

## Performance Management in the Service Cloud: Challenges, Objectives & Solutions

For companies relying on the Service Cloud, performance measurement and management are as important as ever, yet the complex cloud environment presents new challenges. With the Service Cloud, service desks can interface with customers via a much broader range of communication channels, such as email, web, social media, phone, and others. However, in order to ensure optimal performance, the cases handled via these channels must be monitored and measured with industry-standard metrics, including average response time, average handle time, mean time to resolution, the time a support case spends in each queue and each status, and much more. Based on these vital metrics, you can identify the bottlenecks in the process that negatively affect your support performance.

Before examining the challenges and solutions for performance management in the Service Cloud, let's explore some of the key underlying issues.

### The challenge: performance measurement and management that makes a difference

The facts are clear:

***82% of Americans have stopped doing business with a particular company due to poor customer service.***

***It is 6 to 7 times more expensive to acquire a new customer than to retain a current one.***

***One of the key reasons for customer loss is failure to resolve problems in a timely manner.***

It's a well-known catchphrase that "you can't manage what you don't measure." For companies operating service desks, accurate performance measurement leads to effective performance management, and this can mean the difference between a satisfied customer and a lost customer.

### What are the consequences of poor performance measurement?

Service desks and call centers are a key interface between companies and customers. For this reason, companies invest vast resources in an attempt to maintain their service desks at optimal levels of efficiency.

If "you can't manage what you don't measure", then the quality of your performance management will only be as good as the quality of your metrics. Without effective performance measurement, you will soon find yourself stuck with a sub-optimal process, without even knowing where the problem lies.

The accuracy of metrics has a profound effect on the development of metrics-driven improvement programs, which in turn affect the defined KPIs and CSFs. Decisions based on incomplete or inaccurate

data can have a negative impact on service desk performance, harming the company's efficiency, customer satisfaction levels, and financial bottom line. This is the power of performance measurement.

### The Service Cloud: measuring the total performance picture

Now that the service desk has moved to the Cloud, it is much more than a telephone-based call center. For managers, the Service Cloud is a fog of activity that makes it difficult to identify where improvements are needed. Indeed, it may still be relatively easy to pinpoint basic performance metrics, such as how long cases are open, and the overall case volume. However, obtaining the finer data presents a much greater challenge.

The Service Cloud environment demands new solutions for effective metrics generation, so that managers can delve deeper into the processes of their service desks. Complex metrics, such as actual handle time per activity, time in each queue and status, etc, can identify trends relating to products, customers, departments and support staff, throughout the entire support process. This data forms the basis of important management strategies, decisions and programs designed to improve overall performance.

### Performance measurement: the key to effective management

Performance measurement is the key to effective management of the service desk.

Let's examine a particular scenario: a service desk manager measures case age (how long cases are open) and the amount of cases closed per week. Customers are complaining that cases are not being resolved as fast as they should be, and it seems that SLAs are consistently breached.

Is something wrong? If so, what? And which actions should be taken to maintain customer satisfaction? Is there really a bottleneck, and how can the service desk manager know for sure?

Precise metrics regarding each action in a support agent's work process and case lifecycle can shed light on this. If the manager knew that more than 50% of the agent's time is spent on ineffective knowledge-base searches, this issue can be addressed by correctly indexing and formatting knowledge articles. If it appeared that cases waited too long for customer feedback and breached the SLA – the customer should be well aware that the SLA wasn't actually breached.

Fine-tuned Handle Time and SLA metrics in the Service Cloud can provide the key to the development of targeted decisions that drive action to improve performance.

**Accurate metrics drive better practices.**

**Better practices create improved performance.**

**Improved performance leads to happier customers.**

## The Solution: CronSights

For performance measurement in the Service Cloud, the need is clear: a cost-effective, native Salesforce application that automatically collects accurate performance metrics. The CronSights performance management solution is comprised of two native Salesforce apps that help leading companies:

**Measure**, manage and report Handle Time and SLA performance metrics in the Service Cloud.

**Identify** the bottlenecks in work processes, and where improvements can be made.

**Deliver** practical solutions to targeted problems and create better performance results.

## Summary: better performance, better ROI

CronSights provides timely data that forms the basis for improvement strategies and programs that deliver better case resolution times, higher levels of customer satisfaction, increased customer loyalty, and – at the bottom line – improved ROI of the service desk. In collecting and identifying specific metrics with superior accuracy, managers are well positioned to take the necessary actions leading to effective performance management that is crucial to the success of the service desk.

## About CronSights

CronSights' Handle Time and SLA performance metrics solution is implemented by leading companies around the world that operate Salesforce-based contact centers, including Symantec, TransUnion, Autodesk and many more. Established in 2007, CronSights headquarters are located in New York.