

# 30 MOST IMPORTANT OPERATIONAL METRICS

## KEY PERFORMANCE INDICATORS

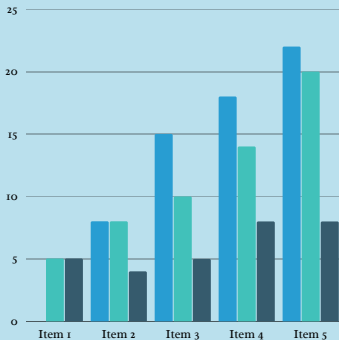


### 1. CUSTOMER METRICS

- > Net Promoter Score (NPS)
- > Customer Acquisition Cost
- > Customer Lifetime Value
- > Average Customer Profitability
- > Customer Retention Ratio
- > Conversion Rate
- > Sales Realization
- > Relative Market Share

### 2. FINANCIAL PERFORMANCE

- > Revenue Growth Rate
- > Net Profit
- > Net Profit Margin
- > Gross Profit Margin
- > Operating Profit Margin
- > Return on Investment (ROI)
- > Cash Conversion Cycle
- > Return on Assets (ROA)
- > Return on Equity (ROE)



### 3. INTERNAL PROCESSES



- > Capacity Utilization Rate
- > Scheduled Variance (SV)
- > Project Cost Variance (CV)
- > Earned Value (EV)
- > Order Fulfilment Cycle Time
- > Delivery On Time
- > Quality Index
- > Process Downtime Level

### 4. EMPLOYEE METRICS

- > Staff Advocacy Score
- > Employee Engagement Level
- > Absenteeism Bradford Score
- > Human Capital Value Added
- > 360 Degree Feedback Score

