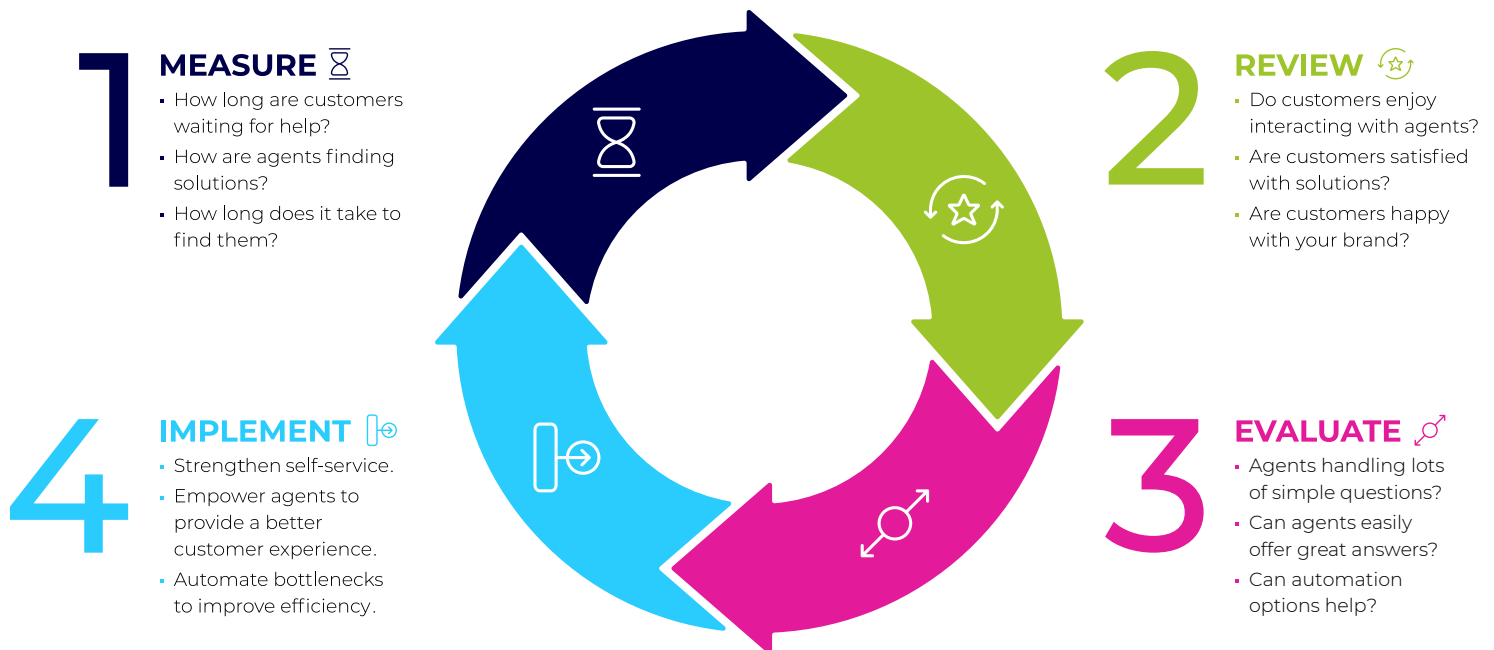


Measuring and Improving Digital Customer Care

70% of [U.S. consumers](#) are willing to spend more money to do business with a company that delivers great service. Quality customer care doesn't only justify spending more for the customer, it also reduces operating costs for the business. Success in this area starts with measuring agent performance. Once key care benchmarks are established, look to improve upon them through an iterative process:





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2. Review customer feedback

Even a [moderate increase](#) in customer experience increased annual revenue by ~25% for companies that typically produce \$1 billion in annual revenue. The tried-and-true method for businesses to understand customer sentiment is through NPS and CSAT. These post-service surveys can tell you both how the customer's interaction with the agent affects their view of the business and the customer's level of satisfaction with the solution they received.



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1. Measure agent activity

Great CSAT begins with a great experience, and 66% of consumers feel valuing their time is the [most important](#) part of a good online customer experience. The two most important time metrics are average time for agent response (TAR), which shows the time for a customer to get a first response, and agent conversation handle time, which shows the time it takes the agent to access information to provide solutions. If either of these are too long, your customers won't be happy about their experience.



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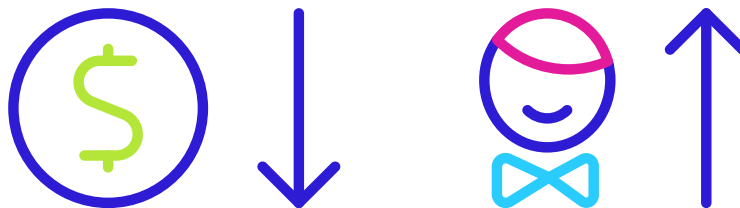
“ The two most important time metrics are average **time for agent response (TAR)**, which shows the time for a customer to get a first response, and **agent conversation handle time**, which shows the time it takes the agent to access information to provide solutions. ”

3. Evaluate automation options ↗

Equipped with agent care benchmarks and customer feedback, you can now focus in on where the holes are in your care pipeline. Many businesses struggle to deliver quick responses to customers because they have limited staff or business hours to handle a high volume of inquiries and their agents are unable to quickly access information they need to provide solutions in real time. A lack of self-service options compounds this issue even further.

4. Implement options ↻

An efficient care pipeline is built up over time, with fundamentals like self-service, empowered agents, and automation. Once you've benchmarked and considered customers' ideas, it's time to implement. For example, if many customers ask the same general questions, a chatbot that responds based on known solutions found in a community forum or FAQ can help. If agents struggle to access information they need, automation that instead delivers this same information to agents can speed things up, delighting customers.



The bottom line

A better understanding of agent activity metrics, complemented with automation features to solve for care bottlenecks, can increase care ROI through reduced costs and higher customer satisfaction. Khoros Care provides the fastest, easiest path to integrated agent and automation workflow, ensuring the types of customer experiences that help you create customers for life. Learn more [here](#).