STUDIO Customer Performance Reports

Reporting Period: November 1, 2023 - November 30, 2023

Key Metric	Definition	Outcome/Findings
Customer satisfaction (CSAT)	CSAT measures our customer's overall experience using the SingFit STUDIO platform.	This month, we had 0 customers who completed a customer satisfaction survey. However, based on this quarter's user testing (Q4), 85% of users were satisfied or very satisfied with the product (N=20).
Number of inquiries received	This metric represents the total number of inquiries we received about the platform (e.g., general usage, technical issues, account assistance, feedback, billing).	This month, we received 0 inquiries.
Average response time (ART)	ART measures the average time recorded between our customers and support team.	This month, there is no ART data to report as there were no inquiries.
First-contact resolution (FCR):	FCR measures the percentage of customer inquiries or issues resolved right at the first interaction.	This month, there is no FCR data to report as there were no inquiries.
Time to full resolution	This metric tracks the average time it takes to resolve customer issues.	This month, there is no full resolution data to report as there were no inquiries.

Additional Comments:

Data remains low due to the platform only being launched a few months ago (Summer 2023). We anticipate an increase in data in the coming months as our customer base continues to grow.