Operational Metrics and Measurements

Traditional
Sales Metrics

Definition:

Metrics and measures associated with a sales process, an individual or a team against a target/goal.
Financial Metrics

Definition:

Metrics and measures of interest to CFO, Finance and Shareholders with regard to Revenue, Cost and Profit.
Operational Metrics

Definition:

Metrics, measures and processes concerning facilities, people and classes. Allowing us to monitor our usage of resources.
Customer Satisfaction Metrics

Definition:

Metrics and measures, usually comparative or numeric, that allow us to capture the opinions and feedback of our training customers who have participated in a training session.
# Metrics and Measures Definition

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Sales Metrics

• Education Bookings Closed/Forecast – to plan/goal
• Education Revenue Closed/Forecast – to plan/goal
• Education Bookings Pipeline (x n? Target)
• Education Backlog – business/individual
• Attach Rate
  – Training $ as a % of License $
• Inclusion Rate
  – # of training deals as a % to # of license deals
Financial Metrics

- Education Revenue v target
- Gross/Net Margin % v target
  - What do you measure?
- Costs v target
  - What costs are included?
- Deferred Education Revenue
- Order backlog
  - Pipeline 6 month total $value
  - Pipeline 6 month risk loaded $value
  - Pipeline # deals
- VSOE
  - Revenue Recognition
  - Pricing
Operational Metrics

• Number of classes by course type
• Classes by delivery type
  – public classroom/onsite/Virtual classroom/elearning
• Number of classes per location
• Class cancellations
• Classroom fill rate
  – by actual seats and by %
• Classroom utilisation
• Revenue per class
• Average discount
• Instructor utilisation
  – teach days per qtr, non-billable vs billable,
• Instructor comp metrics
Customer Satisfaction

- Instructor score
- Courseware score
- Delivery score
- Labs score
- Equipment score
- Environment/facility score
- Registration process score
- Recommendation score
- Desired targets vs scores
“Don’t do what you can’t measure and Don’t measure what you can’t change”

Stephen Pierce – Internet Marketer