

Customer-Focused KPIs for Programs

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As you operate a program, you should focus (whenever possible) on KPIs relating to customers and their satisfaction. Here are some of the top customer-focused KPIs that you can use for programs:

Success Rate	You may want to create specific program goals in order to attain certain benchmarks regarding your customers. Track your program's success rate to determine whether or not you're meeting those goals.
Conversion Rate	This KPI refers to the percentage of customers or potential customers you convert from one status to another. Such examples of conversion include the following: converting a visitor to a customer who makes a one-time purchase; converting a one-time customer to a repeat customer; and converting a repeat customer to a repeat customer who fills out a survey, tells others about the program/product, etc.
Customer Satisfaction	<p>You should monitor the level of each customer's satisfaction and how it may change during the life of your program. Here are two common ways to track this KPI:</p> <ol style="list-style-type: none">1. Customer Satisfaction Score: You can calculate this number by asking each customer to rate on a scale of 1 (not satisfied at all) to 5 (extremely satisfied) how satisfied they are with your company/product. Add the numbers of 4s and 5s you receive, and divide that number by the total number of respondents. Multiply the resulting number by 100 (and express this final result as a percentage) to determine your customer satisfaction score.2. Net Promoter Score: To obtain this score, first ask each customer to rate on a scale of 1 (not satisfied at all) to 5 (extremely satisfied) how likely they are to recommend your company to a friend or colleague. Then subtract the percentage of detractors (i.e., the percentage of customers who assigned a rating of 1 or 2) from the percentage of promoters (i.e., the percentage of customers who assigned a rating of 4 or 5) to determine your net promoter score.
Customer Retention	You should track the percentage of people who become repeat customers at the beginning of your program as well as during the program's progress.
Net Dollar Retention	This KPI allows you to track the change in revenue that occurs as a result of a change in the customer retention rate.

Some customer-focused KPIs are specific to online and software as a service (SaaS) solutions. They include the following:

Average Session Duration	This KPI measures the average amount of time a customer spends on your online product/service.
Churn Rate	This KPI measures the percentage of customers in a specified period who stop using your company. Calculate this percentage by tracking canceled online subscriptions, closed accounts, or other similar indicators.

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