

Quick Ref.	Name	Description	Applicable to your business?	KPI Family page number
A1	Admin Effort, Time and Cost	Significant amount of internal administrative activity		page 17
C1	Present Customers Waiting for Service	Live queues for service or 'service on demand'		page 19
C2	Perishable Goods	Wastage, discounting and product condition for businesses selling or using perishable products		page 25
C3	Customer Goods Stored	Safe and accurate management of customer goods and storage capacity on business premises		page 29
C4	Sensitive Customer Data Stored	Security and compliance when storing customer data on business systems		page 35
C5	Bookings & Appointments	Effectiveness of booking process, resource utilisation and management		page 39
C6	Attendance and Ticket Sales	Management of ticket sales, management of event utilisation and optimising event income		page 43
C7	Donations	Request and management of charitable donations		page 51
F1	Financials	Financial management of business or organisation		page 61
H1	Health and Safety	Compliance with Health and Safety regulations and good practice		page 75
HR1	Staff and Payroll	Managing payment and benefits of employees		page 83
HR2	Recruitment	Managing advertising, selection and recruitment of human resources		page 89
I1	Equipment Investment	Investment and equipment performance where business equipment is purchased and leased		page 95
I2	Property Investment	Property investment performance - e.g. private rental property		page 99
I3	Time Investment - New Product Development and Skills	Time invested in new product development or skills development and the outcomes from that investment		page 105
I4	Business Vehicles	Performance of investment in business vehicle(s)		page 109
L1	Service Improvement Activity	Improving operational performance of service organisations		page 113
L2	Production Improvement Activity	Improving operational performance of production organisations		page 119
L3	Contact Centre Improvement Activity	Improving operational performance of contact centres		page 131
M1	Public Reviews	Customers reviewing the businesses publicly, e.g. online, in papers		page 133
M2	Footfall	Passing trade to create customers and generate sales		page 137
M3	Web Marketing	Generating sales leads or awareness through online media (web, social media, email marketing)		page 141
O1	Efficiency - Widget Production	Manufacturing 'things' and want to understand production performance		page 151
O2	Efficiency - Hours	Delivering services by time, and want to understand their performance		page 161
O3	Efficiency - Per Word Billing	Deliver services by the paid word, and want to understand performance		page 165
O4	Efficiency - Contract Services	Understand your performance, where you deliver services for a contract.		page 169



O5	Efficiency - Service Delivery	Service businesses who want to understand their operational performance		page 173
O6	Procurement and Supply	Purchase of significant amounts of goods or services and need to manage the process		page 175
O7	Fulfilment - Product and Services	Supply of significant amounts of goods or services and need to manage the process		page 181
O8	Call, Email and Webchat Handling	Inbound telephony, email or web chat and need to manage costs, quality and performance		page 185
O9	Equipment Maintenance	Maintaining equipment and manage the cost, risk and reliability delivered by that maintenance		page 203
O10	Complaints and Incident (Ticket) Handling	Managing complaints resolution and complaint handling costs		page 209
P1	Professional Qualification and Membership	Professional membership, qualification or membership requirements and/or coverage.		page 213
Q1	Service Quality	Managing quality for service organisations		page 215
Q2	Product Quality	Managing quality for manufacturing businesses		page 225
Q3	Guarantee and Warranty	Product or service guarantee/warranty measures		page 229
R1	Creative Effort	Tracking of effectiveness and quantity of creative effort		page 235
R2	Technical Research and Development	Tracking of quality and quantity of technical research and development		page 237
R3	Service Research and Development	Tracking of quality and quantity of services research and development		page 243
R4	Intellectual Property Protection (Patents and Copyright)	Management and enforcement of copyright, royalties income, infringement and ideas-related sales		page 247
S1	Sales Value, Activity and Results	Selling 'things' (as opposed to selling services or words)		page 251
S2	Sales - Hourly Billing	Selling hours of service		page 259
S3	Sales - Words	Selling product where paid by the written word		page 263
S4	Sales - Contract Services	Selling contract services (not hourly)		page 267
S5	Sales - Pricing	Pricing any goods or service		page 269
S6	Sales - Advertising, Pay Per Click & Organic Traffic	Advertising through radio, TV, organic web hits and pay-per-click		page 273
S7	Sales Referrals	Sales referrals, both to us and us to others		page 287
S8	Sales - Proposals & Contracts	Creating successful sales proposals and contracts		page 293
T1	Business Premises	Maintenance, safety and management of business property		page 299
T2	Stock	Stock availability, management, retrieval performance and wastage		page 305
U1	Fraud & Theft	Tracking and managing fraud, theft and recovery		page 311

