Key Performance Indicators for Customer Support Sites

Recommended KPI's for Senior Managers

Overall Traffic Volumes	Visitor support needs are tied to the number of page views. Not only is it necessary to monitor peaks and valleys of overall traffic, the number of page views should be flat or declining. Take notice if there is an increase.
Customer Satisfaction	Providing and improving customer satisfaction is the purpose of the web site. Track positive and negative satisfaction for process improvement.
Daily To Monthly Return Visitors	A ratio used as a quick measure of the average frequency of return for visitors. A leading indicator of visitor loyalty
Answering Common Questions	A conversion measurement that uses a navigation map to track visitors from the home page to specific information that can be defined as an answer on a per visit basis. Compare it to Customer Satisfaction if this number is low.
Customer Retention Rate	How many customers are coming back to your site
Average Time To Respond To E-mails	Track response rates by segments
New And Returning Visitors	A high number of new visitors may indicate emerging issues. A spike in return visits could mean recurring problems

Recommended KPI's for Strategists and Tactical Resources

Search Keyword Phrases	The words or phrases driving traffic provides information on the content relevant to your visitors' support issues
Percent Of Visitors Using Search	Customer support sites must pay attention to how visitors use your search engine. Look for changes in volume and correlate to phone calls as more calls indicate failed searches
Distribution of Visitors Across Segments	If your site requires a log-on, segmentation by product is the preferred way to start.

Percentage Of High, Medium And Low Click Depth Visits	A measure of the visitor's ability to find the information in as few clicks as possible
Percent Zero Result And Zero Yield Searches	The type of information being searched for which customers are unable to find an answer, provides a good tool for adding or changing content. Monitor the New Visitor segment as they are more likely to call than navigate the web site
Search Results To Site Exits Ratio	Process improvements measure for your search engine are - how many times visitors searched and did not find answers, then went to your "contact us" to find the phone number or send an e-mail
Form And Download Completion Rates	If your site requires a form to be completed or a document to be downloaded, your goal is to increase those numbers. There is a specific protocol to test variables that impact completion rates.