

# Key customer success metrics checklist

Tracking how your team talks to customers can help you find ways to communicate better over time. Below are some popular metrics for customer success teams. Since every team is different, your team might fall into just one category, or you might look at metrics from all three.

## Goal: Service

For customer success teams that are service-oriented, who aim to give a high-touch, white-glove experience

- Response time - How long before you reply?
- Replies to resolve - How many responses does it take to reach a resolution?
- Volume - How many emails are your team or individuals receiving?
- CSAT - Customer Satisfaction Score
- NPS - Net Promoter Score

## Goal: Growth

For customer success teams that are sales-oriented, who aim to identify and drive new sales opportunities

- Revenue growth - How much revenue is attributed to the team or individual?
- Renewal and churn percentage - How many customers are renewing and churning by team or individual?
- Growth opportunities identified - How many opportunities did the CSM identify and pass along to Sales?

## Goal: Success

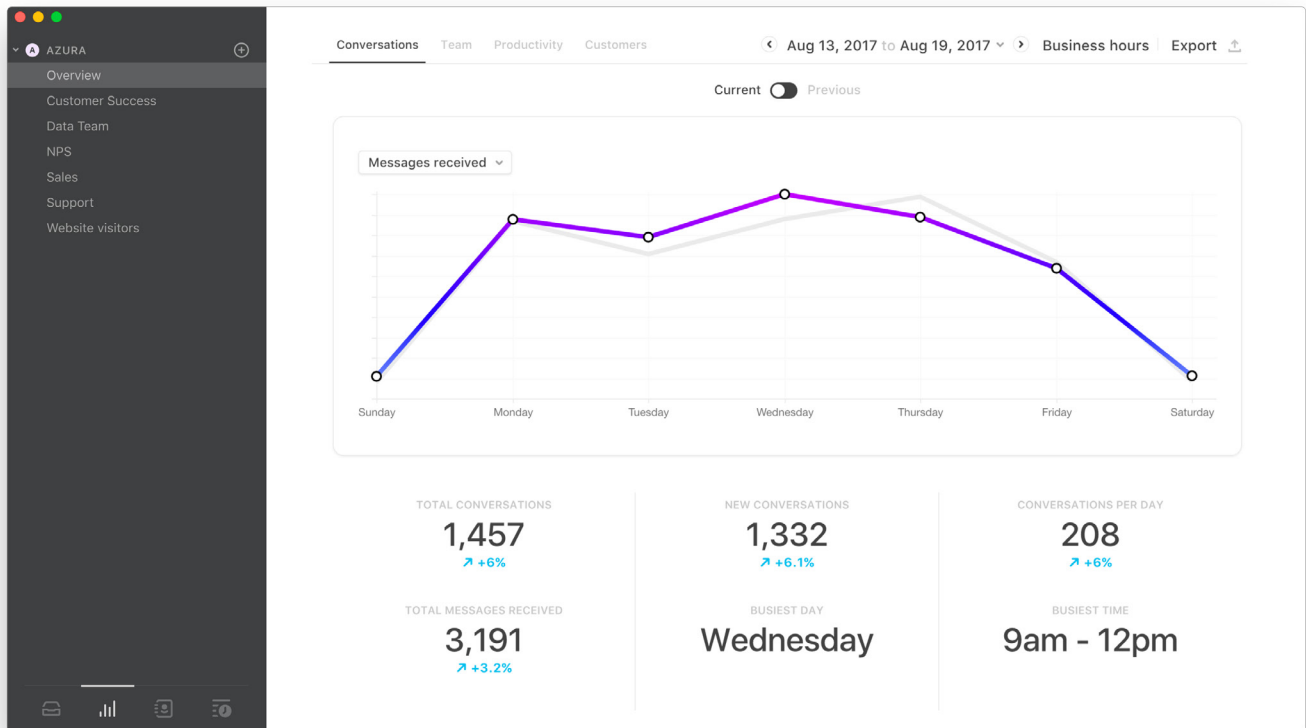
For customer success teams that are retention-focused, who aim to engage customers and promote their happiness

- Health scores - How happy is each customer?
- Engagement and adoption rates - How many new customers actively use your product or service?
- Deployment rate - How many opportunities within a customer's business are deployed to, or identified to deploy to?
- Retention - How many customers remain customers?



# How to track and learn from your customer success metrics in Front

Front's analytics make it easy to track the above metrics and more, directly in your inbox. You'll find individual and team metrics around your customers and conversations, so you can identify areas of improvement and actively work on them.



[Learn more about Front for customer success](#)

## ABOUT FRONT

Front redefines work communication with the first shared inbox for teams. By unifying your email, customer communication channels, and apps in one platform, Front helps teams collaborate efficiently and have more context and visibility into every conversation, to work faster and better together. Today, more than 4,000 businesses rely on Front to power their work communications. Founded in 2013 by Mathilde Collin and Laurent Perrin, Front has raised \$79 million in venture funding and has 100+ employees in its San Francisco headquarters and Paris, France office.

