AERIES

OPERATIONAL KPIs CHECKLIST

Utilizing realistic key performance indicators (KPIs) and setting benchmark goals is one of the best ways to diagnose and improve operational performance. Business that don't effectively track KPIs experience lower customer satisfaction, higher customer churn and bloated operational costs.

> ❝❞ Four in five CX teams lack critical design, data, and journey skills..
>
> ~ **Forrester Report**

How's your organizational health?

Using this checklist, compare your existing metrics to the KPIs that will give you the best insights into the health of your operations.

Customer Onboarding

Onboarding customers is critical, as it can make or break the relationship. Unfortunately, over 90% of customers believe companies "could do etter" with their onboarding process.

Onboarding is a great opportunity to show your clients exactly what they signed up for when they decided to hire your business.

Customer Satisfaction (CSAT) - Onboarding

Reviewing CSAT in the onboarding process is vital, as CX in the early stages of the relationship counts towards continued growth, customer retention, and brand reputation. Use surveys, customer feedback forms and rating systems. Set benchmarks to adjust strategies accordingly.

Order To Cash

Track order entry through delivery and billing. This allows you to speed up processes, increase efficiency, simplify complex pricing structures or discounting rules, and streamline compliance requirements — all to realize profits quicker.

Customer Support

In a Forbes study, 58% of customers reported they would pay more for better customer service.

Offering excellent support will lead to more customer loyalty and word-ofmouth referrals. Customer support is also an opportunity to cross- and/or up-sell to current clients.

Mean Time To Resolve (MTTR)

Start by measuring how quickly your customer service team is responding to and resolving issues.

First Call Resolution (FCR)

Track this metric to find out the quality of customer service you provide and how efficient your team is at solving problems for customers on the first try.

Customer Satisfaction (CSAT) - Support

The most popular methods of tracking CSAT involve using surveys or reviews. Monitoring CSAT allows you to identify areas of improvement such as response times or the effectiveness of support agents. By improving CSAT you can increase customer loyalty and retention, driving profitability.

Customer Termination

Customer termination must be handled efficiently and in a costeffective manner for any business. Many times, customer termination is overlooked, leading to additional costs because services continue after the customer leaves.

Far too often, we've seen clients experience wasted resources by not streamlining termination.

Cycle Time

Cycle time measures the amount of time it takes for a customer to complete the offboarding process from the moment they request to leave until the process is fully completed.

Tracking this can help you identify bottlenecks or delays within the process. A longer cycle time results in a higher cost to the business as more resources are required to manage the offboarding process.

Reducing cycle time can lead to a more efficient and cost-effective offboarding process. It can also help you to gain insights into the reasons for customer departures and use the information to improve your products and services.

> Increasing customer retention by 5%, increases profits by 25% to 95%
>
> **~ Harvard Business School**

Having operational experts review your current KPI's can provide invaluable insights into how well customer onboarding, customer support, and customer termination are managed within your company.

By assessing these KPIs, we can identify opportunities for improvement and develop strategies to drive long-term growth.

Aeries Technology can help you gain clarity on what steps need to be taken in order to optimize processes within your business.

Ready to optimize your business operations and drive long-term growth?

Contact Aeries Technology today to learn more about our innovative solutions and services. Our team of experts will work with you to identify opportunities for improvement and develop customized strategies to meet your unique business needs. Let's take your business to the next level - schedule a consultation today.

About Aeries

Aeries Technology (Nasdaq: AERT) is a global professional services and consulting partner for businesses in transformation mode and their stakeholders, including private equity sponsors and their portfolio companies, with customized engagement models that are designed to provide the right mix of deep vertical specialty, functional expertise, and digital systems and solutions to scale, optimize and transform a client's business operations. Founded in 2012, Aeries Technology now has over 1,600 professionals specializing in Technology Services and Solutions, Business Process Management, and Digital Transformation initiatives, geared towards providing tailored solutions to drive business success. Aeries Technology's approach to staffing and developing its workforce has earned it the Great Place to Work Certification.

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