

## **Additional Examples (as additional information) of Metrics in Analytical CRM:**

### Marketing Metrics

- Number of campaigns
- New customer retention rates
- Number of responses by campaign
- Number of purchases by campaign
- Revenue generated by campaign
- Cost per interaction by campaign
- Number of new customers acquired by campaign
- Customer retention rate
- Number of new leads by product
- Number of customer referrals

### Sales Metrics

- Number of prospects
- Number of new customers
- Number of retained customers
- Number of open opportunities
- Close rate
- Renewal rate
- Number of sales calls
- Number of sales call per opportunity
- Amount of new revenue
- Amount of recurring revenue
- Time to close by channel
- Margin
- Sales stage duration
- Sales cycle duration
- Number of sales calls made
- Number of proposals given

### Service Metrics

- Cases closed same day
- Number of cases handled by agent
- Number of service calls
- Average number of service requests by type
- Average time to resolution
- Average number of service calls per day
- Percentage compliance with service-level agreement (SLA)
- Percentage of service renewals
- Customer satisfaction level
- Complaint time-to-resolution

### Additional literature:

<http://it.toolbox.com/blogs/insidecrm/metrics-for-crm-55347>

<https://www.insightly.com/blog/essential-crm-metrics-what-should-you-measure/>

<http://www.mycustomer.com/selling/crm/crm-metrics-what-should-you-monitor-and-measure>

[http://customerthink.com/38\\_crm\\_metrics\\_keep\\_organization\\_track/](http://customerthink.com/38_crm_metrics_keep_organization_track/)

<https://www.forrester.com/Define+The+Right+Metrics+For+Tracking+CRM+Success/fulltext/-/E-RES59408?objectid=RES59408>