



# **5 MUST-HAVE OUTBOUND KPIs FOR CONTACT CENTERS**

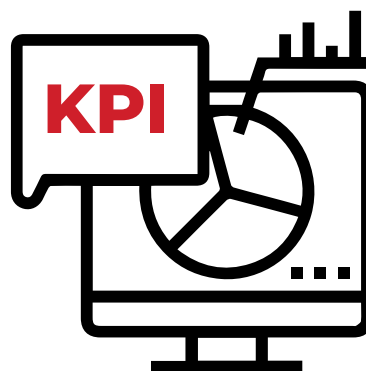


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Key Performance Indicators or KPI's are indispensable data for contact centers, especially for Outbound campaigns. These metrics are used to analyze, evaluate and control the performance of an organization.

In this guide, we will explore 5 key performance indicators and how they can be used for your future Outbound Campaigns.





# 1 Contact Rate

For Outbound agents, the contact rate is probably one of the most important metrics. It is defined as the percentage of calls that result in a significant conversation with a potential customer.

The formula to calculate the contact rate of an outbound campaign is as follows:

$$\text{Contact Rate \%} = \frac{\text{Quantity of sales or promises to buy}}{\text{Number of Useful Contacts}} \times 100$$

With this rate, you will be able to measure the effectiveness of your outbound campaign. And you will be able to adapt your strategy according to the results.

# 2 The Cost of Acquiring Leads

Conducting an outbound campaign can be fun and challenging for businesses, but it can also be expensive. Therefore, it is vital to look at the cost of acquiring a lead. This way you can improve the return on investment of your outbound campaigns.

In general, the cost per lead or CPL is the ratio between your costs and the number of leads generated.

$$\text{CPL} = \frac{\text{Outbound costs}}{\text{Number of leads}}$$



## 3 Lead Loss Rate

In reality, it is difficult to keep customers forever. A contact center is a business and it needs to consider the ratio of customers lost over a period of time.

To calculate it, you can use the following formula:

$$\text{Lead Loss Rate} = \frac{\text{Number of customers with the possibility of being lost}}{\text{Number of customers actually lost}} \times 100$$

Ideally, the lower the loss rate, the better the performance. This translates into more loyal customers who ensure a certain level of guaranteed income for the development of your activity. And through a snowball effect, satisfied clients can also attract new ones.

## 4 Conversion Rate

The conversion rate is the endgame for an outbound campaign. It refers to the ability of agents to transform a call with one prospect into a request or a sale.

It represents the percentage of contacts that successfully pass from one stage of the purchasing process to the next. This conversion rate can also indicate certain steps from the customer journey (such as clicking on a call-to-action button on a website or until the client performs a request for a quote).

In some cases, you may come across a prospect who is already a customer. If he chooses to renew his commitment to the brand, this will also add up to the conversion rate.

You can evaluate conversion rate as follows:

$$\text{Conversion Rate} = \frac{\text{Number of prospects contacted}}{\text{Number of contacts who agreed to discuss or make a sales appointment}} \times 100$$



# 5 Customer Loyalty Rate

This rate refers to your ability as a contact center to retain customers over a certain period of time. Remember that acquiring new clients is much more expensive than keeping a current client.

This rate can be calculated on an annual, monthly or weekly basis and here is the formula to use:

$$\text{Customer Loyalty Rate} = \frac{\text{CE} - \text{CN}}{\text{CS}} \times 100$$

**CE = Number of clients at the end of the period**

**CN = Number of new clients acquired during the period**

**CS = Number of clients at the beginning of the period**





# Who is NobelBiz?

NobelBiz is a world-class Telecom and CCaaS company with 20 years of experience delivering complete solutions for contact centers across the globe, irrespective of size, industry, or activity.

The **NobelBiz Voice Carrier Network** is the only network built from the ground up to serve contact centers, offering the most versatile selection of smart tools to increase contact rates, mitigate impacts of call labeling and blocking, and provide all-round compliance.

The **NobelBiz OMNI+** cloud contact center software has a unique blend of capabilities: from Omnichannel, Impressive API integrations, and fast implementation, to simple cross-channel campaign setup and remote work.

**[Get in touch with a contact center expert.](#)**

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