Executives eBook.

The key metrics you need to measure to ensure your business stays on track

Phocas.

Got data. Get results.

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Executives' KPIs and key metrics.

The key metrics you need to measure to ensure your business stays on track.

You're always trying to get more out of your data to make meaningful and accurate decisions about your business, how it's performing and its future direction.

But to make smart business decisions, you need timely access to the right data, presented in meaningful and easy-to-understand formats. Many organisations struggle to gain that kind of access. Let's explore the key tools and areas you need to focus on to ensure your business is doing its best.

KPIs and metrics.

According to iSixSigma, metrics drive improvements and help businesses focus their people and resources on what counts.

Metrics can be used to address specific audiences such as customers, shareholders, staff members and business owners. A metric on its own is not that useful. It needs a context.

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Let's look at the metric of customer service response times. Service response times can be the difference between loyal and happy customers and disgruntled ones who'll switch to your competitor after the smallest inconvenience.

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So you create a metric to measure how long it typically takes to reply to a customer enquiry, whether that's by phone, email or social media. The metric may highlight that lengthy response times have an increasingly negative impact on customer retention. You then set a corresponding KPI: 95% of customer enquiries are to be responded to within 24 hours. By meeting this benchmark, the company may find its customer satisfaction rates on the up.

95%   **24h**   =

95% of customer   to be responded   growth of customer
enquiries   to within 24 hours   satisfaction rates

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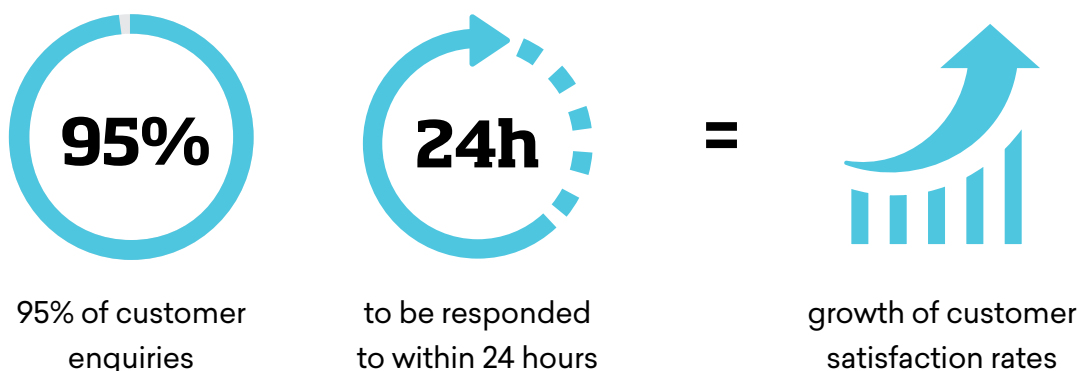
Of course, a 95% response rate isn't a realistic target for everyone.

Behind effective metrics are business goals that are **SMART** (specific, measurable, attainable, relevant and time-bound), says organization development expert William J Rothwell. They should also be based on established benchmarks and business objectives.

In this example, **customer satisfaction becomes a metric that is monitored.** Line managers are responsible for making sure service levels are met and individual KPIs supporting this goal are assigned to their team. You might overlay another metric to understand and assess the impact customer satisfaction has on increasing revenue from up-sell and cross-sell opportunities.

S SPECIFIC

M MEASURABLE

A ATTAINABLE

R RELEVANT

T TIME-BOUND

These KPIs help measure your progress against each element of your strategy. Your KPIs may evolve over time as strategies change or more information becomes available. When changes are made to the KPIs being monitored, either in terms of the KPIs used or how they are calculated, those changes must be communicated to managers, leaders and staff so they can realign their goals.

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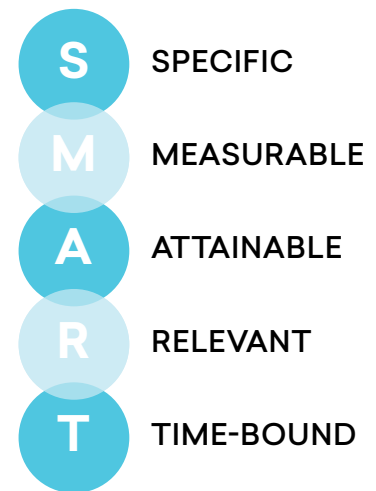
Dashboards.

Your number one tool is a business dashboard that lets you monitor the performance of your business. It's an easy-to-read visual of the various metrics and KPIs used to make sure the organisation stays on track and meets its goals.

Dashboards are customisable and contain loads of valuable data.
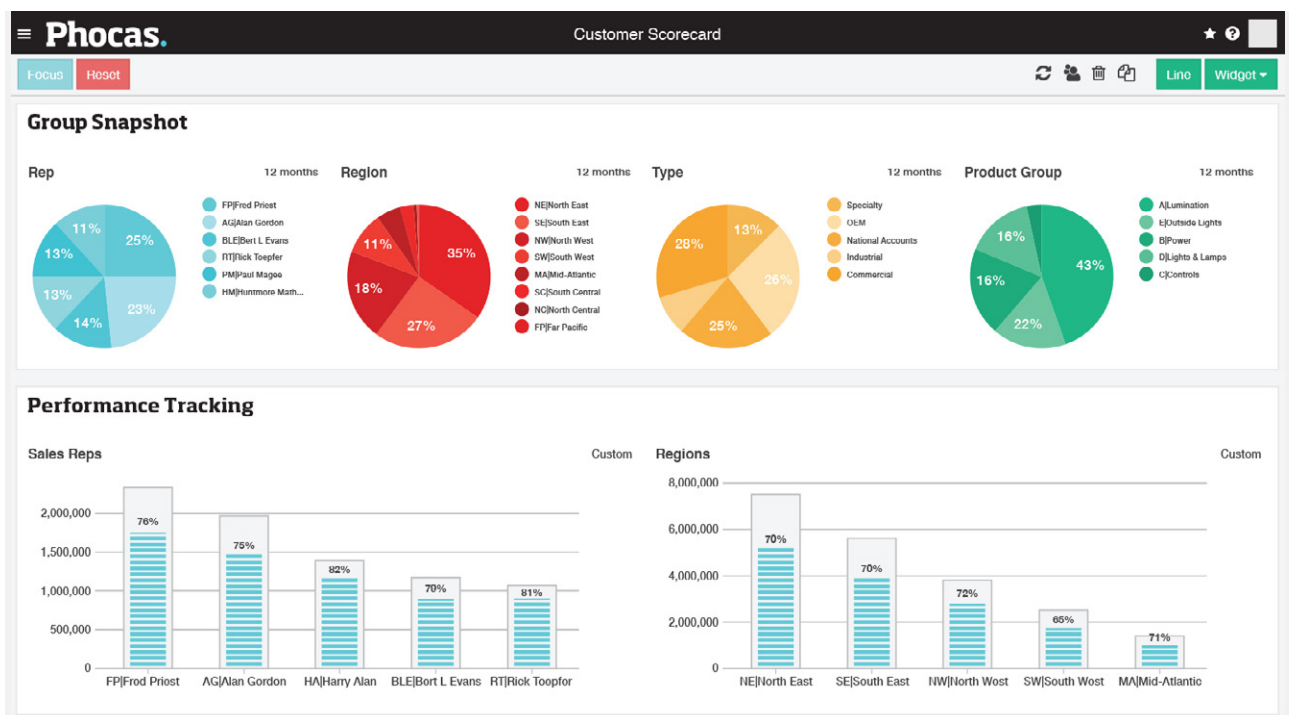
"Phocas allows any company to have **great customer information**."

Richard Howe, Managing Director at Allmakes 4x4.

Let's look at some of the metrics that can be measured in dashboards.

Deciding what to measure.

Ultimately what you decide to measure depends on the goals and objectives of your business.

The KPIs and metrics below are some of the key things every business needs to consider monitoring.

Financial KPIs and metrics

No surprise here, fiscal performance metrics are top of your list. Most senior executives find great value in a dashboard that displays financial KPIs such as current revenue, profit, cash flow and short term assets.
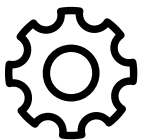
Operational KPIs and metrics

Operational KPIs can measure inventory turnover, production levels and customer service. The quicker and more accurately the KPIs can be accessed, reviewed, analysed and acted upon, the better your organization can manage its day-to-day operations and customer interactions.

Sales and Marketing

Key metrics for sales can include sales revenue by customer, industry, or year-on-year, average deal size and opportunity win rates. For marketing, metrics might include leads generated, customer retention or website traffic.

With a sales dashboard, you can manage key accounts, streamline processes better and develop more accurate and realistic forecasts.

For more on dashboards and things to consider click here.

It takes too long to get the right data

We hear you. Trying to get a single version of the truth is almost impossible when your data lives across multiple systems.

As a result, key decision makers like you can't get the information you need to make timely business decisions. And that affects the future direction of your organisation.

You can't accurately forecast or direct the future strategy of the company because you lack visibility on what's happening within the business.

Where does your data come from?

Most operational data lives in an organisation's Enterprise Resource Planning (ERP) system.

Trying to extract that information and present it in a way that's customisable, easy to understand and share with colleagues is a gigantic pain. The reporting tools that come with most ERP systems are complex and just not user friendly.

You also want to tap into a bunch of other applications and systems that generate their own operational data like Customer Relationship Management (CRM), Point-of-Sale (PoS), inventory and e-commerce platforms. But when these transactional systems were built and implemented, data integration may not have been top-of-mind.

So the data you need to track performance is usually scattered across the organisation in various systems and sub-systems, buried in departmental silos. You have to call on IT professionals to extract and pull in the data from all those disparate systems to analyse and present it.

Hours, days or even weeks later, you get a report that gives you a piece of the jigsaw and throws up more questions. More reports, more time-wasted while decisions twist in the wind or fall off the agenda.

How Phocas can help?

Of course, we wouldn't be writing this eBook if we didn't have a message of hope.

Phocas is a business intelligence tool and analytics solution that gives you the information you need in a format you can understand.

The industry experts (**BARC BI 15**) say we're a leader in presented information in easy-to-read formats such as bar graphs, pie charts, geospatial maps and icons.

And you don't have to be an IT expert to analyse your own data.

Phocas dashboards are simple to customise. Even our tech-o-phobic customers know how to create meaningful views of their business.
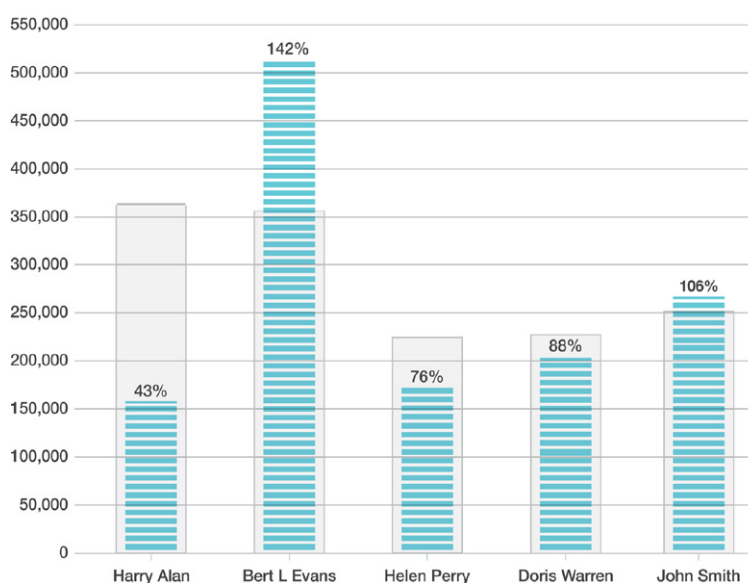
That's because Phocas pulls together data from all your key sources (your ERP, CRM and other enterprise tools) and extracts and centralises information so you have accurate, timely big picture and microscopic views of how things are. That includes the issues that hold you back, and the opportunities to drive you forward.

The simple fact is, when you can see more, you do more.

Book a demo.

Time is money. Your business may be missing out on new sales opportunities, performance efficiencies and more.

To decide on the best tool for you, it is helpful to have a free live demonstration.

With Sales, Supply Chain, Finance, Production and many other demonstration platforms, Phocas is a solution for Sales and across your business.
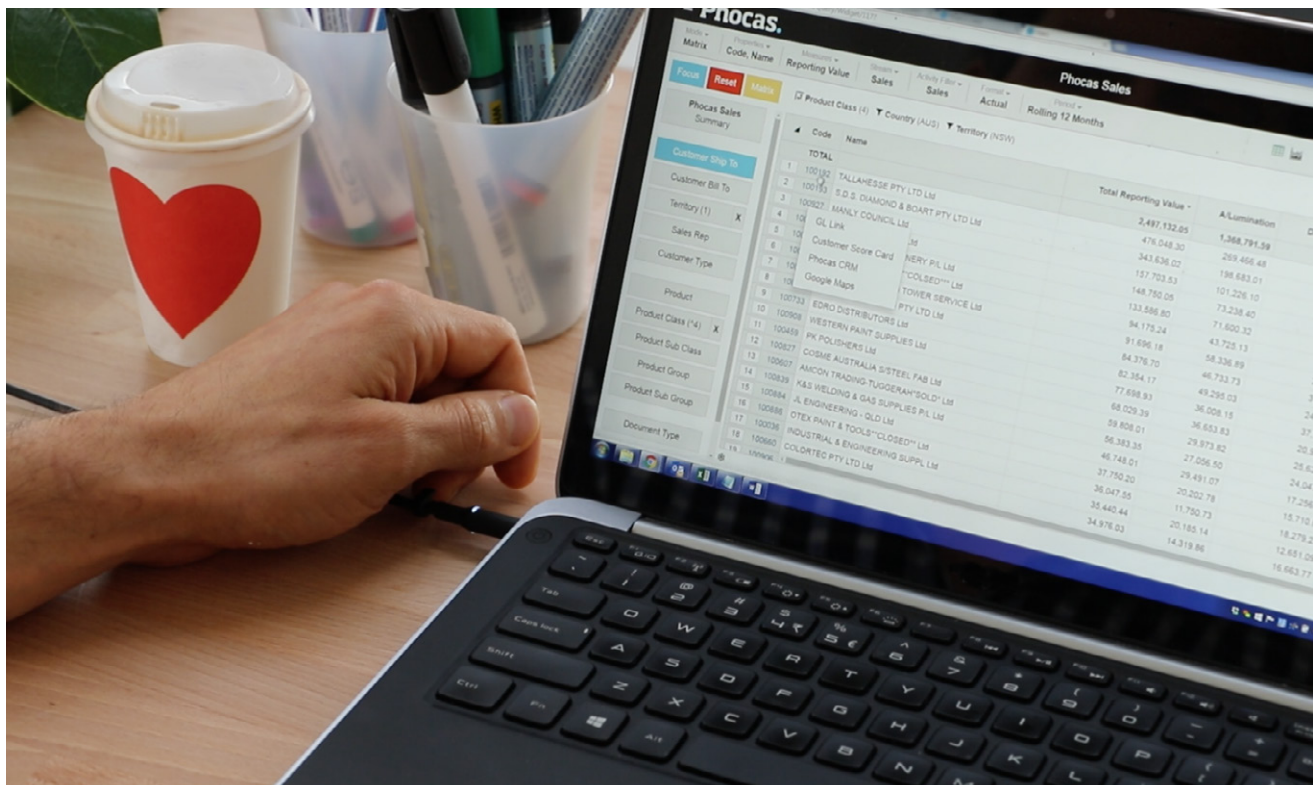
> "I have used Phocas for many years, the set up is a simple process and when completed, **it can be used by anyone**. No need for hours of training, just a quick intro and you are ready to go."
>
> **Steve Habgood**, Commercial Manager at AT&T GB

More information is available at: http://phoc.as/BookDemo

Get in touch.

Learn how Phocas can help you achieve your business goals.

Give us a call:

UK/Europe: +44 1865 364 103
Asia/Pacific: +61 2 6369 9900
North America: +1 877 387 4004

Or email us directly:
Email: marketing@phocassoftware.com

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