# Virtual Assistant KPI Tracking Template

⚠️ Disclaimer: This template is provided for informational purposes only and does not constitute legal advice. Users should adapt it to their business needs and processes.

## How to Use This Template

1. List your virtual assistant’s role and main responsibilities.  
2. Choose 3–5 relevant KPIs from the options provided.  
3. Set realistic benchmarks and update progress weekly or monthly.  
4. Use this document during monthly or quarterly reviews to discuss performance and improvements.

## Virtual Assistant Information

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Role/Type: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Start Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## KPI Categories and Tracking

### 1. Administrative VA KPIs

• Task Completion Rate (%)  
• Calendar Accuracy  
• Data Entry Accuracy (%)  
• Communication Responsiveness (hrs)

### 2. Social Media VA KPIs

• Posts Published per Month  
• Engagement Rate (%)  
• Follower Growth (#)  
• Content Accuracy (revisions required)

### 3. E-commerce VA KPIs

• Order Processing Time (hrs)  
• Inventory Update Accuracy (%)  
• Customer Response Resolution Time (hrs)

### 4. Customer Support VA KPIs

• First Response Time (mins/hrs)  
• Resolution Time per Ticket (hrs)  
• Customer Satisfaction Score (1–5)

### 5. Marketing VA KPIs

• Campaign Completion Rate (%)  
• Leads Generated (#)  
• Reporting Accuracy and Timeliness

### 6. Creative VA KPIs

• Revisions Required per Project (#)  
• Delivery Turnaround Time (days)  
• Quality Rating (1–5)

## KPI Tracking Table

|  |  |  |  |
| --- | --- | --- | --- |
| KPI | Target Benchmark | Actual Performance | Notes/Comments |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
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