THE BALANCED SCORECARD PYRAMID

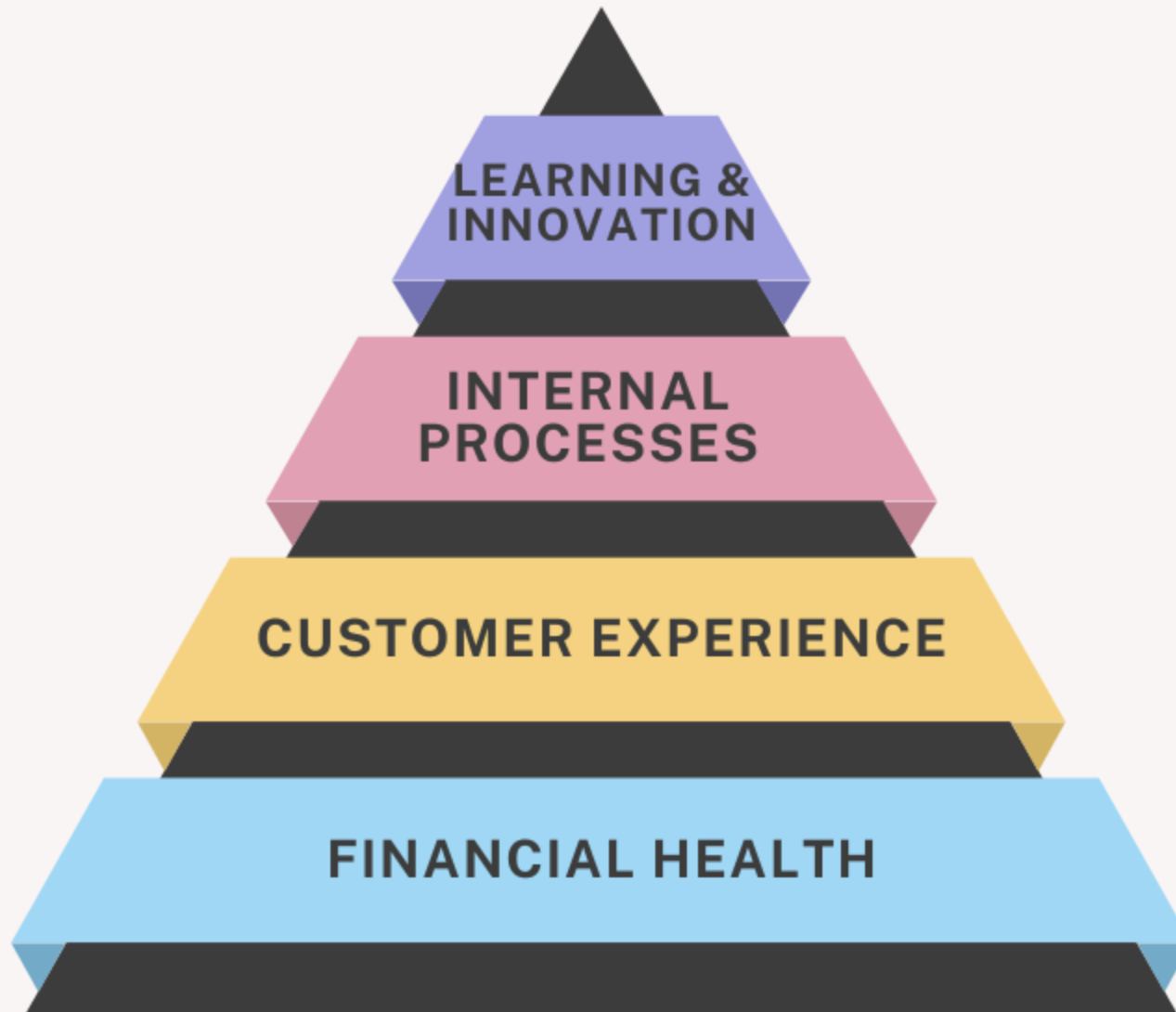LEARNING & INNOVATION

INTERNAL PROCESSES

CUSTOMER EXPERIENCE

FINANCIAL HEALTH

@vallabhchitnis

The Balanced Scorecard Pyramid

#1 Key Customer Experience Metrics for Startups

Metric	What It Is	Why It Matters	Formula
NPS (Net Promoter Score)	A metric that measures customer loyalty and satisfaction by asking how likely customers are to recommend your product.	Helps gauge customer satisfaction and predict loyalty.	NPS = % of Promoters – % of Detractors
Churn Rate	The percentage of customers who stop using your product over a specific period.	High churn signals dissatisfaction and lost revenue.	Churn Rate = (Customers Lost / Total Customers) × 100
Customer Retention Rate	The percentage of customers who continue using your product over time.	A high retention rate shows strong product-market fit and satisfied customers.	Customer Retention Rate = ((Total Customers at End of Period - New Customers) / Total Customers at Start of Period) × 100

@vallabhchitnis

The Balanced Scorecard Pyramid

#2 Key Customer Experience Metrics for Startups

Metric	What It Is	Why It Matters	Formula
Customer Satisfaction Score (CSAT)	A metric that measures how satisfied customers are with your product or service, typically collected after key touchpoints.	Provides a more immediate look at customer satisfaction after an interaction.	CSAT = (Satisfied Responses / Total Responses) × 100
Customer Lifetime Value (LTV)	The total revenue a customer generates during their relationship with your company.	Helps you understand the long-term profitability of each customer.	LTV = (Avg. Purchase Value × Purchase Frequency) × Customer Lifespan
First Response Time	The time it takes for your support team to respond to a customer inquiry.	Shorter response times indicate better customer service, which impacts retention and satisfaction.	First Response Time = Time Spent Before First Reply

@vallabhchitnis

The Balanced Scorecard Pyramid

#3 Key Customer Experience Metrics for Startups

Metric	What It Is	Why It Matters	Formula
Customer Engagement Score (CES)	A metric that measures how actively your customers are using your product, engaging with your brand, or participating in your community.	High engagement often correlates with retention and loyalty.	CES = (Actions Completed / Total Available Actions)
Repeat Purchase Rate (RPR)	The percentage of customers who make repeat purchases.	Tracks how often customers come back, an indicator of loyalty.	RPR = (Repeat Customers / Total Customers) × 100
Customer Effort Score (CES)	Measures how easy it is for customers to interact with your business or solve their problems.	Lower effort leads to higher satisfaction and loyalty.	CES = (Sum of All Customer Effort Scores) / (Total Number of Responses)

@vallabhchitnis