7 Customer Happiness Metrics Bootstrapped Founders Need to Track

Keeping track of your performance in customer happiness is one of the most impactful things you can do for the growth and scalability of your startup. In other words — you can't manage what you don't measure. Feel free to download this checklist or share it with your customer support reps to stay on top of your team's performance.



- [ ] Time to first reply
- [ ] Resolution time
- [ ] Replies to resolve
- [ ] Support ratings
- [ ] Sales wins through live chat & phone call
- [ ] Positive app reviews/testimonials
- [ ] New support tickets and/or inbound conversations