



# **The Sales and Customer Service KPI Dictionary: 220+ Key Performance Indicator Definitions**

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By assembling the first comprehensive dictionary of Key Performance Indicators (KPIs) for Sales and Customer Service, The KPI Institute provides professionals a useful resource for novices and experts alike. It can be used in the early stages of implementing a performance management framework, in the process of selecting and documenting KPIs, but also to improve an existing performance measurement system. The KPI taxonomy presented in the dictionary covers all major components of the Sales and Customer Service departments.

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