Customer Service Glossary

*Use this document as a foundation for putting together a complete customer service glossary for your support team and entire company.*

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*This document was made with love by the marketing team at* [*Groove*](https://www.groovehq.com/)*. Read the original post about customer service terms, phrases and other lingo* [*here*](https://www.groovehq.com/support/customer-service-glossary)*.*

# A

**Agent:** a member of the support team who is predominantly responsible for solving support tickets and dealing with customer communications in general.

**Application Program Interface (API):** a predefined set of functions and processes that provide the building blocks for creation and/or personalization of applications.

**Average First Response Time:** the average time it takes for your support team to make first contact with a customer after receiving a request.

**Average Handle Time:** the average time it takes your support team to resolve a case completely.

**Average Reply Time:** the average time it takes your support team to get back to a customer (to any communication, not just the first contact).

# B

**Backlog:** the amount of unresolved customer support requests in a particular time frame.

**Benchmarking:** a comparison of agent/company/metrics etc performance versus the performance of other companies, competitors, or widely agreed on indicators.

**Brand:** everything your customers or the general public thinks or knows when they hear your company name.

**Bug:** an issue with your product/service that require the help of your engineering team to resolve.

**Business Hours**: the days and hours when your customers can directly reach your support team.

# C

**Canned Response:** reusable replies to common questions, available for all agents to use—they can usually be inserted with a shortcut or click for saving time.

**Channels:** all the possible ways your customers can reach your support team, for example phone, email, social media, live chat, etc.

[**Churn**](https://www.groovehq.com/support/reduce-customer-churn)**:** the loss of clients or customers over a certain period of time.

**Customer Effort:** the amount of work your customer has to do themselves to resolve an issue. Generally best kept at a low as possible level.

**Customer Experience**: the customer’s opinion of their experience and relationship with your company through various points of their lifecycle.

**Customer Satisfaction (CSAT):** a metric that measures your customers’ general happiness and loyalty with regards to your company.

**Customer Service:** the assistance, advice and information provided by a company to people, businesses etc that use their product or service.

**Cross-selling:** the practice of selling an additional product or service to an already existing customer.

# D

**Downtime:** the time during which your product or service is unavailable for use because of an issue or maintenance.

# E

[**Empathy**](https://www.groovehq.com/support/how-to-develop-empathy)**:** the ability to understand and share others’ feelings—arguably the most important personality trait of any customer support agent.

# F

**Feature:** a specific characteristic of your product or service that satisfies a certain requirement or need for a customer.

**Feedback:** a customer’s opinion of their experience with your company and how you could improve.

**Feedback Loop:** a process that entails gathering customer feedback, take necessary action, and communicate the results back to the customer(s).

**First Contact Resolution Rate (FCRR):** a metric that measures how often your support team resolves cases in a single response.

**Frequently Asked Question(s) (FAQ):** a publicly available collection of the most common questions about your product/service/company, and the answers to them.

# G

**Gamification:** the application of gaming aspects—such as leaderboards, point systems, unlocking achievement, levels, etc—to encourage or guide certain customer behaviors.

# H

Help Desk: a software that companies use to manage their customer support. [Groove](https://www.groovehq.com/), for example.

# I

**In-app Support:** a way to contact customer support directly in your web or mobile application without having to exit it.

# K

**Key Performance Indicator (KPI):** a data-driven goal that helps measure the performance and objectives of an agent or team.

[**Knowledge Base**](https://www.groovehq.com/support/building-knowledge-base)**:** a self-serve online library of everything there is to know about your product or service.

# L

**Lifetime Value:** a prediction of the profit that can be attributed to a customer during their entire lifecycle.

**Live Chat:** a support channel that allows you to have real-time conversations with your customers.

**Loyalty:** the choice of using the product or service provided by a certain company or business over competitors.

# M

[**Metric**](https://www.groovehq.com/support/customer-service-metrics-template)**:** a quantifiable measure that is used to track and assess the status and results of a process or activity.

**Multi-channel Support:** the ability to provide support in more than just one channel.

# N

**Net Promoter Score (NPS):** a measure of how likely your customers are to recommend your product or service to other people.

# O

**Onboarding:** the process that your customers go through when they first start the journey.

**Open Ticket:** the first, default state of a customer support ticket, before being assigned to an agent or dealt with in any way.

**Outsourcing:** including a third party to provide support to your customers on your behalf.

**Overdue Ticket:** a ticket that has not been resolved during the agreed time according to the Service Level Agreement.

# P

**Pending Ticket:** the second stage of a customer support ticket—basically a further research/issue resolving stage before getting back to a customer and closing the ticket.

**Personalization:** attaching names, faces and a generally “human” touch to your customer service process.

**Proactiveness:** an act of taking steps to help control a (negative) situation before it even becomes an issue.

# R

**Reassign:** when a ticket that has been assigned to a certain agent, gets handed over to a different one.

**Resolution Rate:** the percentage of issues your customer support agents actually resolve from the number of total tickets received.

**Retention:** the ability of a company or business to retain its customers over a specified period of time.

[**Review**](https://www.groovehq.com/support/how-to-get-positive-online-reviews)**:** a customer’s publicized opinion about your service, product or company.

# S

[**Service Culture**](https://www.groovehq.com/support/customer-service-team)**:** a collection of shared values, beliefs, and rules of behavior in a company regarding customer support.

**Service Level Agreement (SLA):** a contract between a company and the end user of their product/service that defines the level of service expected by the company.

**Survey:** a questionnaire sent to the customer—generally after resolving the issue—to find out how happy they were with the support they received.

# T

**Ticket:** each individual issue or request raised by a customer that needs a reply or resolution.

**Ticket Status:** every stage of a support ticket during its lifecycle—for example, open, pending, closed, etc.

[**Tone**](https://www.groovehq.com/support/tone-of-voice-in-customer-service)**:** the external expression that conveys your current emotion or attitude, and depends on the situation.

**Troubleshooting:** the process of trying to get to the root cause of an issue in order to resolve it.

# U

**Unassigned Ticket:** a support ticket that has not yet been handed over to a specific support agent.

[**Upselling**](https://www.groovehq.com/support/upselling-techniques)**:** the act of persuading a customer to upgrade or add on to their already existing product or service.

**User error:** an issue that was brought on or caused by the customer as opposed to a faulty product or service.

# V

**Voice:** the steady “personality” of an agent or company that doesn’t change based on current situation.

# W

**Widget:** an application or part of an interface that enables a user to perform a function.