

Customer Success ROI Template

Metrics Used to Measure ROI	Definition
Ticket Resolution Time	The average time taken to resolve a support ticket
No. of Renewals	The number of contracts that have been renewed within a period of time
Number of Upsell	Upsell occurs when a customer is induced to purchase more expensive products, upgrades, or other add-ons. Cross-sell occurs when a customer purchases some other additional product.
Number of Cross-sell	Cross-sell occurs when a customer purchases some other additional product.
No. of Conversions	The number of customers who have successfully converted from a trial. Value realization has taken place.
Net Promoter Score (NPS)	A score used to determine the willingness of customers to recommend the products or services of a company to others. This provides a gauge of the overall customer satisfaction.
Monthly Recurring Revenue (MRR)	The anticipated income of a company for every 30 days.
Annual Recurring Revenue (ARR)	The anticipated income of a company in one calendar year.

