Data Cloud KPI Examples

Category	KPI	KPI Calculation	Description	ROI	ROI Calculation
Sales metrics	New Sales Revenue: % ↑	(Total Revenue from New Sales / Total Sales Revenue) * 100	Total sales generated, maximized by personalized approaches and efficient pipelines via data.	$ New Revenue from Business Growth	(New Total Sales Revenue) - (Previous Total Sales Revenue)
Sales metrics	Win Rate: % ↑	(Number of Won Deals / Total Number of Deals (Won + Lost)) * 100	Percentage of sales opportunities converted into wins, improved by data-driven lead qualification.	$ Customer Acquisition Revenue	(Increase in Won Deals) x (Average Revenue Per Deal)
Sales metrics	Sales Deal Closure Time: % ↓	((Old Avg Time – New Avg Time) ÷ Old Avg Time) × 100	Duration from sales initiation to deal closure, accelerated by streamlined processes.	$ Accelerated Revenue from Sales Cycles	(Time Saved Per Deal) x (Number of Deals) x (Average Revenue Per Deal)
Sales metrics	Sales Productivity: % ↑	(Total Sales Revenue / Number of Sales Representatives) or (Number of Deals Won / Number of Sales Representatives)	Output per sales representative (e.g., deals, revenue), boosted by automation & insights.	$ Sales Team Productivity Gains	(Increase in Deals/Revenue Per Rep) - (Cost of Sales Tools/Automation)
Sales metrics	Forecast Accuracy: % ↑	100 – (|Forecast – Actual| ÷ Actual × 100)	Closeness of predicted sales to actual sales, enhanced by AI-driven predictive analytics.	$ Optimized Resource Allocation Savings	(Value of Improved Inventory/Resource Management) + (Value of Avoided Missed Opportunities)
Sales metrics	Customer Satisfaction (Sales Process): % ↑	(Number of Satisfied Customers with Sales Process / Total Number of Surveyed Customers) * 100 (often measured via surveys)	Client happiness throughout the sales journey, enhanced by personalized interactions from unified profiles.	$ Customer Loyalty & Referral Revenue	(Value of Retained Customers from Satisfaction) + (Value of Referred Customers)
Sales metrics	New Rep Ramp Time: % ↓	((Old Ramp Time – New Ramp Time) ÷ Old Ramp Time) × 100	Time taken for new sales reps to become fully productive, shortened by automated training & accessible knowledge.	$ Faster ROI on New Talent	(Days Saved in Ramp Time) x (Daily Cost of Unproductive Rep Time)
Sales metrics	Cross-sell & Up-sell Revenue: % ↑	(Revenue from Cross-sell & Up-sell / Total Sales Revenue) * 100	Additional revenue from existing clients via higher-value or complementary products, driven by data insights.	$ Revenue Growth from Existing Customers	(Additional Revenue from Up-Sell/Cross-Sell) - (Marketing/Sales Cost for Campaigns)
Sales metrics	% of Complete Customer Profiles: % ↑	(Number of Customer Profiles with All Required Fields Complete / Total Number of Customer Profiles) * 100	Percentage of customer profiles with all key data points filled, streamlined by automated data capture.	$ Enhanced Sales & Marketing Effectiveness Gains	(Increased Revenue from Better Targeting) - (Cost of Data Capture Tools)
Sales metrics	Propensity to Buy: % ↑	(Likelihood Score based on customer behavior, demographics, and historical data - often a model output)	Likelihood of a client making a purchase, identified by predictive analytics on unified data.	$ Improved Conversion Rate Revenue	(Increase in Conversion Rate of High-Propensity Leads) x (Average Revenue Per Sale)

Data Cloud KPI Examples

Category	KPI	KPI Calculation	Description	ROI	ROI Calculation
Sales metrics	Propensity to Churn: % ↓	(Likelihood Score based on customer behavior, usage patterns, and historical data - often a model output)	Likelihood of a client discontinuing service, flagged by predictive models to enable proactive retention.	$ Customer Retention Revenue	(Number of Customers Whose Churn Was Prevented) x (Average Revenue Per Customer)
Sales metrics	Likelihood to Respond to Promotion: % ↑	(Likelihood Score based on historical response rates to similar promotions, customer segments, and demographics)	Likelihood of clients engaging with a given promotion, optimized by personalized offers via segmentation.	$ Promotional Campaign Revenue	(Additional Sales from Engaged Customers) - (Cost of Promotion)
Sales metrics	Time to Activate Segments: % ↓	((Old Activation Time – New Activation Time) ÷ Old Activation Time) × 100	Time from identifying a segment to activating it for sales partners, streamlined by automation.	$ Faster Lead-to-Conversion Revenue	(Increase in Conversion Rate due to Speed) x (Number of Leads Activated) x (Average Revenue Per Sale)
Marketing metrics	Overall Marketing ROI: % ↑	((Revenue Generated from Marketing - Marketing Spend) / Marketing Spend) * 100	The total return on marketing investment, optimized by integrated data and performance tracking.	$ Marketing Profitability Optimization	(Total Revenue Attributed to Marketing - Total Marketing Spend) / Total Marketing Spend
Marketing metrics	Marketing-Led/Influenced Growth: % ↑	(Revenue from Marketing-Led or Marketing-Influenced Deals / Total Revenue) * 100	Revenue directly or indirectly driven by marketing efforts, accurately attributed via unified data.	$ Marketing Contribution to Overall Growth	(Marketing-Attributed Revenue) - (Previous Marketing-Attributed Revenue)
Marketing metrics	New Business Acquisition: % ↑	(Number of New Customers Acquired / Total Number of Customers) * 100	Growth in revenue or customer count from newly acquired clients, accelerated by lead scoring and nurturing.	$ Customer Base Expansion Revenue	(Number of New Customers Acquired) x (Average Revenue Per New Customer)
Marketing metrics	B2B Lead Volume: % ↑	(Total Number of Qualified B2B Leads Generated)	Number of qualified business leads generated, boosted by targeted campaigns and automation.	$ B2B Sales Pipeline Revenue Growth	(Increase in Qualified B2B Leads) x (Estimated Value Per Lead)
Marketing metrics	Customer Acquisition Cost (CAC): % ↓	(Total Sales and Marketing Costs / Number of New Customers Acquired)	Cost to acquire a new customer, reduced by efficient targeting & optimized ad spend.	$ Reduced Customer Acquisition Cost (CAC)	(Previous CAC - New CAC) x (Number of New Customers Acquired)
Marketing metrics	Customer Engagement: % ↑	((New Engagements – Old Engagements) ÷ Old Engagement)	Level of customer interaction with brand content across channels, driven by personalized experiences.	$ Brand Equity & Future Purchase Value	(Increase in Engaged Users) x (Estimated Value Per Engagement)
Marketing metrics	Marketing Analytics & Reporting Efficiency: % ↑	(Time Saved on Reporting + Accuracy of Reports / Resources Used for Analytics)	Speed and accuracy of marketing data analysis & report generation, streamlined by data integration.	$ Marketing Campaign Optimization Savings	(Hours Saved on Analytics/Reporting) x (Average Marketing Analyst Hourly Cost)
Marketing metrics	Ad Spend Optimization: % ↑	(Increase in ROI or Decrease in CPA for Ad Campaigns)	Effectiveness of advertising budget allocation, improved by real-time performance insights & AI bidding.	$ Optimized Ad Spend & ROAS Gains	(Increase in ROAS or Decrease in CPA) x (Total Ad Spend)

Data Cloud KPI Examples

Category	KPI	KPI Calculation	Description	ROI	ROI Calculation
Marketing metrics	Customer Lifetime Value (CLTV): % ↑	(New APV × New PF × New Lifespan) – (Old APV × Old PF × Old Lifespan)) ÷ (Old APV × Old PF × Old Lifespan) × 100	Total revenue expected from a customer over their relationship, maximized through personalized nurturing.	$ Increased Customer Lifetime Value (CLTV)	(Increase in CLTV) x (Total Number of Customers)
Marketing metrics	Conversion Rate: % ↑	(Number of Conversions / Total Number of Visitors or Interactions) * 100	% of website visitors or leads completing a desired action, optimized via personalized journeys.	$ Marketing Campaign Revenue	(Increase in Converted Customers) x (Average Revenue Per Conversion)
Marketing metrics	Click-Through Rate (CTR): % ↑	(Number of Clicks / Number of Impressions) * 100	% of users clicking on a specific link or CTA, boosted by content optimization.	$ Traffic Efficiency & Campaign ROI	(Increase in Qualified Clicks) x (Estimated Value Per Click)
Marketing metrics	Customer Satisfaction: % ↑	(Number of Satisfied Customers / Total Number of Surveyed Customers) * 100 (often measured via surveys)	Overall client happiness with brand interactions, enhanced by consistent, personalized messaging.	$ Customer Loyalty & Word-of-Mouth Revenue	(Value of Retained Customers from Satisfaction) + (Value of Referred Customers)
Marketing metrics	Customer Loyalty: % ↑	(Repeat Purchase Rate or Net Promoter Score (NPS) / Total Customers) * 100	Degree to which customers remain committed to the brand, fostered by personalized programs.	$ Customer Lifetime Value & Repeat Business Revenue	(Number of Loyal Customers) x (Average Increase in CLTV due to Loyalty)
Marketing metrics	Customer Churn Rate: % ↓	(Number of Churned Customers / Total Number of Customers at Start of Period) * 100	% of customers ceasing business, mitigated by predictive analytics.	$ Revenue Retained via Customer Retention	(Number of Customers Retained due to Marketing Efforts) x (Average Revenue Per Churned Customer)
Service & Support Metrics	Customer Service ROI: % ↑	((Value Generated by Service (e.g., Retention, Upsell) - Cost of Service) / Cost of Service) * 100	Overall financial return on service investments, optimized through efficiency and value creation.	$ Service Operations Profitability	(Total Value Generated by Service - Total Service Costs) / Total Service Costs
Service & Support Metrics	CSAT, CES, or NPS: % ↑	CSAT (Customer Satisfaction Score): (Number of Satisfied Customers / Total Responses) * 100. CES (Customer Effort Score): Average score on a scale (e.g., 1-7) for ease of interaction. NPS (Net Promoter Score): (% Promoters - % Detractors)	Overall customer satisfaction, effort, or loyalty, boosted by personalized, efficient interactions.	$ Enhanced Customer Loyalty & Reduced Churn Value	(Value of Retained Customers from Improved Scores) + (Value of Referred Customers)
Service & Support Metrics	Customer Retention: % ↑	((Number of Customers at End of Period - Number of New Customers Acquired During Period) / Number of Customers at Start of Period) * 100	Percentage of clients retained over time, strengthened by proactive, data-driven service.	$ Customer Lifetime Value Enhancement	(Number of Customers Retained due to Service) x (Average Customer Lifetime Value - CLTV)

Data Cloud KPI Examples

Category	KPI	KPI Calculation	Description	ROI	ROI Calculation
Service & Support Metrics	Customer Churn Rate: % ↓	(Number of Customers Lost During Period / Number of Customers at Beginning of Period) * 100	Percentage of customers discontinuing service, mitigated by proactive service insights.	$ Customer Retention Revenue Protection	(Number of Customers Retained due to Service) x (Average Revenue Per Churned Customer)
Service & Support Metrics	Cross-sell/Upsell Opportunities: % ↑	(Number of Successful Cross-sell/Upsell Deals / Total Identified Opportunities) * 100	New revenue opportunities identified by service/support, driven by comprehensive customer data.	$ Existing Customer Revenue Growth	(Additional Revenue from Service-Identified Opportunities) - (Cost of Training/Tools for Identification)
Service & Support Metrics	Service/Support Costs: % ↓	(Total Cost of Providing Customer Service and Support)	Total operational expenses for service and support, reduced by automation and efficiency.	$ Overall Operational Cost Reduction	(Previous Total Cost - New Total Cost)
Service & Support Metrics	Cost Per Ticket: % ↓	(Total Service/Support Costs / Total Number of Support Tickets)	Average expense to resolve one service ticket, lowered by efficiency & automation.	$ Service Operational Cost Reduction	(Previous Cost Per Ticket - New Cost Per Ticket) x (Total Number of Tickets)
Service & Support Metrics	Service Agent Productivity: % ↑	(Number of Cases Resolved per Agent / Time Period) or (Customer Satisfaction Scores per Agent)	Agent efficiency in handling cases, improved by data access & automated tools.	$ Agent Productivity & Capacity Gains	(Increase in Cases Handled Per Agent) x (Average Revenue/Value Per Case)
Service & Support Metrics	Average Handle Time (AHT): % ↓	(Total Talk Time + Total Hold Time + Total After-Call Work Time) / Total Number of Handled Interactions	Average time spent on each customer interaction, shortened by efficient data access & automation.	$ Agent Productivity & Efficiency Savings	(Time Saved Per Interaction) x (Total Interactions) x (Average Agent Hourly Cost)
Service & Support Metrics	Case Resolution Time: % ↓	((Old Average Time from Case Creation to Case Resolution – New Average Time from Case Creation to Case Resolution) ÷ Old Average Time from Case Creation to Case Resolution) × 100	Overall time to resolve a service case, accelerated by data-driven insights & automation.	$ Agent Efficiency & CX Value	(Hours Saved Per Case) x (Number of Cases) x (Average Agent Hourly Cost)
Service & Support Metrics	First Contact Resolution (FCR): % ↑	(Number of Cases Resolved on First Contact / Total Number of Cases) * 100	Cases resolved on the first interaction, enhanced by comprehensive data access.	$ Reduced Repeat Contacts & CX Savings	(Increase in FCR Cases) x (Average Cost of Subsequent Contacts)
Service & Support Metrics	Case Handling Time: % ↓	(Time an Agent Spends Actively Working on a Case)	Actual time spent by agent on a single case, optimized by quick data retrieval & automation.	$ Increased Agent Capacity & Cost Savings	(Hours Saved Per Case Handling) x (Number of Cases) x (Average Agent Hourly Cost)
Service & Support Metrics	Escalation Rate: % ↓	(Number of Escalated Cases / Total Number of Cases) * 100	Percentage of cases requiring higher-level support, reduced by empowering agents with data.	$ Complex Case Resolution Cost Savings	(Number of Avoided Escalations) x (Average Cost Difference of Escalated Case)
Service & Support Metrics	Case Backlog: % ↓	(Number of Open Cases Awaiting Resolution)	Number of pending service cases, minimized by improved efficiency & predictive insights.	$ Improved Service Delivery Efficiency Savings	(Value of Cases Moved from Backlog) - (Cost of Maintaining Backlog)

Data Cloud KPI Examples

Category	KPI	KPI Calculation	Description	ROI	ROI Calculation
Service & Support Metrics	Digital Resolution Rate: % ↑	(Number of Cases Resolved Through Digital Channels / Total Number of Digital Cases) * 100	Percentage of cases resolved via digital channels (chat, email), enabled by integrated platforms.	$ Channel Shift Cost Savings	(Number of Cases Resolved Digitally) x (Cost Difference between Digital vs. Voice Resolution)
Service & Support Metrics	Self-Service Deflection Rate: % ↑	(Number of Issues Resolved by Self-Service / Total Number of Potential Support Interactions) * 100	Percentage of issues resolved by customers using self-service options, driven by accessible knowledge bases.	$ Support Cost Savings	(Number of Cases Deflected) x (Average Cost of Agent Interaction)
Service & Support Metrics	Manual Alert Time: % ↓	(Old Average Time to Manually Identify Issues – New Average Time to Manually Identify Issues) ÷ Old Average Time to Manually Identify Issues) × 100	Time spent sending alerts to customers, reduced by automated notifications.	$ Operational Cost Savings & Communication Efficiency	(Hours Saved in Alerting) x (Average Agent Hourly Cost)
Service & Support Metrics	Service Case Volume: % ↓	(Total Number of Service Cases Received)	Number of incoming service requests, reduced by proactive data insights.	$ Operational Efficiency & Cost Reduction	(Previous Case Volume - New Case Volume) x (Average Cost Per Case)
Analytics & BI Metrics	Data Prep Time Saved: % ↓	(Hours Saved on Data Preparation Tasks)	Time spent cleaning and preparing data, automated and unified by the data cloud.	$ Time Savings & Quicker Insights Value	(Hours Saved on Data Prep) x (Average Analyst Hourly Cost)
Analytics & BI Metrics	User Adoption: % ↑	(Number of Active Users / Total Number of Potential Users) * 100	Percentage of target users actively utilizing analytics tools, driven by accessible data.	$ Data Utilization & Strategic Insights Value	(Increase in Active Users) x (Estimated Value Per Active User/Decision)
Analytics & BI Metrics	Reporting Time Saved: % ↓	(Hours Saved on Generating Reports)	Time spent generating reports, automated and streamlined by direct data access.	$ Analytical Time Savings	(Hours Saved on Reporting) x (Average Analyst/Manager Hourly Cost)
Analytics & BI Metrics	User Satisfaction: % ↑	((New Satisfaction Score – Old Satisfaction Score) ÷ Old Satisfaction Score) × 100	User happiness with data accessibility and tool usability, enhanced by a unified data platform.	$ Productivity Gains & Reduced Friction Savings	(Increase in Satisfaction Score) x (Estimated Value of Improved User Experience)
Analytics & BI Metrics	Efficiency of Analysis: % ↑	(Time Saved on Analysis + Accuracy of Insights / Resources Used for Analysis)	Speed and depth of analytical processes, accelerated by ready-to-use data.	$ Faster Insights & Problem Resolution Value	(Reduction in Time for Key Analyses) x (Average Analyst Hourly Cost)
Analytics & BI Metrics	Decision-Making Time: % ↓	((Old Average Time to Decision – New Average Time to Decision) ÷ Old Average Time to Decision) × 100	Time taken to make key business decisions, reduced by immediate access to relevant data.	$ Agile Market Response & Opportunity Gains	(Hours Saved on Decision-Making) x (Estimated Value Per Timely Decision)
Analytics & BI Metrics	% Data-Driven Decisions: % ↑	(Number of Decisions Based on Data / Total Number of Decisions) * 100	Percentage of decisions explicitly based on analytical insights, fostered by reliable data.	$ Increased Business Initiative Success Value	(Increase in Data-Driven Decisions) x (Average ROI of a Data-Driven Decision)

Data Cloud KPI Examples

Category	KPI	KPI Calculation	Description	ROI	ROI Calculation
Analytics & BI Metrics	Decision Accuracy/Confidence: % ↑	(Percentage of Correct or Successful Decisions)	Reliability and conviction in business choices, strengthened by trusted data and insights.	$ Reduced Risk & Improved Decision Outcome Value	(Value of Avoided Losses from Inaccurate Decisions) + (Value of Increased Success)
Analytics & BI Metrics	Reduction in Data Requests: % ↓	(Decrease in the Number of Ad-Hoc Data Requests)	Volume of ad-hoc data requests from users, lowered by self-service capabilities.	$ Self-Service Analytics Empowerment Savings	(Number of Reduced Requests) x (Average Time/Cost Per Request)
Analytics & BI Metrics	Value of Identified Opportunities: % ↑	(Monetary Value of New Business or Efficiency Gains Identified)	Monetary gain from new trends or opportunities discovered, enabled by advanced analytics on comprehensive data.	$ Revenue Gains from Strategic Insights	(Revenue from Identified New Opportunities) - (Cost of Analytics Solution)
Analytics & BI Metrics	Prediction/Forecast Accuracy: % ↑	100 – (|Forecast – Actual| ÷ Actual × 100)	Closeness of predictions to actual outcomes, improved by robust data and modeling.	$ Resource Allocation & Risk Mitigation Savings	(Value of Improved Resource Allocation/Inventory Management) + (Value of Avoided Losses due to Better Forecasts)
Analytics & BI Metrics	Proactive Decision-Making: % ↑	(Number of Proactive Decisions Made / Total Decisions) * 100	Percentage of decisions made in anticipation of future events, powered by predictive insights.	$ Future Trend Capitalization & Threat Mitigation Value	(Value of Proactively Seized Opportunities) + (Value of Proactively Avoided Threats)
Agentforce & AI Metrics	Topic Use: % ↑	(Frequency or Volume of Usage for Specific Topics or Features)	Frequency of specific knowledge topics being launched and utilized, indicating effective content relevance.	$ Increased Self-Service Savings	(Increase in Self-Service Cases for Topic) x (Average Cost of Agent Interaction)
Agentforce & AI Metrics	Actions Usage: % ↑	(Frequency or Volume of Usage for Specific Actions within a System)	Usage frequency of different actions within AgentForce, reflecting efficiency gains from automation.	$ Agent Time Savings & Task Acceleration	(Increase in Automated Actions) x (Average Time Saved Per Action) x (Average Agent Hourly Cost)
Agentforce & AI Metrics	User Adoption: % ↑	(Percentage of Users Actively Using a System or Feature)	Number of active users regularly engaging with AgentForce, showing platform value & accessibility.	$ Self-Service Efficiency & Knowledge Empowerment Value	(Increase in Active Users) x (Estimated Value Per Engaged User)
Agentforce & AI Metrics	Session Engagement: % ↑	((New Avg Session Duration – Old Avg Session Duration) ÷ Old Avg Session Duration) × 100	Detailed metrics reflecting user interaction per session, indicating effective problem-solving flows.	$ Enhanced User Experience & Problem Resolution Gains	(Increase in Productive Sessions) x (Estimated Value of Smooth Interaction)
Agentforce & AI Metrics	Time Before Escalation: % ↓	((Old Average Time Before Escalation – New Average Time Before Escalation) ÷ Old Average Time Before Escalation) × 100	Duration users interact with AgentForce before needing human help, demonstrating automated resolution capability.	$ Reduced Agent Involvement & Faster Issue Resolution Savings	(Time Saved Before Escalation) x (Number of Escalations Prevented) x (Average Agent Hourly Cost)
Agentforce & AI Metrics	Engagement Status: % ↑ (Positive)	(Score indicating the level of positive user engagement)	Status of user engagement with agents (e.g., resolved, in progress), indicating effective interactions.	$ Improved CX & Service Efficiency Gains	(Increase in Positive Engagement Outcomes) x (Estimated Value of Positive Interaction)

Data Cloud KPI Examples

Category	KPI	KPI Calculation	Description	ROI	ROI Calculation
Agentforce & AI Metrics	Number of Messages: % ↓	(Total Number of Messages Exchanged for a Specific Interaction or Process)	Total messages exchanged in conversations, optimized for concise, efficient interactions.	$ Reduced Interaction Time & Clarity Gains	(Reduction in Messages Per Resolved Case) x (Average Agent Time Per Message) x (Average Agent Hourly Cost)
Agentforce & AI Metrics	Messages Before Escalation: % ↓	((Old Avg Messages Before Escalation – New Avg Messages Before Escalation) ÷ Old Avg Messages Before Escalation) × 100	Messages exchanged before human intervention, highlighting efficient self-service.	$ Reduced Agent Handling Time & Faster Resolution Savings	(Reduction in Messages Before Escalation) x (Average Agent Time Per Message) x (Average Agent Hourly Cost)
Agentforce & AI Metrics	Case Deflection with Agentforce: % ↑	(Percentage of Interactions that are Successfully Handled Without Requiring Human Intervention)	Percentage of issues resolved without human intervention, showcasing self-service success.	$ Agent Cost Savings & Customer Resolution Speed	(Number of Deflected Cases) x (Average Cost of Agent Interaction)
Agentforce & AI Metrics	Escalation Status: % ↓	(Percentage of Interactions that Require Escalation)	Percentage of conversations requiring human escalation, indicating AgentForce's effectiveness.	$ Reduced Complex Case Costs & Efficiency Savings	(Number of Avoided Escalations) x (Average Cost Difference of Escalated Case)
Agentforce & AI Metrics	Abandonment Status: % ↓	(Percentage of Interactions that are Abandoned by the User)	Percentage of users abandoning conversations with agents, reflecting improved resolution paths.	$ Reduced Loss & Improved Experience Value	(Number of Avoided Abandonments) x (Estimated Value of Retained Customer/Lead)
Agentforce & AI Metrics	Resolution Time: % ↓	((Old Average Resolution Time – New Average Resolution Time) ÷ Old Average Resolution Time) × 100	Overall time to resolve issues, including agent time, accelerated by integrated tools & data.	$ Agent Productivity & Customer Satisfaction Gains	(Time Saved Per Resolution) x (Number of Cases Resolved) x (Average Agent Hourly Cost)
Agentforce & AI Metrics	Number of Off-Topics: % ↓	(Count of Irrelevant or Off-Topic Discussions in a Conversation)	Instances where AgentForce couldn't address queries, highlighting system knowledge gaps.	$ Optimized Agent Time & Self-Service Coverage Savings	(Number of Avoided Off-Topic Cases) x (Average Agent Time Per Off-Topic Case) x (Average Agent Hourly Cost)
Agentforce & AI Metrics	Conversation Quality: % ↑	(Score based on Relevance, Clarity, and Effectiveness of a Conversation)	Inferred quality of interactions, improved by structured guidance and information.	$ Enhanced CX & Agent Effectiveness Value	(Increase in High-Quality Conversations) x (Estimated Value of Positive Interaction)
Agentforce & AI Metrics	Time Savings: % ↑	(Total Hours or Monetary Value of Time Saved Due to a Process or Solution)	Time saved due to automation, calculated by complexity and volume of action usage.	$ Service Team Operational Cost Reduction	(Total Hours Saved by AgentForce Automation) x (Average Agent Hourly Cost)
Agentforce & AI Metrics	Headcount Impact: % ↓	(Reduction in Required Headcount Due to Automation or Efficiency Gains)	Reduction in required agent headcount, directly linked to AgentForce's automation efficiency.	$ Significant Long-Term Operational Savings	(Reduction in Required FTEs) x (Average Fully Loaded Cost Per FTE)
IT Metrics	Developer Productivity: % ↑	(Lines of Code Written, Features Completed, or Bugs Fixed per Developer per Unit Time)	Output and efficiency of developers, enhanced by streamlined tools, APIs, and cloud environments.	$ Accelerated Feature Delivery & Dev Cost Reduction	(Increase in Features/Code Produced) x (Value Per Feature/Code Unit)

Data Cloud KPI Examples

Category	KPI	KPI Calculation	Description	ROI	ROI Calculation
IT Metrics	Application Deployment Time: % ↓	((Old Average Deployment Time – New Average Deployment Time) ÷ Old Average Deployment Time) × 100	Time taken to deploy applications to production, accelerated by CI/CD pipelines & automation.	$ Faster Time-to-Market & Iteration Gains	(Time Saved Per Deployment) x (Number of Deployments) x (Value of Faster Delivery)
IT Metrics	IT Costs: % ↓	(Total Spending on IT Infrastructure, Software, and Personnel)	Overall IT operational and infrastructure expenses, reduced by cloud optimization & automation.	$ Direct IT Budget Reduction	(Previous Total IT Cost) - (New Total IT Cost)
IT Metrics	Threat/Breach Reduction: % ↓	(Decrease in the Number of Security Threats or Breaches)	Frequency and impact of security incidents, minimized by robust security solutions & proactive monitoring.	$ Risk Mitigation & Compliance Cost Avoidance	(Value of Avoided Breach Costs) + (Value of Avoided Downtime from Incidents)
IT Metrics	Business Process Automation Time: % ↓	(Time Saved by Automating Business Processes)	Time to automate critical business processes, accelerated by integrated automation platforms.	$ Operational Efficiency & Automation Gains	(Time Saved in Process Automation) x (Average Hourly Cost of Resources)
IT Metrics	Data Security Efficiency: % ↑	(Effectiveness of Security Measures in Protecting Data, often measured by reduction in incidents)	Effectiveness and speed of protecting and securing data, driven by centralized data governance & security tools.	$ Data Security & Compliance Cost Reduction	(Value of Avoided Data Breach Costs) + (Reduced Compliance Audit Costs)
IT Metrics	Security Solution Efficiency: % ↑	(Effectiveness of Security Solutions in Identifying and Mitigating Threats)	Efficiency gained from implementing out-of-the-box security solutions, reducing manual configuration & maintenance.	$ IT Staff Efficiency & Security Posture Savings	(Hours Saved in Security Management) x (Average IT Security Hourly Cost)
IT Metrics	IT Downtime: % ↓	(Total Time IT Systems or Services are Unavailable)	Duration of system or application unavailability, minimized by robust infrastructure & proactive monitoring.	$ Business Continuity & Revenue Protection	(Hours of Downtime Avoided) x (Estimated Revenue Loss Per Hour of Downtime)
IT Metrics	Unique IT Systems: % ↓	(Number of Distinct IT Systems in Use)	Number of distinct IT systems in the ecosystem, reduced by consolidation & integrated platforms.	$ Reduced Maintenance Costs & Complexity Savings	(Number of Systems Consolidated) x (Average Maintenance/Licensing Cost Per System)
Commerce/eCommerce Metrics	Digital Strategy Execution Time: % ↓	(Time Taken to Implement Key Initiatives within the Digital Strategy)	Time taken to launch new digital strategies/campaigns, accelerated by agile platforms & automation.	$ Competitive Agility & Market Advantage Value	(Time Saved Per Strategy Launch) x (Estimated Value of Faster Market Entry)
Commerce/eCommerce Metrics	YOY Digital Revenue: % ↑	((Current Year Digital Revenue - Previous Year Digital Revenue) / Previous Year Digital Revenue) * 100	Growth in digital revenue compared to the previous year, driven by optimized online channels.	$ Increased Digital Sales & Market Share Revenue	(Current Year Digital Revenue) - (Previous Year Digital Revenue)

Data Cloud KPI Examples

Category	KPI	KPI Calculation	Description	ROI	ROI Calculation
Commerce/eCommerce Metrics	Digital Channel Revenue Shift: % ↑	(Percentage of Total Revenue Generated Through Digital Channels)	Revenue gained by shifting sales from legacy (e.g., offline) to digital channels, enabled by robust eCommerce.	$ Cost-Efficient Digital Revenue Growth	(Revenue Gained by Digital Channel Shift) - (Cost of Digital Channel Development)
Commerce/eCommerce Metrics	Digital Conversion Rates: % ↑	(Number of Conversions on Digital Channels / Total Visitors to Digital Channels) * 100	Percentage of digital visitors completing a desired action (e.g., purchase), optimized by UX & personalization.	$ Increased Sales Efficiency Per Visitor Revenue	(Increase in Converted Visitors) x (Average Revenue Per Conversion)
Commerce/eCommerce Metrics	Legacy Channel Order Costs: % ↓	(Cost Associated with Orders Placed Through Non-Digital/Legacy Channels)	Expenses associated with processing orders through traditional/legacy channels, reduced by digital adoption.	$ Operational Cost Savings Per Order	(Cost Savings Per Order in Legacy Channels) x (Number of Orders Shifted to Digital)
Overall & Employee Engagement Metrics	Response Time: % ↓	((Old Average Response Time – New Average Response Time) ÷ Old Average Response Time) × 100	Time taken to respond to customers, prospects, employees, or partners, accelerated by integrated communication tools.	$ Improved Satisfaction & Issue Progression Value	(Hours Saved in Response Time) x (Number of Responses) x (Value of Timely Response)
Overall & Employee Engagement Metrics	Decision-Making Time: % ↓	((Old Average Decision-Making Time – New Average Decision-Making Time) ÷ Old Average Decision-Making Time) × 100	Time taken to make key organizational decisions, reduced by immediate access to relevant data & insights.	$ Adaptive Business Responsiveness Value	(Hours Saved on Decision-Making) x (Estimated Value Per Timely Decision)
Overall & Employee Engagement Metrics	Resolution Time: % ↓	((Old Average Resolution Time – New Average Resolution Time) ÷ Old Average Resolution Time) × 100	Overall time to resolve issues (e.g., internal tickets, project roadblocks), streamlined by collaborative workflows.	$ Operational Efficiency & Problem-Solving Gains	(Time Saved Per Resolution) x (Number of Resolutions) x (Estimated Value of Resolution)
Overall & Employee Engagement Metrics	Collaboration Effectiveness: % ↑	(Score indicating the Efficiency and Quality of Team Collaboration)	The quality and speed of teamwork and cross-functional collaboration, enhanced by shared platforms & tools.	$ Project Acceleration & Improved Outcome Value	(Value of Accelerated Project Completion) + (Value of Improved Project Quality)
Overall & Employee Engagement Metrics	Employee Engagement: % ↑	(Score or Index Derived from Employee Surveys on Engagement, Satisfaction, and Motivation)	Level of enthusiasm and dedication employees have for their work, fostered by transparent communication & effective tools.	$ Reduced Attrition & Increased Productivity Value	(Value of Reduced Employee Turnover) + (Value of Increased Employee Productivity)
Overall & Employee Engagement Metrics	Employee Productivity: % ↑	(Output per Employee / Input (e.g., hours worked))	Output and efficiency of the workforce, boosted by streamlined processes & reduced manual effort.	$ Optimized Workforce Output & Capacity Value	(Increase in Output Per Employee) x (Average Value Per Unit of Output)