Autotask®

TOP 10
KPIs

IT Service Providers Should be Tracking

OVERVIEW

There's a lot of noise about measurement, accountability and using data to make better decisions, everyone has a theory about how you should be doing it. We are cutting through the noise with our guide to the **10 most important key performance indicators (KPIs)** to prioritize and achieve business objectives.

Tracking critical metrics helps with prioritizing and achieving SLA objectives. Based on Autotask data and expertise, we have determined the 10 most important KPIs to help service providers **identify the metrics that will make a positive impact** on business growth and profitability.

The ability to make fact-based decisions regarding the strength of your business is crucial to success.

01

CUSTOMER SATISFACTION SCORE

Nothing will provide greater insight into what's working and what needs improvement.

TAKE ACTION

Only 15% of IT Service Providers conduct annual business reviews for clients. Use this opportunity to asses satisfaction gaps and offer new solutions to meet your clients needs.

SLA AND SURVEY SUMMARY

3 First Response Overdue
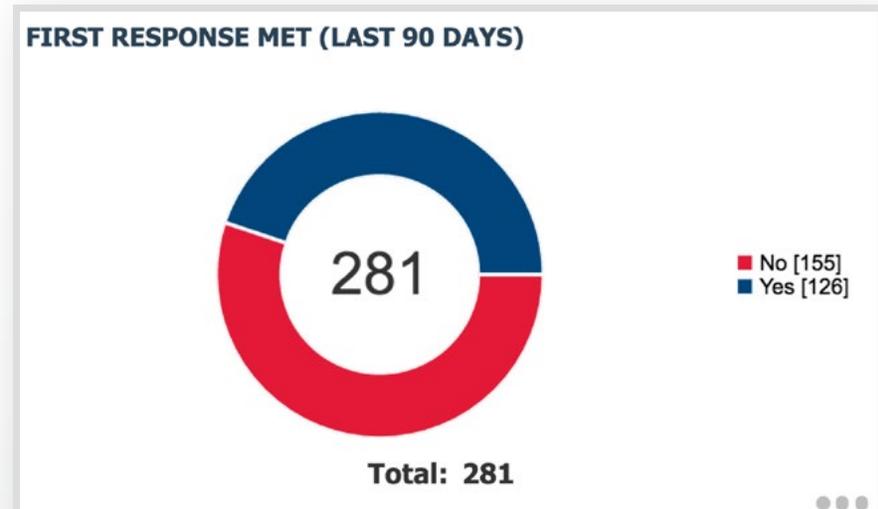
5 First Response Due in < 1 hour

3.82 Avg Survey Score

02

SERVICE RESPONSE

When it comes to providing support to clients, **the ability to meet promised response and resolution timeframes is crucial.** Solid Service Level Agreement (SLA) performance means a strong brand and an ability to retain clients.

FIRST RESPONSE MET (LAST 90 DAYS)
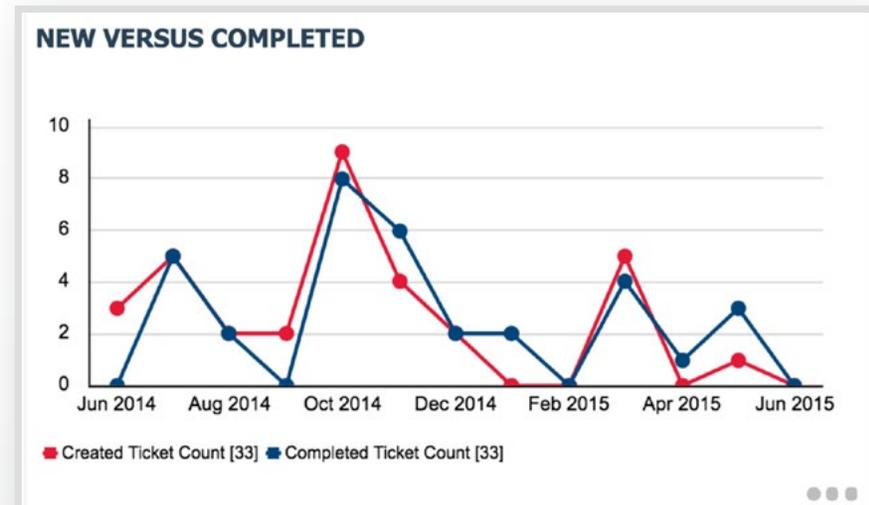
281

- No [155]
- Yes [126]

Total: 281

03

OPEN BACKLOG TRENDS OVER TIME

Monitoring backlog volume and balances over time makes it easier to:

- Identify and correct systemic issues
- Get ahead of problem areas
- Improve processes
- Reduce the risk of missing SLAs

NEW VERSUS COMPLETED

■ Created Ticket Count [33] ■ Completed Ticket Count [33]

04

NEWLY DISCOVERED DEVICES

To know if you are meeting your managed service targets, measure newly found assets, what is being applied to a contract and what is being reviewed for inclusion. **This will allow you to achieve incremental growth.**

NEW DEVICES WAITING CONTRACT REVIEW

Total: 51

| Device	Value
Printer	~7
Server	~14
Laptop	~30

05

PROJECT STATUS

How you deliver projects is core to your service portfolio. Track projects to determine which ones are behind or ahead of schedule. Prioritize tasks that are due this week and **uncover which projects are at risk** so you can proactively address issues and get things back on track quickly.

TASKS DUE THIS WEEK BY STATUS

Total: 29
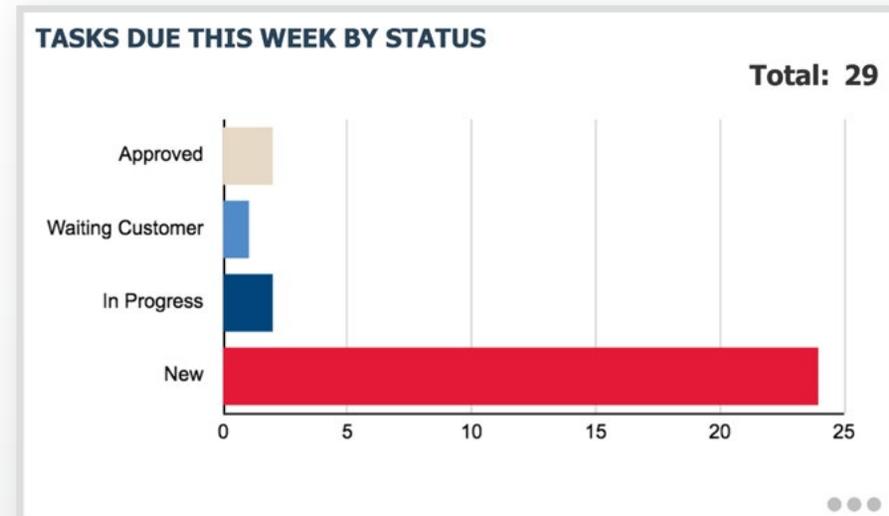
06

SALES PIPELINE

To ensure cash flow and plan for the future, **you need insight into your sales opportunities for the next 30, 60 and 90 days** — and to know exactly what's at risk, what's likely to close and when.
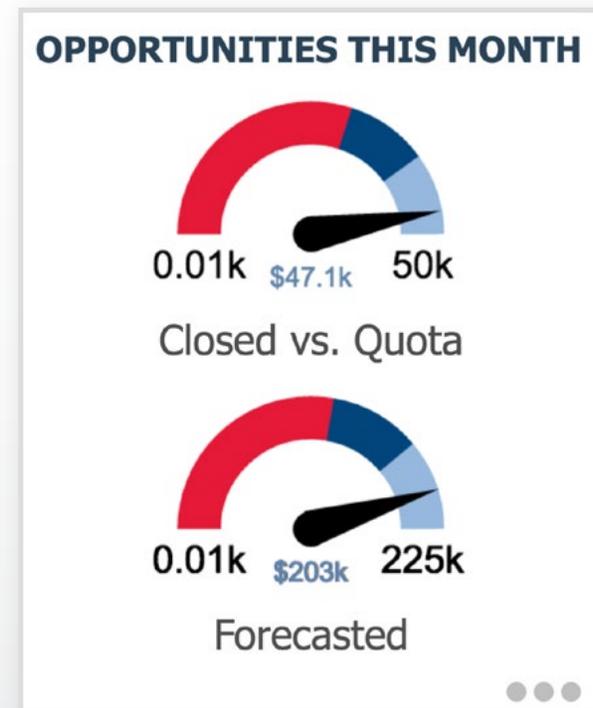
07

SALES WIN / LOSS ANALYSIS

Once you have a good view of your sales pipeline, it's time to understand what deals you won and lost and why. Drilling down to actual revenue outcome and the reason why the deal closed or didn't will help you **refine your sales approach and build a repeatable sales process** to secure more opportunities.

OPPORTUNITIES LOST THIS MONTH BY REASON

$34.4k

■ Timing [$25,460.00]
■ Feature [$8,927.00]

Total: $34,387.00

08

PROFITABILITY

You need to know exactly where you are making money and where you are losing it. This is especially important for recurring or managed services contracts because **underlying costs can significantly impact your profitability.**

Consider looking at profitability by customer, contract and service offering to gain an even more accurate understanding of your total profitability.
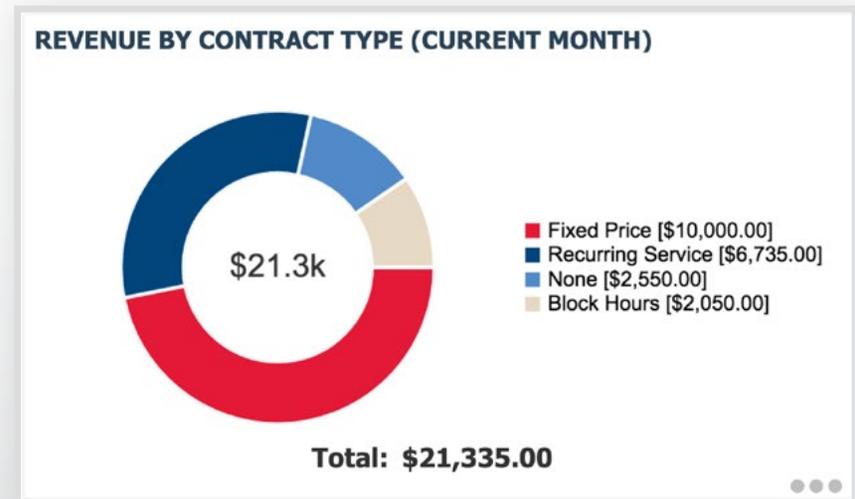
MOST PROFITABLE ACCOUNT...

Total: $18,887.78

ABLE Manufacturing HQ	**$14,324.78**
Integrated Providers	**$1,870.00**
Other	**$1,113.00**
A1 Facilities Management	**$795.00**
TopDog	**$395.00**
Clarotech	**$390.00**

PROFITABILITY BY MONTH

Avg: -
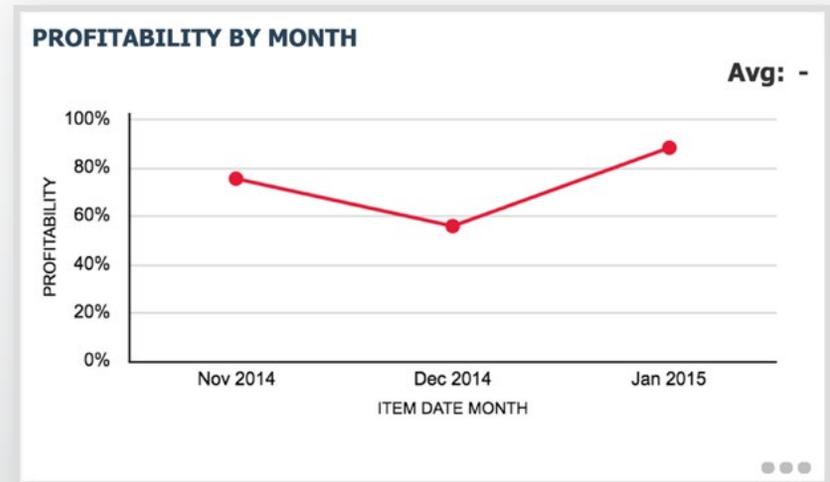
09

BILLABLE REVENUE

Accurately capturing and tracking billable and non-billable time is essential for managing resources, analyzing and updating pricing and **understanding if contracts are profitable or not.**

AMOUNT POSTED

$21,335
Current Month

$16,185
Previous Month

REVENUE BY CONTRACT TYPE (CURRENT MONTH)

$21.3k

- Fixed Price [$10,000.00]
- Recurring Service [$6,735.00]
- None [$2,550.00]
- Block Hours [$2,050.00]

Total: $21,335.00

10

BILLABLE TIME

The ability to track employees' utilization rates against targets at any time not only gives instant insight into current performance versus projections, it can **have an immediate impact on how you schedule resources going forward.** Try to meet or exceed your target utilization to ensure profitability.

ACTIONABLE INSIGHT

Lost hours = money on the table. Even at the low end, 1 lost hour = 6 hours/week x $100/hour x 48 wks/year = $28,800/year lost revenue.

MY HOURS WORKED THIS W...

11.8
Worked (Total)

7.25
Billable

THE BIG TAKEAWAYS

Here's what to consider when developing KPIs that make sense for your organization to track:

01 **Start by determining what KPIs are most critical to your business.** Think about the things that contribute directly to your business goals: revenue, customer retention, labor cost, efficiency, service level compliance, etc. Measure these monthly and hold stakeholders accountable.

02 **Measure both operational (real time) and trending (long term) performance.** Operational data will tell you what's going on and keep things running smoothly – but trending data will provide guidance on strategic decisions that can change the game.

03 **Treat your standard metrics like a focus group.** This will tell you where to focus additional analysis. General reports often tell you "what" happened, but not "why." Once you see a problem, go deeper and identify the underlying cause.

04 **Focus heavily on customer-oriented metrics.** Maintaining customer satisfaction will naturally influence your team to focus on the right priorities.

05 **Purchase an IT Business Management Solution that does the heavy lifting for you.** When you run your business on a single platform that optimizes all of your critical business functions, you can more effectively and efficiently measure the KPIs that are key to your organization's success.

CONCLUSION

By strategically aligning KPIs to grow revenues and improve service delivery, service providers can enhance customer experience and prioritize IT services by business criticality and impact. Once you're managing IT services as services, not as technical entities, you set yourself up for growth and profitability.

For more recommendations on tracking key metrics for your IT Services business, check out our Gartner research:

Top 10 IT Service Management Next Practices ›

Autotask can help you more effectively and efficiently measure what you manage and:

- Find the opportunities for growth
- Uncover top demand drivers
- Improve profitability
- Pay attention to the right business health metrics

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