



Measurements

How they help Organization & End Customer

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Agenda



- Why Measurements
- The customer's value dimension
- What influences value dimension
- Context of Measures
- Organization's perspective
- Design of the measurement system
- Communication of value

Why Measurements

- ❑ It is the lifeline of the organization
- ❑ It helps us to know where we are so that we can improve
- ❑ It helps us to align with Customer & business priorities
- ❑ It helps customer's to understand the value we deliver

The Customer's Value dimension

- Deliver Products on time with Quality, Compliance
- Deliver Stated performance
- Deliver Productivity , Economies of scale & Cost advantage
- Educate me to understand the value that you deliver
- Collaborate & architect my stakeholder & customer experience

What influences value dimension

- The Value dimension is led by the Business model
- Length of engagement with the organization
- Experience of the customer with the organization
- Presence or absence of Competition

Context of Measures

- ❑ Measures change in the context of Value dimensions
- ❑ Measures change over the length of engagement
- ❑ Measures need to be different based on who is the recipient
- ❑ Customer's experience is a moving escalator
- ❑ Even to stay in the same place we need to Step up

Organizations Perspective

- Process maturity & compliance
- Measurement System rigor
- People Competency
- Tools & Technology
- Productivity & operational efficiency
- Customer Satisfaction

Design of the Measurement System

- Operational definition of measures/Metrics is critical
- Information system design with the right stratification
- Robust Analytical methods to bring out the value

Communication of Value



- Customer's understand outcomes
- The Quality system, tools , technology & productivity initiatives should make a difference to the outcome
- Robust analytical methods should link the means to outcome
- The Excitement is in how well we tell the metrics based value story



Questions