

Net Promoter Score (NPS)

What is NPS?

NPS, short for net promoter score, is a metric that calculates how likely a customer is to recommend your company to a friend or colleague. It is based on the number of promoters, passives, and detractors you have, and enter those numbers in the cells below (i.e., 1 for promoters). The percentage of detractors is subtracted from the percentage of promoters. A score of 0 suggests you need to make improvements for a better customer experience.

How to get data

To get the raw data, send out a survey to existing customers, asking them to rate how likely they are to recommend your company to a friend or colleague.

Read more here

Calculator	Promoter (9 & 10)	1
	Passive (7 & 8)	1
	Detractor (0-6)	1
	Total Responses	3
	NPS Score	0

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er is to recommend your company or product. Count the number of promoters,
i.e. if 12 respondents gave you a 10 and 30 gave you a 9, you would have 42
promoters to give an NPS. Anything above zero is good, while anything below zero

→ how likely they would be to recommend your product or service to a friend or

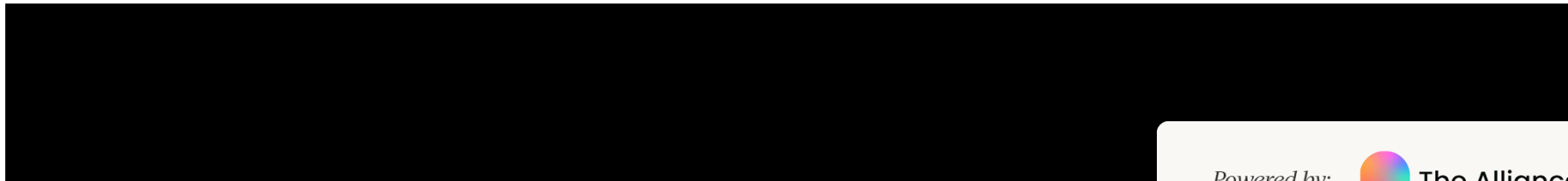
Customer Acquisition Cost (CAC)

What is CAC?

Customer acquisition cost, or CAC, is the amount of money spent on sales and marketing spend and dividing it by the number of new customers. Companies can calculate CAC for marketing tactics and strategies. A lower CAC is better, as it suggests your marketing and

[Read more here](#)

Calculator	Amount Spent on Sales & Marketing	\$ 500.00
	New Customers Acquired	1
	Customer Acquisition Cost	\$ 500.00



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g required to close a deal. It is calculated by summing a company's total sales and marketing or a given time period or all time, and is helpful to compare the effectiveness of different sales teams are efficient and properly scaled.



Customer Lifetime Value (CLV)

What is CLV?

Customer lifetime value equates to revenue an average customer will provide a c but for our purposes, we'll be using the simple CLV formula to multiply average ar

[Read more here](#)

Calculator	Average Annual Revenue Per Customer	\$ 100,000.00	Per Year
	Average Lifetime of Customer	5	Years
	Customer Lifetime Value	\$	500,000.00



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company before they discontinue their patronage. There are a few different equations used to calculate CLV, annual revenue by the average lifespan of a customer.

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CAC-to-CLV

What is CAC-to-CLV?


This metric compares the customer's acquisition cost to the revenue that custom the company. Support leaders can use this information to discover if they need to


How to get data

Refer to the metrics calculated on the previous two tabs, which will be entered on recorded.

Read more here

Calculator	Customer Acquisition Cost	\$ 1.00
	Customer Lifetime Value	\$ 500,000.00
	CAC-to-CLV	\$ 499,999.00



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er will provide over time. It helps businesses know if customers churn before they start contributing profit to
o invest more in customer support tools if this is the case.

this tab if they've already been determined. You can also enter the numbers manually if you have them



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Customer Satisfaction (CSAT)

What is CSAT?

Similar to NPS, customer satisfaction score (CSAT) measures how happy your customers are with the product or service. It is calculated by dividing the number of satisfied customers by the total number of respondents. If you run a survey from 1-5, 1-7, etc., leave the cells outside the range of the survey.

How to get data

Run a survey asking customers how satisfied they are on a scale from 1 to up to 10.

Read more here

Calculator

Score	Number of Responses
1	5
2	3
3	1
4	8
5	3
6	4
7	2
8	7
9	6

	10	3
	Total	42
	CSAT	0.0

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are. Enter how many responses each option receives, and the CSAT will appear in the scale blank.

Customer Effort Score (CES)

What is CES?

Customer effort score (CES) is a metric to show how much effort was required from customers to find the resources they need, indicating your company's customer service quality.

How to get data

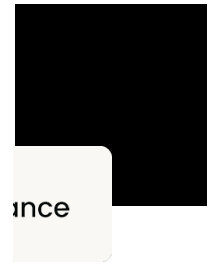
You can prompt CES surveys on customer training/documentation pages, after support interactions, or during the checkout process.

Read more here

Calculator	Score	Number of Responses
	Very Difficult	\$ 3.00
Difficult	\$ 3.00	
Neither	2	
Simple	5	
Very Simple	4	
Total	\$ 17.00	
CSAT	0.0	

customers to solve a problem and/or find information they're looking for. A low CES might suggest you may need a knowledge base for easy problem-solving documentation to be stored.

: phone calls, on chatbots, or in customer support emails.



Customer Retention Rate

What is Retention Rate?

Retention rate is a metric used to see how many customers have stopped good – that means you're keeping most of your clients and customers happy.


How to get data

Choose a specific period of time – one year, one month, all time, etc. – and

Read more here

Calculator

Customers at the Start of the Period	100
Customers at the End of the Period	90
New Customers Acquired in the Period	5
Customer Retention Rate	85%



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coming to your business or have cancelled their membership, subscription, or patronage. A low churn rate is copy.

It should be consistent in entering the metrics from that time for accuracy.



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Revenue Churn

What is Revenue Churn?

Revenue churn reveals how much revenue was lost in a given period. For s

How to get data

Choose a specific period of time – one year, one month, all time, etc. – and

Read more here

Calculator

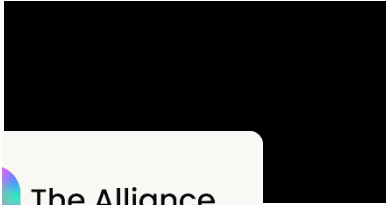
Starting MRR or ARR	\$	100.00
Ending MRR or ARR	\$	300.00
Total New ARR	\$	100.00
Total Revenue Churn		-3

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For subscription-based companies, this is an important metric to calculate.

It should be consistent in entering the metrics from that time for accuracy.



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First Contact Resolution (FCR)

What is FCR?

First Contact Resolution Rate highlights how often support cases are closed on the first contact, which is a key indicator of customer satisfaction, so getting this number as close to 100% as possible is a goal for many organizations.

How to get data

Choose the amount of tickets/incidents from a specific period of time – one month, one quarter, or one year.

Read more here

Calculator

Total Tickets Closed, Including Those Reopened
Total Tickets Reopened
Total Incidents, Including Resolved, Reopened, and Unresolved



on their first attempt. If a case is not resolved quickly, or if a customer needs to revisit the problem, it could have a negative impact and would be a top priority for support.

year, one month, all time, etc. – and be consistent in entering the metrics from that time for accuracy.

	1
	2
	3

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pact on

Average Ticket Time

**What is Average
ticket time?**

Read more here

Average ticket time looks at how long it takes for a customer's complaint drastically pending on if your employees in customer service work differ

**Full Time
Employees**

Daily	
Number of Tickets Resolved Today	20
Number of Employees Resolving Tickets	2
Daily Hours Worked by Each Employee	8
Total Hours Worked	16
Average Ticket Time	48 minutes

**Part Time
Employees**

Daily	
Number of Tickets Resolved Today	20

Total Support Labor Hours on This Day	8
Average Ticket Time	24 minutes



t, request, or question to be addressed accordingly. One of the most important metrics to help find this number is labor hours. Below, choose the time frame that works best to accurately gauge how many tickets are resolved in a given time

Weekly	
Number of Tickets Resolved This Week	200
Number of Employees Resolving Tickets	10
Weekly Hours Worked by Each Employee	38
Total Hours Worked This Week	380
Average Ticket Time	114 minutes

Weekly	
Number of Tickets Resolved This Week	200

Annually	
Number of Tickets Resolved This Year	
Number of Employees Resolving Tickets	
Weekly Hours Worked by Each Employee	
Total Hours Worked This Year	
Average Ticket Time	

Annually	
Number of Tickets Resolved This Year	

Total Support Labor Hours This Week	38
Average Ticket Time	11.4 minutes

Total Support Labor Hours This Year	
Average Ticket Time	

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ours, which can vary
e period.

2000
200
38
380000
11400 minutes

2000

380000

11400 minutes