

FREE KPI REFERENCE

10 KPIs Every Contact Center Should Track

...and how to calculate each one in DAX. A practical reference for service and contact-center leaders who want a reporting foundation that actually holds up.

ServiceKPI Analytics

servicekpi-analytics.com

Why these 10

Most contact centers track far more than 10 metrics, and that's often the problem: too many numbers, not enough clarity on which ones actually drive the outcomes leadership cares about. The 10 below cover three angles that, together, give a complete picture: efficiency (are we resolving work without wasting effort), experience (are customers and cases being served well), and sustainability (is the team's workload realistic). Track fewer than this and you're flying partially blind. Track significantly more without a framework and you drown your own stakeholders in numbers nobody acts on.

01 Average Handle Time (AHT)

WHAT IT MEASURES

The average total time an agent spends on a case: talk time plus hold time plus after-call work. The core efficiency metric for staffing and forecasting.

DAX

```
AHT =  
DIVIDE(  
    SUM ( Cases[TotalHandleTimeSeconds] ),  
    DISTINCTCOUNT ( Cases[CaseID] )  
)
```

WATCH FOR

AHT alone can be gamed (agents rushing calls to hit a number). Always pair it with a quality or resolution metric, never manage AHT in isolation.

02 First Contact Resolution (FCR)

WHAT IT MEASURES

The percentage of cases resolved on the first contact, no follow-up, no transfer, no reopen. The strongest single driver of both customer satisfaction and cost, since every re-contact is a case you effectively pay for twice.

DAX

```
FCR % =  
DIVIDE(  
    CALCULATE (  
        DISTINCTCOUNT ( Cases[CaseID] ),  
        Cases[ResolvedFirstContact] = TRUE  
    ),  
    DISTINCTCOUNT ( Cases[CaseID] )  
)
```

WATCH FOR

Your definition of "first contact" needs to be airtight and consistent. Inconsistent definitions make FCR impossible to trend reliably over time.

03 Case Resolution Time (CRT%)

WHAT IT MEASURES

The percentage of cases resolved within a target time threshold, tracked separately for escalated and non-escalated cases since they typically carry different targets. A core SLA-adjacent metric leadership uses to judge whether the operation is keeping pace.

DAX

```
CRT % (Non-Escalated) =  
DIVIDE(  
    CALCULATE (  
        DISTINCTCOUNT ( Cases[CaseID] ),  
        Cases[ResolutionTimeHours] <= [TargetHoursNE],  
        Cases[Escalated] = FALSE  
    ),  
    CALCULATE (  
        DISTINCTCOUNT ( Cases[CaseID] ),  
        Cases[Escalated] = FALSE  
    )  
)
```

WATCH FOR

Always segment this by line of business and market first. A blended average can hide a serious problem in one segment behind strong performance in another.

04 Customer Satisfaction (CSAT)

WHAT IT MEASURES

Direct customer feedback, usually a post-interaction survey score, converted to a percentage of satisfied responses. The most direct experience signal you have, even though response rates are typically low.

DAX

```
CSAT % =  
DIVIDE(  
    CALCULATE (  
        COUNTROWS ( Surveys ),  
        Surveys[Score] >= 4  
    ),  
    COUNTROWS ( Surveys )  
)
```

WATCH FOR

Low response rates (often under 15%) mean CSAT can swing wildly on small volumes. Always show the response count next to the score.

05 Service Level

WHAT IT MEASURES

The percentage of contacts answered within a target time (the classic “80% of calls answered in 20 seconds” metric). A direct measure of whether staffing matches demand in real time.

DAX

```
Service Level % =  
DIVIDE(  
    CALCULATE (  
        COUNTROWS ( Contacts ),  
        Contacts[AnswerTimeSeconds] <= [TargetSeconds]  
    ),  
    COUNTROWS ( Contacts )  
)
```

WATCH FOR

Service level needs to be measured within specific time windows (e.g. per half-hour), not just as a daily average, or you can hit the daily target while missing your actual peak hours.

06 Occupancy Rate

WHAT IT MEASURES

The percentage of logged-in time an agent spends actively handling contacts, versus idle but available. The key signal for whether staffing is too high (wasted cost) or too low (burnout risk).

DAX

```
Occupancy % =  
DIVIDE(  
    SUM ( AgentActivity[HandleTimeSeconds] ),  
    SUM ( AgentActivity[LoggedInSeconds] )  
    - SUM ( AgentActivity[BreakSeconds] )  
)
```

WATCH FOR

Occupancy sustained above roughly 85–90% is a strong early warning sign for burnout and rising attrition, even if every other metric looks healthy.

07 Adherence

WHAT IT MEASURES

How closely agents follow their scheduled activities (available, break, training) versus what they actually did. Explains gaps between planned and actual service level.

DAX

```
Adherence % =  
DIVIDE(  
    SUM ( Schedule[MinutesInAdherence] ),  
    SUM ( Schedule[TotalScheduledMinutes] )  
)
```

WATCH FOR

Use adherence as a coaching input, not a public leaderboard. Publishing individual scores too visibly tends to create compliance theater rather than genuine accuracy.

08 Abandonment Rate

WHAT IT MEASURES

The percentage of contacts where the customer disconnects before being served. A direct, hard signal of understaffing or excessive wait times, and a leading indicator that patience is running out before other KPIs show it.

DAX

```
Abandonment Rate % =  
DIVIDE(  
    CALCULATE (  
        COUNTROWS ( Contacts ),  
        Contacts[Abandoned] = TRUE  
    ),  
    COUNTROWS ( Contacts )  
)
```

WATCH FOR

Rising abandonment alongside a stable service level is a red flag: it usually means customers are giving up faster, not that the queue actually improved.

09 Cost per Contact

WHAT IT MEASURES

Total operating cost of the function divided by contact volume. The metric that ultimately determines financial sustainability, and the one finance leadership actually asks about.

DAX

```
Cost per Contact =  
DIVIDE(  
    [Total Operating Cost],  
    DISTINCTCOUNT ( Contacts[ContactID] )  
)
```

WATCH FOR

Cost per contact improves automatically as FCR improves. Report the two together, one explains the other.

10 Employee Attrition Rate

WHAT IT MEASURES

The percentage of agents leaving the team over a given period, usually tracked monthly and annualized. Often left off “customer” dashboards entirely, which is the blind spot: unsustainable attrition eventually breaks every other KPI on this list.

DAX

```
Attrition Rate % (Annualized) =  
VAR MonthlyLeavers =  
    CALCULATE (  
        DISTINCTCOUNT ( Agents[AgentID] ),  
        Agents[LeftThisMonth] = TRUE  
    )  
VAR AvgHeadcount = AVERAGE ( Agents[MonthlyHeadcount] )  
RETURN  
    DIVIDE ( MonthlyLeavers, AvgHeadcount ) * 12
```

WATCH FOR

Trend this quarterly, not just monthly. A single bad month can look alarming or reassuring in isolation.

Putting it together

A dashboard built around three groupings, efficiency, experience, and sustainability, rather than a flat list of 30+ metrics, is usually the fastest way to turn a reporting deck into something leadership actually uses. If your current reporting is missing several of these, built on inconsistent definitions, or scattered across disconnected spreadsheets, **get in touch** for a second set of eyes on what you're tracking today.

