

Measures of Success

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Ultimate Objectives

- Top-line revenue, bottom-line profit, market share, share of wallet, industry reputation, shareholder value, and growth

4

Index Improvement

- Customer satisfaction or loyalty metrics
- Employee engagement metrics

3

Positive Comments

- Increase in compliments from customers and colleagues
- Decrease in complaints from customers and colleagues

2

New Ideas, and Actions

- Number of application sessions & service transactions mapped
- Number of new ideas generated and actions implemented

1

Service Excellence Workshops

- Feedback from employees who attend the Service Excellence Workshops
- Feedback from employees on Leadership role-modelling