

TOP 5 METRICS CHEAT SHEET

UNDERSTANDING THE METRICS THAT MATTER THE MOST IN CUSTOMER EXPERIENCE.

Customer Experience is only as strong as your ability to measure it. Whether you're launching a new CX initiative or refining an existing strategy, tracking the right metrics is key to making informed, customer-centric decisions.

This cheat sheet outlines the **five most essential CX metrics**, what they are, how to calculate them, and when to use them, so you can stay focused on what truly impacts loyalty, retention, and growth.

From loyalty indicators like **Net Promoter Score (NPS)** to operational signals like **Customer Effort Score (CES)**, these metrics give you the clarity needed to prioritize improvements and prove impact across the customer journey.

HOW TO CHOOSE THE RIGHT CX METRIC

Not all customer experience metrics serve the same purpose. Choosing the right one depends on your goal, where the customer is in their journey, and what kind of insight you're trying to gain.

Here's how to decide:

1. **Define your objective:** Are you trying to measure satisfaction with a specific interaction? Track long-term loyalty? Spot friction in the customer journey?
2. **Match the metric to the right customer touchpoint:** Start with your business question, then choose the metric that aligns best. Each metric performs best at a specific moment.
3. **Avoid "Metrics Overload":** Too many metrics can dilute your focus and overwhelm teams. Choose 1–2 core metrics to track consistently, and supplement with others only when needed.

Extra: Combine Qual + Quant to get the full picture

Metrics tell you *what* is happening, but only feedback (Open-ended responses, In-depth interviews, Focus Groups) tells you *why*. Use **both** to connect the dots and prioritize improvements with confidence.

CUSTOMER EXPERIENCE CHEAT SHEET

Use this evaluation to Cheat Sheet to get clarity of which metric to use depending on the objective you have.

Metric	What it measures	Touchpoint	Example
Net Promoter Score (NPS)	Loyalty & Likelihood to recommend	Post-purchase or milestone	How likely are you to recommend us to a friend or family member? (0-10 scale)
Customer Satisfaction (CSAT)	Customer Satisfaction with a specific moment or touchpoint	Post-support interaction	How satisfied are you with (X)? (1-5 scale)
Customer Effort Score (CES)	Ease of completing a task or resolving an issue	Post-support interaction & Onboarding Flow	How easy was it to solve your issue? (1-5 scale)
Customer Retention Rate	% of customers who continue to use the product / service	End of subscription cycle / Renewal Period	Analysis of a tracking customer base over time. (1,000 start -> 900 remain = 90% Retention Rate)
Churn Rate	% of customers who stop doing business with you	After cancellation, downgrade or long inactivity.	Analysis of how many customers left over time. (1,000 start -> 100 lost = 10% Churn Rate)

READY TO TAKE THE NEXT STEP?

Whether you're just beginning to measure customer experience or refining your current approach, these metrics will guide you toward smarter decisions and stronger customer outcomes.

Contact us today:



hello@makeableconsulting.com

