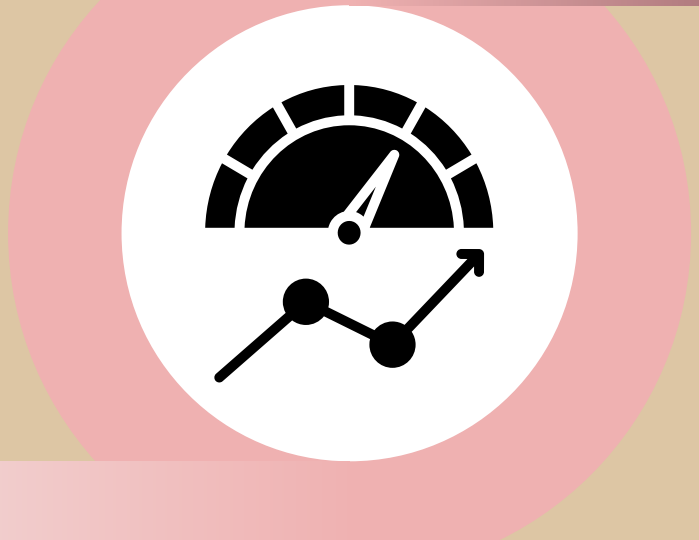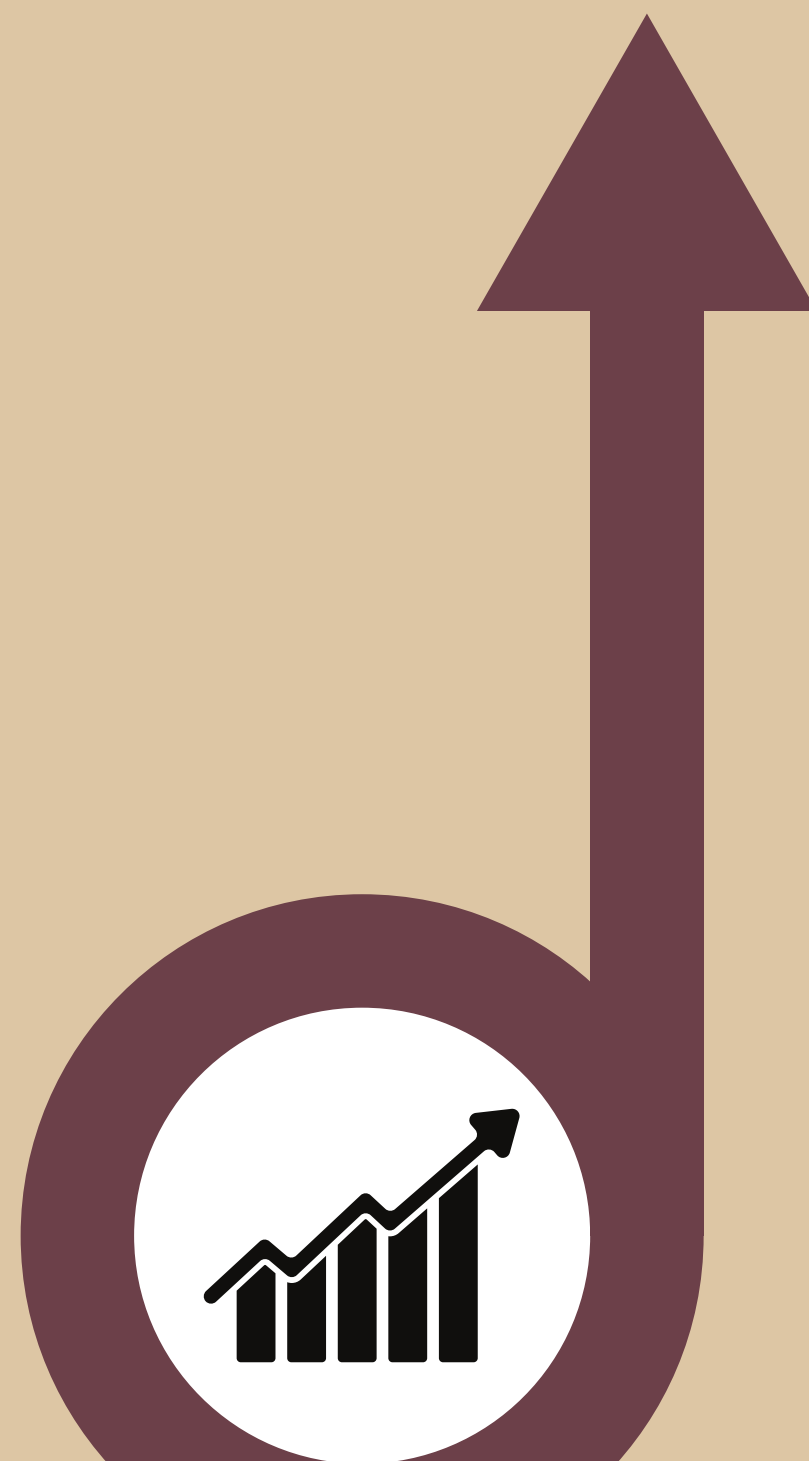# MEASURING YOUR DIGITAL CS PROGRAM

Automation is not a magic button for increased retention, reduced churn, and higher growth. But it is a long-term solution to accomplish those goals.

So what does the path look like to get there, and what should you measure along the way?

4. Retention & Growth

Long-term strategic goals like NRR, churn rate, and expansion revenue. Everything on the path should lead you in this direction.

3. Intermediary Measures

TTO, TTV, NPS, CSAT, cost to serve. These chameleon metrics sometimes look like leading indicators, sometimes lagging. How does digital engagement impact these, and how do these impact top line KPIs?

2. Product Usage

Are customers using the "sticky" product features you want them to be? How about before versus after messaging about its functionality?

1. Engagement

Are your customers even looking at your content? Engagement metrics like email open, click, bounce, & unsubscribe rates, in-app views & clicks vs. dismisses, & video view time.