

EXECUTIVE-LEVEL CUSTOMER SUPPORT METRICS

1 CONTACT CENTER ATTRIBUTED REVENUE (CCAR)

CCAR quantifies the direct revenue impact of contact center operations. Rather than viewing the contact center as a cost line item, CCAR reframes it as a growth driver.

What CCAR Measures:

- ✦ Converting service calls into upsell or renewal opportunities
- ✦ Retaining high-value customers by resolving issues before escalation
- ✦ Recovering lost revenue through churn interception and re-engagement
- ✦ Extending customer lifetime value (CLTV) through proactive onboarding

Impact:

Companies using CCAR report up to 20% higher CLTV and greater alignment between Customer Support and growth objectives. (McKinsey, 2024)

2 CUSTOMER SUPPORT ROI

Customer Support ROI evaluates total return on Customer Support investment by factoring both revenue gains AND cost savings; relative to implementation costs (technology, training, staffing, process innovation).

Customer Support ROI Components:

Revenue Gains	Cost Savings
Increased customer spend & transaction value	Reduced contact center volume
Higher retention and CLTV	Lower customer acquisition costs
Improved referral rates	Streamlined operations via automation
Premium pricing tolerance	Reduced escalations and repeat contacts

If you can't tie your Customer Support metrics to revenue, you're reporting in a language the board doesn't speak.

Tracy A. Wehringer
CMO, WOW24-7®

Impact:

Customer-centric-driven organizations see up to 49% faster profit growth precisely because they connect CX strategy to financial returns. (Forrester, 2024)

Why These Metrics Matter at the Executive Table

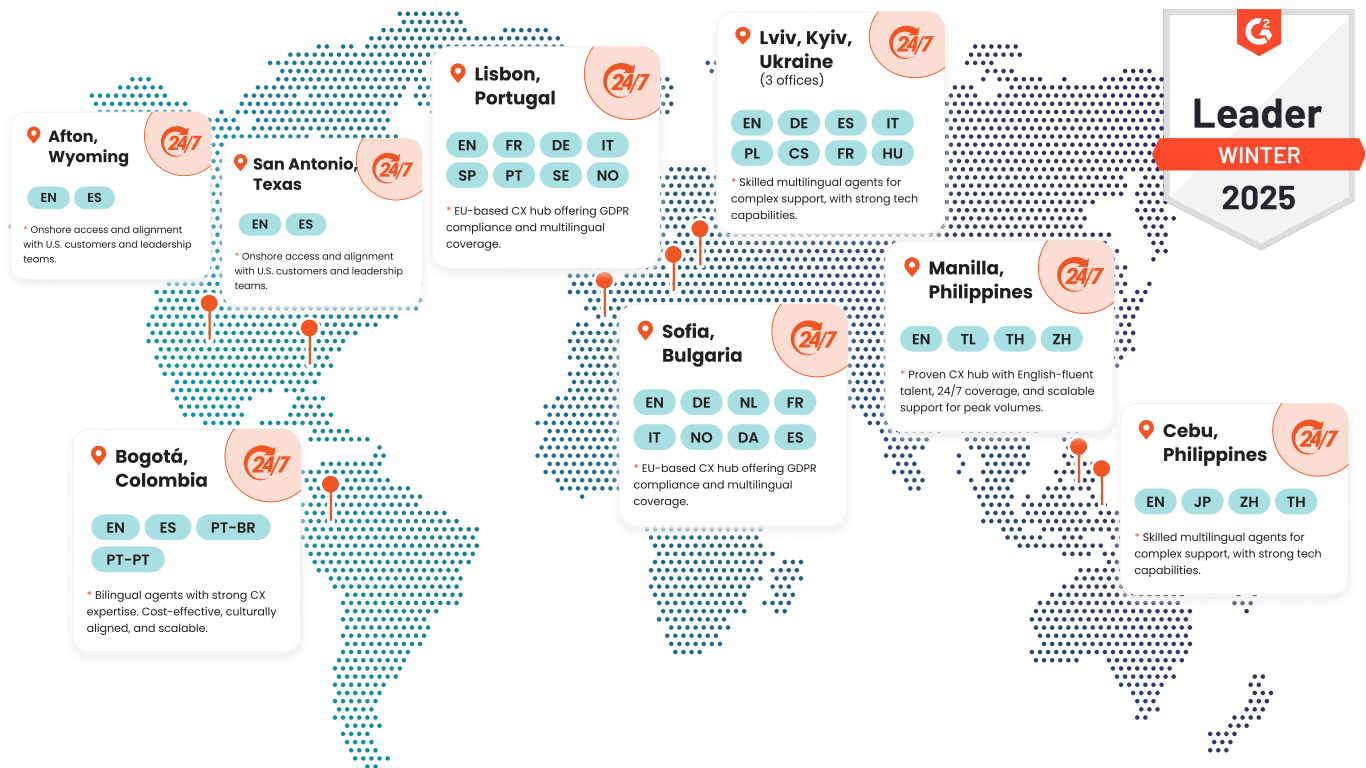
When Customer Support leaders show up in the boardroom armed with CCAR and Customer Support ROI, they no longer have to justify their relevance; they demonstrate it. These KPIs unlock strategic visibility by linking frontline experience to bottom-line impact. They allow Customer Support teams to move from anecdotal storytelling to data-backed strategy.

ABOUT WOW24-7

WOW24-7 is redefining Customer Support and CX Operations through its groundbreaking Experience Centers. By fusing human ingenuity with enterprise-grade AI, performance management, and analytics, we go beyond solving problems; we create new possibilities with measurable efficiency. From smarter routing and AI-assisted workflows to proactive QA and closed-loop VOC, we reduce effort for customers and teams alike; accelerating time-to-resolution, lowering cost-to-serve, and lifting consistency at scale. And by crafting BPO relationships that feel less like transactions and more like in-house teams, WOW24-7 turns Customer Support and CX Operations into a strategic catalyst for reinvention.

In addition, our Black Belt Six Sigma certified management team brings rigorous process discipline to every engagement, ensuring that performance improvements are measurable, sustainable, and continuously optimized. Rather than simply scaling operations or cutting costs, our solutions make efficiency a growth lever; freeing resources to innovate while improving reliability, loyalty, and lifetime value. WOW24-7 doesn't just support your customers; we continuously evolve how you engage and grow, combining operational excellence with brand-right experiences that help you thrive long-term

GLOBAL PRESENCE



BECOME A CLIENT Schedule a discovery call today

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