GLOSSARY OF TERMS FOR KPI REPORT

Performance Overview
shows the overall performance of your account against the goals set for the month broken down into specific areas including:

TMLY= This month last year   **LM**= Last month   **MTD**= Month to date   **Variance**= Difference of Current month goal to MTD performance

Conversion Scoring and Coaching	
Inbound Call Team Conversion	Shows lead call conversion for the team (Booked Calls/Booked + Not Booked + Hot Lead calls)
Scoring and coaching	Shows the number of calls scored using the KPI Scoring Template selected under Account Preferences.
Coaching Appointments	Shows how actual coaching sessions compare to the coaching goals set for the team. This number reflects the actual number of new coaching sessions created during the month.
Team Scoring Average	Shows the average call score percentage using the KPI Scoring Template selected under Account Preferences.
Revenue	
Booked Lead Revenue	Shows the total revenue on any lead form with a reservation made during the current month, regardless of original contact date. This amount does not include any revenue from RezForce bookings or RezForce Leads.
Revenue Per Booked Lead	Shows lead revenue divided by the number of bookings.
Lost Opportunity	Shows the revenue potential if all agents were to convert at the inbound call team conversion goal. The difference between the number of bookings that would be attained at the team conversion goal, and the actual number of bookings, multiplied by the revenue per booked lead, will provide you with this dollar figure.
Lead Follow up	
Outbound Revenue	Shows revenue for any booked lead forms with a reservation made date within the month, where the booking. method field on the lead form is marked as outbound. This amount does not include any revenue from RezForce Leads.
Total RezForce Lead Conversion	Shows the clients lead conversion rate for leads that were originated by RezForce.
Total RezForce Lead Revenue	Shows the amount of revenue booked from client follow-up on RezForce leads.
Auto-completes	Shows the number of auto-complete leads for the team.
Total unassigned auto-completes	Shows the number of auto-complete leads without an assigned agent on the lead form.
Call Monitoring and Compliance	
Call Result Accuracy	Shows the number of call results changed divided by the total number of calls answered.
Res/Lead Call Compliance	Shows the number of Reservation Lead Calls (Booked, Not Booked or Hot Lead) with non-compliant lead forms (Missing Dates of Stay, Email Address, Reason for Stay as well as booked compliant fields) divided by the number of Reservation Lead Calls with compliant lead forms.
Agent Occupancy	Shows the teams "In a Call" percentage plus "Wrap Up" percentage.
Average Handle Time	Shows the average handle time for the team or the sum of time in a call plus wrap up (minutes).
Total Inbound Lead Call Volume	Shows the number of lead calls taken by the team (Booked, Not Booked or Hot Lead).
Res/Lead Rate	Shows the percentage of lead calls (Booked, Not Booked or Hot Lead) to total answered calls for the team.
Total Abandon Rate	Shows the percentage of abandoned calls (Hub, Voicemail during hours, No Agents and On Hold) to total Hub presented calls.
Average Speed to Answer	Shows the average time (seconds) between when a call is delivered into the Hub (call queue) and when it is answered.

KPI Body

Within these broad categories are numerous metrics that offer insight into your reservation sales success including the ability to look at data from a month to date prorated view, always measured again current monthly goals, as well as last month and this month last year's data for comparison.

Agent Inbound Call Conversion Goals	Measures each agent's inbound call conversion performance against their individual goals. It also shows you the number of lead calls each agent answered. **Total Answered Calls** – The number of calls answered by an agent. **Res|Lead Calls** – The number of Booked, Not Booked or Hot Lead calls answered by an agent. **Lead Call Percentage of Total** – The percentage of lead calls an agent answered as compared to the total lead calls the team has taken.
Agent Opportunity Compared to Team Conversion Goal	Shows the revenue gained or lost for each agent if he/she had converted at the team conversion goal. The agents with the highest lost opportunity indicate who should be coached first. This is the best indicator of who should be coached on your team and who should not be answering your lead calls.
Scoring and Coaching	Shows the number of scored calls and coaching sessions by agent as well as goals, prorated amounts, variance as well as previous month's numbers.
Agent Average Scores	Shows how each agent compares to the team average score goal as well as scoring on each individual criteria.
Scoring Criteria	Displays the scoring template used to score calls as well as the weight of each criteria and the teams' proficiency. Note that only one scoring template can be selected to appear within the KPI Report. Any calls scored on alternate templates will not appear within the KPI. Any changes to the KPI Scoring template is recommended to occur prior to the end of the month to ensure that all scoring metrics are captured within the next month's KPI Report.
Outbound Follow-Up Revenue	Shows the number of bookings and revenue for each agent, month-to-date compared to last month and this month last year.
Total RezForce Follow-Up	Outbound Answered Calls – The number of outbound call attempts made. Shows the number of RezForce leads, client bookings using RezForce leads, client conversion % of RezForce leads, and booked revenue for month-to-date compared to last month and this month last year.
Lead Status	Displays the number of leads in each Lead Status, for leads with an initial contact date in the given month. In addition, this report displays unassigned leads by status in a separate column.
Call Result Accuracy	Shows the number of call results changed divided by the total number of calls answered for the team as well as last month's percentage. Additionally, agents that are below your team goal will be flagged in red. Non Res|Lead to Res|Lead – Indicating calls changed to (Booked, Not Booked or Hot Lead) from any other call result, a warning sign of inflated call conversion. Res|Lead Rate – The percentage of an agent's total calls that were leads (Booked, Not Booked or Hot Lead). This percentage should be consistent across the team, typically a lower percentage for an individual agent indicates inflated call conversion percentages.
Res | Lead Call Compliance	Shows by agent, which agents have calls that are non-compliant indicating the areas where you will want to coach your agents. In addition, a column shows the percentage of times your agents chose RTG as compared to their total number of lead forms. High use of RTG typically indicates necessity for training around capturing email addresses.

Agent Productivity Details

Uptime	The total amount of time that an agent is logged into the Hub.
Occupancy	Total percentage of Available Time spent In a Call and in Wrap Up statuses (elapsed time between call disconnect and a call result being selected by the agent). This metric will fluctuate widely depending on your business type – resort, vacation rental, or call center. Review this metric relative to your abandoned rates and average speed to answer in order to determine if staffing levels should be adjusted.
Available	Indicates the amount of time an agent was in an available status including Ready, In a Call and Wrap Up.
Unavailable	Indicates the amount of time an agent was in an unavailable status including Away, Project, Break, Lunch and Training.

% Unavailable	Close attention should be paid to the amount of time an agent spends in an unavailable status as compared to their total uptime. Unavailable statuses can be used by agents to avoid handling calls and ultimately results in higher abandon rates and speeds to answer.
Requeue	Requeue indicates how many requeues an agent had during the month of the report. A requeue occurs when an agent is presented with a call, does not answer the call within the amount of time indicated in the Max Agent Answer Time field, and the call is delivered back into the queue and delivered to another agent.

Lead Call Volume and Abandon Rates

Hub Abandoned	Calls where a press option was selected that took the caller to the Hub, the caller then hung up before they were answered in the Hub.
Abandoned No Agents	Calls where a press option was selected that took the caller to the Hub, and they hung up while there were no agents signed into the Hub.
Abandoned On Hold	These are calls that were initially answered in the Hub, placed back on hold and hung up.
Abandoned V/Mail during Hours	Calls that were delivered to the Hub, went to voicemail after reaching the maximum hold time, and hung up while the voicemail prompt was playing.
Presented Total	Indicates Hub presented calls.
Average Abandon Duration	The average length of time a caller will hold (minutes) before abandoning; note this average calculation does not include the "Abandon On Hold" status.
Abandoned Rate %	The average percentage of "Total Abandon" calls divided by the "Presented Total."