



ENGAGED! Outbehave Your Competition to Create Customers for Life

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

1. Repeat business per customer
2. Average sale per customer
3. Profit margin
4. Customer retention
5. Number of referrals
6. Average sale per top 20% of customers
7. Cross-selling/up-selling
8. Hours billed (utilization)
9. Inventory turns
10. Billing cycles
11. Conversion rates

Other

Cost Reducing

1. Employee turnover
2. Unwanted employee turnover
3. Quality issues
4. Product returns
5. Employee absenteeism
6. Legal expense
7. Marketing expense
8. Training expense
9. Safety issues
10. Time to fill a job
11. Employee theft

Other
