror of FCR.
How to calculate	$CRR = (\text{Repeat contacts within 7 days} / \text{Total contacts}) \times 100.$
What good looks like	Below 10% is the target. Above 20% suggests a systemic problem with resolution quality.
Watch out for	High CRR is costly and damaging. Customers who have to call back are frustrated before the second call begins.

■ Building Your Metrics Dashboard

You do not need expensive software to track these metrics. A simple spreadsheet works fine in the early stages. What matters is consistency -- reviewing the same numbers, at the same frequency, and acting on what you see.

Weekly: Review CSAT and FCR. Flag any agents or issue types that are outliers.

Monthly: Review all six metrics. Identify trends. Update your coaching focus areas.

Quarterly: Review trends over the full quarter. Adjust your targets if your operation has changed significantly.

Ready to put this into practice?

Book a free 30-minute discovery call. No pressure. No obligation.

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