Strategy and Metrics Handout

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| Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
| Organization: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Organizations to choose from(or choose your own):* Springfield Nuclear Power Plant (The Simpsons)
* Dunder Mifflin, Inc. (The Office)
* Central Perk (Friends)
* Amazon
* Uber
 |
| Strategy (list one or more strategies): 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 | Strategy suggestions (or choose your own):* Efficiency
* Cutting edge of technology
* Competitive advantage
* Increase speed to market
* Consistent service
* Reduce Risk
* Running Wild
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| Strategic metrics (list one or more metrics): 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 | Strategic metrics (or choose your own):* Performance
* Customer satisfaction
* Historical and trending
* Areas of improvement
 |
| What to measure (list one or more metrics): 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 | Strategic metrics (or choose your own):* Performance
	+ Closed tickets
	+ Calls taken
* Customer satisfaction
	+ % abandon
	+ % calls closed on first contact
	+ Average time in queue
* Historical and trending
	+ Tickets opened on this date
* Areas of improvement
	+ How-to/break-fix/provisioning
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