

Connect Disjointed Goals and Metrics

Identify initial metrics = **“Crawl”**

Review quarterly:
Metric results
Reasons for improvement/decline
Plans for the next quarter

	Revenue	Relationship	Respond	Rescue
Sales & Marketing				
Service & Support				
Knowledge Based				
Total				

Add more metrics as the organization can handle it.

“Walk”

	Revenue	Relationship	Respond	Rescue
Sales & Marketing				
Service & Support				
Knowledge Based				
Total				

“Run”

Sales & Marketing	Service & Support	Customer Knowledge Based	Total
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A Kick Start Activity:

*A good way to begin doing this is to **identify the top 10-12 metrics** that you have to ace for the customer every time. Identify these across the customer continuum and make them the first set of metrics that operations across the company.*

