



10 KPI's Every Appliance Service Business Should Track

KPI's or "Key Performance Indicators" are numbers, percentages and the like that tell you how well your business is performing. These KPI's are essential for an entrepreneur or business owner who wants know how the business is performing. These KPI's, when set up and used properly, can tell you if there is are any area of the business that may be in trouble or need some attention. As I have worked with Appliance Service Companies all over the country, I have seen KPI's all over the place. I have categorized these KPI's for the Appliance Service Industry and assign them a low and high rating for comparison purposes.

Take a look at these KPI's below and see how your companies KPI's compare!

Appliance Service Secrets KPI Chart	
CODB (Cost Of Doing Business) *	Low \$50/Hr Avg \$80-\$90/Hr High \$100+ /Hr.
Average Technician Labor Revenue Per Day	Min \$400/Day Avg \$500-\$600/day Excellent \$700+/day
Average Technician Total Service Ticket	Min \$150 Avg \$170-\$180 Excellent \$200+
Call Back Percentage	Max 7% Avg 4%-5% Excellent 3% or lower
1 st Time Completes Ratio	Min 50% Avg 60%-70% Excellent 80%+
Call Completion/Day Ratio	Min 4/day Avg 5/day Excellent 7/day
Labor Cost as a percent of Total Revenue	Max 25% Avg 20%-22% Excellent 18% or lower
Average Days to Complete Call	Max 7 days Avg 4-5 days Excellent 3 days
Gross Margin for COD Service	Low 40% Avg 45%-50% Excellent 60% +
Net Profit	Min 3% Avg 5%-8% Excellent 15%

Should you have any questions or comments about any of these KPI's, I would love to hear from you.

Please email me at info@applianceservicesecrets.com

* If you would like more information on how to determine your CODB, please [Click Here](#) for access to our **CODB calculator** and learn what your Cost of Doing Business is.