NPS

WFM

fcr

CRM

ATT

B2B

NPS

CSAT

MAU

cpc

LTV

CSR

CUSTOMER SERVICE
ACRONYM CHEAT SHEET

helpshift

CS ACRONYM CHEAT SHEET

helpshift

ACW	**Average After Call Work Time.** The time it takes an agent to wrap up tasks after completing a call.
AHT	**Average Handle Time.** The average time it takes to solve a customer's problem. (ATT + ACW) / Number of Tickets = AHT (see ATT below)
ATT	**Average Talk Time.** The amount of time customer support agents spend talking to a customer.
B2B	**Business-to-business.** Businesses that typically only do transactions with other business, as opposed to consumers.
B2C	**Business-to-consumer.** Businesses that typically only do transactions with consumers.
COB	**Close of Business.** A term that originally described the time at which financial markets closed. It has become a term describing the time at which any given business closes operations for the day.
CPC	**Cost Per Contact.** The total of all costs associated with handling customer requests divided by the total number of calls or contacts.
CPD	**Customer's Per Day.** The number of customers served per day.

CS ACRONYM CHEAT SHEET

help**shift**

CRM	**Customer Relationship Management Software.** Software that is designed to manage customer interactions, customer data and automation.
CSAT	**Customer Satisfaction.** A measurement of how a company is satisfying customers' expectations. It is expressed as a percentage with 100% indicating a completely satisfied customer.
CSR	**Customer Service Representative.** A representative who handles customer contacts including support, questions, and complaints, and is also known as an agent.
FCR	**First Call Resolution.** Effectively addressing a customer's problem on the first call.
KPI	**Key Performance Indicator.** A value that shows how effectively a company is achieving its business objectives.
LTV	**Customer Lifetime Value**. A metric that is used to predict all future profits from a customer. This is calculated by subtracting the cost of acquiring and serving a customer from the predicted revenue gained from the customer.
MAU	**Monthly Active Users.** A measurement that is calculated by counting the number of users on unique devices within the previous 30 days.

CS ACRONYM CHEAT SHEET

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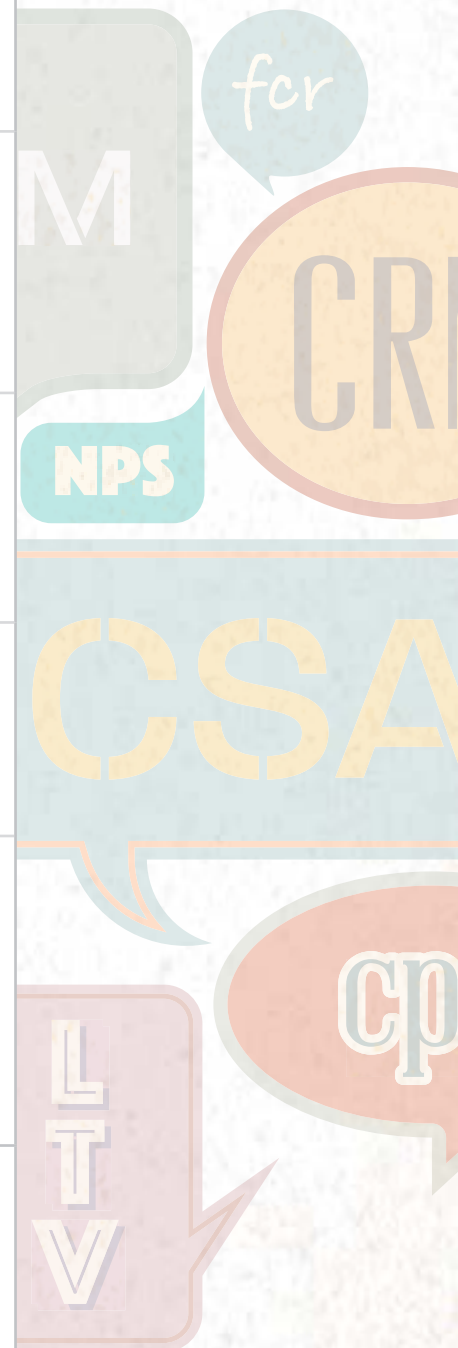
NPS	**Net Promoter Score.** The willingness of customers to recommend a company's products and services to others.	
SDK	**Software Development Kit.** A package of software development tools used to integrate applications for a specific platform.	
SLA	**Service Level Agreement.** A contract between a service provider and user. The purpose is to stipulate expectations about what the end user will receive.	
WFM	**Workforce Management.** A set of processes used to optimize the productivity of the company's employees.	

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