

# Customer Self-Service Measurements

- Usage: The number and percentage of unique customers and/or users using self service. Percentage of problems logged via self-service versus phone call.
- Content engagement: Unique visits, length of visits, views per visits, successful visits.
- Content vitality: The percentage of content refreshed per cadence.
- Customer Satisfaction: The number and percentage of customers who are satisfied with their self-service experience.
- Contact deflection success: Percentage of problems solved with self-service versus talking with a live agent. Cost savings as a result of contact deflection. Percentage of self service visits that result in an escalation to an agent.
- Search behavior: Capture most frequent searches and results. Use data to enhance self-service and/or improve the product/services.

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