



## Metrics That Matter Most

Leading companies are passionate about quantifying the success of their business and, in particular, what the impact is of the experience on driving that success. Below is a list of measures that leading companies use on their pathway to more profits. Which metrics should your company hold the experience accountable for?

Revenue Generating	Cost Reducing
<ol style="list-style-type: none"><li>1. Repeat business per customer</li><li>2. Average sale per customer</li><li>3. Profit margin</li><li>4. Customer retention</li><li>5. Number of referrals</li><li>6. Average sale per top 20% of customers</li><li>7. Cross-selling/up-selling</li><li>8. Hours billed (utilization)</li><li>9. Inventory turns</li><li>10. Billing cycles</li><li>11. Conversion rates</li></ol>	<ol style="list-style-type: none"><li>1. Employee turnover</li><li>2. Unwanted employee turnover</li><li>3. Quality issues</li><li>4. Product returns</li><li>5. Employee absenteeism</li><li>6. Legal expense</li><li>7. Marketing expense</li><li>8. Training expense</li><li>9. Safety issues</li><li>10. Time to fill a job</li><li>11. Employee theft</li></ol>
Other _____ _____ _____ _____	Other _____ _____ _____ _____