

CX scorecard template

A **CX scorecard** is a tool used to track and evaluate the performance of your customer experience (CX) efforts. It consolidates key metrics, such as customer satisfaction, retention, and response times, into a simple format that allows teams to assess how well they're meeting CX goals. By regularly monitoring these indicators, businesses can identify strengths, uncover areas for improvement, and ensure their strategies align with customer expectations and company objectives.

Metric	Target	Actual	Variance	Frequency	Owner	Status	Action Plan/Notes
Customer satisfaction (CSAT)	E.g 85%	82%	-3%	Real-time	CX Team	On track	Continue training staff to resolve issues faster
Net promoter score (NPS)	50	45	-5	Real-time	Marketing	Needs improvement	Address recurring customer concerns
Customer retention rate	90%	87%	-3%	Quarterly	Customer success	Needs attention	Introduce loyalty program
Customer effort score (CES)	3.5/5	4.0/5	+0.5	Monthly	Support team	On track	Continue streamlining self-service options
First response time (FRT)	< 1 hour	45 mins	+15 mins	Weekly	Support team	On track	Maintain response speed
Average handle time (AHT)	< 10 mins	9 mins	+ 1 min	Weekly	Support team	On track	Monitor call duration for efficiency
Customer churn rate	< 5%	6%	+1%	Quarterly	Customer success	Needs improvement	Analyze reasons for churn
Resolution time	< 24 hours	30 hours	+ 6 hours	Weekly	Support team	Needs attention	Implement new process for faster resolution

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Customer churn rate							
Resolution time							