

## Examples of Key Performance Indicators - KPI's

<i>Broad categories and example measures ( which could then be split into customer segments and metro vs. country etc )</i>		<i>As indicators of..</i>	
		<i>Current Position</i>	<i>Future Direction</i>
●	<b>Return on assets</b> - at historical cost - last quarter	√	
●	<b>Debt to equity ratio</b>	√	
●	<b>Revenue</b> - \$ total, last month	√	
	- per customer segment ( last month )		√
	- per employee ( last month )	√	
●	<b>Profitability</b> - total ( last month )	√	
	- per product category ( last month )		
	- per customer segment ( last month )		√
●	<b>Sales &amp; promotion :</b>		
-	<i>Sales</i> - by total sales force, last month	√	
	- per sales person, last month		√
	- sales expenses per call / sale / contract	√	
-	<i>Advertising effectiveness</i> - % recall by target audience	√	
	- % correct message registration	√	
-	<i>Call centre</i> - % of incoming calls abandoned, last day		√
	- average customer wait time, last day		√
	- responsiveness to customer needs (researched)	√	
-	<i>Direct mail</i> - % of mailings converted to sales, per region	√	
-	<i>Promotions</i> - cost per enquiry / converted customer		√
●	<b>Market share</b> - of total customer base, cumulative	√	
	last month		√
	- of growing customer segments, last month		√
	- per region, last month		√
●	<b>Customer loyalty</b> - customer satisfaction (eg % excellent rating)	√	
	- customer dissatisfaction (% very dissatisfied )		√
	- corporate image (& reputation - as researched )	√	
	- perceived trustworthiness ( as researched )		√
	- brand equity/strength (eg % recall / recognition )		√
	- providing quick solutions to customer problems	√	
	- customer experiences & opinions ( +ve or -ve )	√	
	- customer intentions eg: to switch in < 3 months )		√
●	<b>Customer perception of "value" provided :</b>		
	- price competitiveness (eg: lowest perceived prices)	√	√
	- quality of service -overall (eg: recommend / not)		√
	- quality of product attribute/s - stated as important		√
●	<b>Product</b> - % aware of benefits ( eg: safety / running costs )		√
	- # of potential products assessed per quarter	√	
	- speed to implement & launch of new products	√	
	- rate of new product "survivals" (as % of proposals)		√
	- reliability of product / returns / complaints		√
●	<b>Distribution channels</b> - total cost / \$ commission - per sale		√
●	<b>Employee safety</b> - eg lost-time injury duration	√	
●	<b>Staff loyalty</b> - retention rate of key people / management		√