

LEADING INDICATORS

INTERNAL

Individual, team, departmental and/or organizational outcomes

Quantity

Quality Ratings
Errors
KPI (key performance indicator) accomplishment

Cost

Unit product line profitability cost
Waste / scrap
Inventory turn rate / cost
Overhead costs

Volume / Production

Production rate/ output
First-call customer service resolutions
Completed projects / initiatives

Efficiency

Average processing time
Speed to proficiency
Speed to market

Compliance

Audit findings
External audit findings
Known incident reports

Employee Satisfaction

Employee engagement
Employee satisfaction
Internal promotions
Regrettable turnover
Re-enlistment rate
Employee job confidence
Employee initiative

Safety

Lost time injuries
“Close calls”
Critical incidents

EXTERNAL

Customer, client, market and/or industry response

Customer Response

Sales volume
New customers
Customer call center usage
Customer attrition
Program participation

Market / Industry Response

External awards and recognition
External “buzz”
Brand perception
Lawsuits and claims
Press commentary

Customer Satisfaction

Customer ratings
Repeat sales
Unsolicited referrals
Compliment-to-complaint ratio

Balance of Quantitative and Qualitative Measurements