

METRIC MONDAY

Are you ready?

The metrics you should be tracking and benchmarking in your organization



Today's contenders...



METRICS·GYM

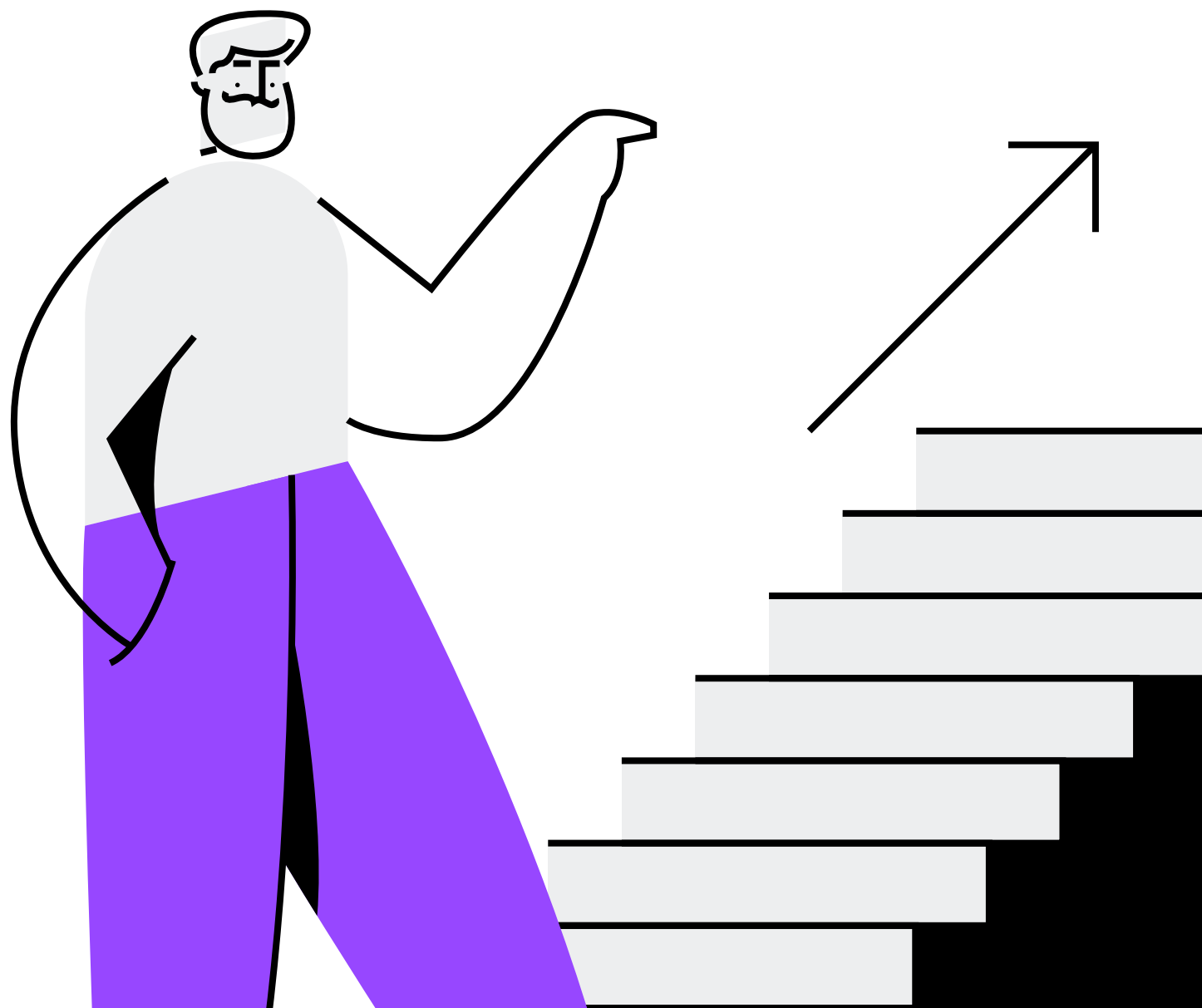


Total Growth Rate

What is it?

An estimation of your total income growth rate defined by the increase of your current year revenue compared to prior year revenue.

$$\text{Total Growth Rate (\%)} = \left(\frac{\text{Current Year Rev} - \text{Prior Year Rev}}{\text{Prior Year Rev}} \right) \times 100$$



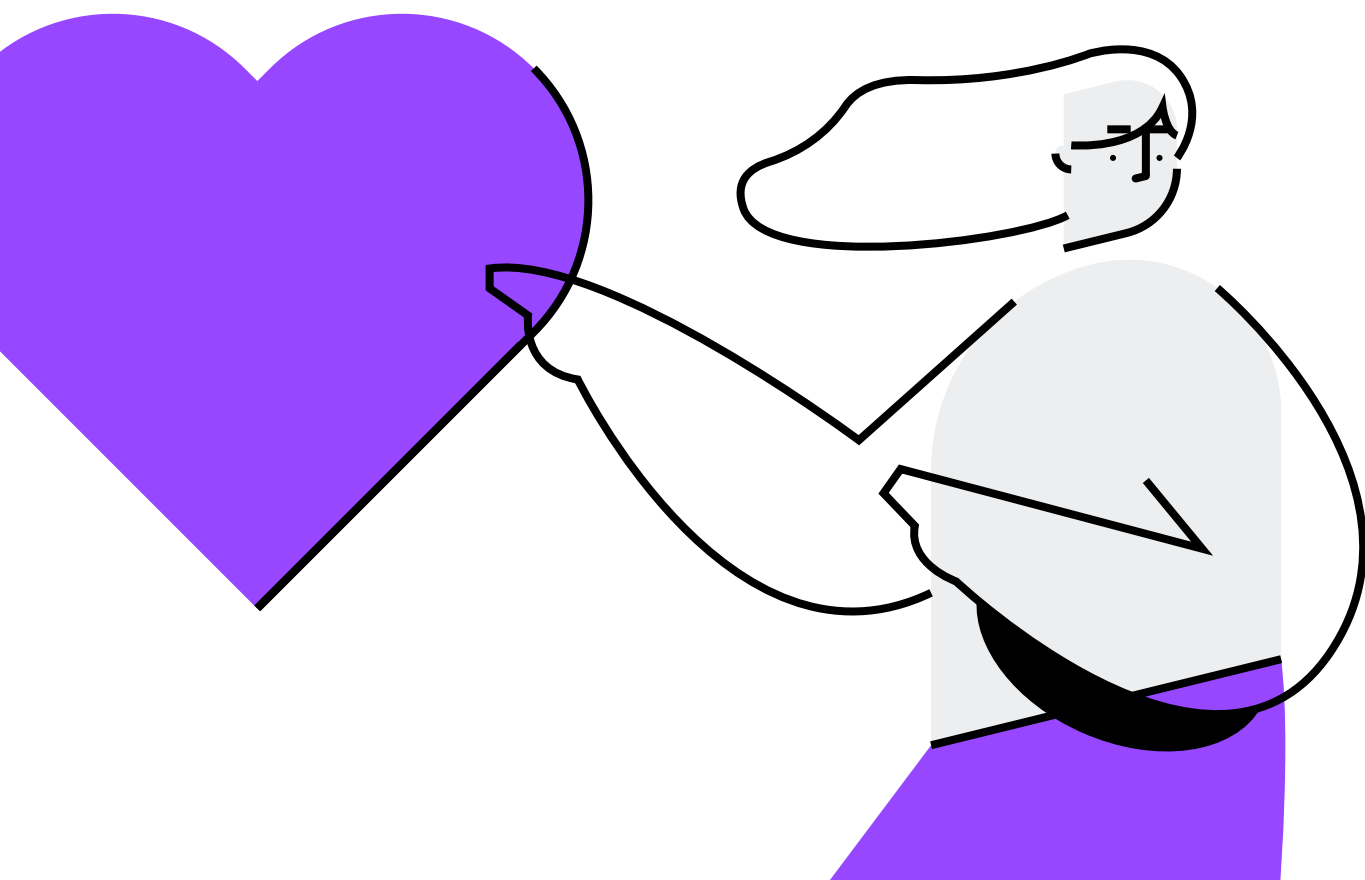
NPS

NET PROMOTER SCORE

What is it?

An integer score ranging from -100 to +100 that measures the expected likelihood of near-future company growth based on customer satisfaction survey results.

$$\text{NPS} = \left(\frac{\text{Promoters} - \text{Detractors}}{\text{Total Surveys Submitted}} \right) \times 100$$



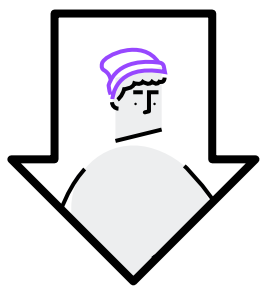
METRICS·GYM

To discover your NPS, conduct a customer satisfaction survey ranking your company (generally done by using a 1-10 ranked scale), then evaluate the results to determine those that view your company favorably (promoters) and those that view your company unfavorably (detractors), then use the corresponding NPS formula to calculate your score.



Promoters

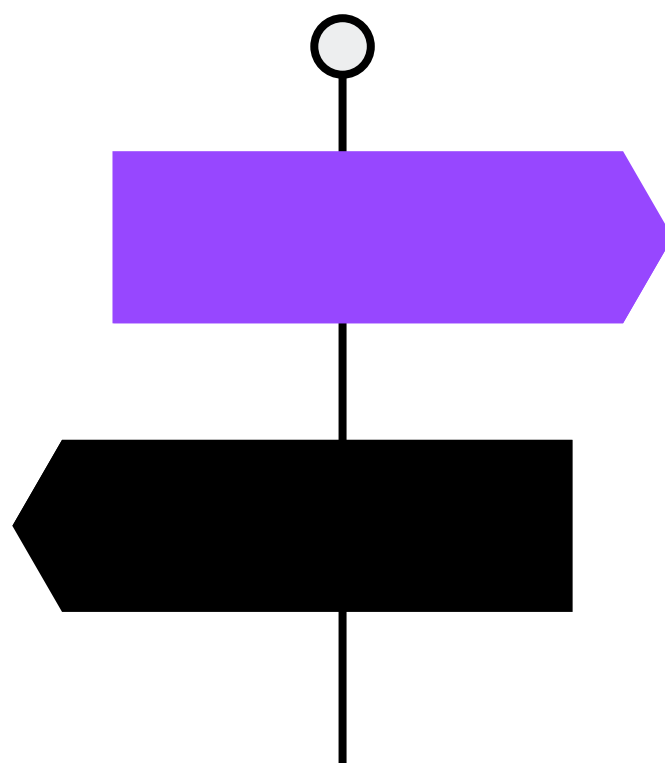
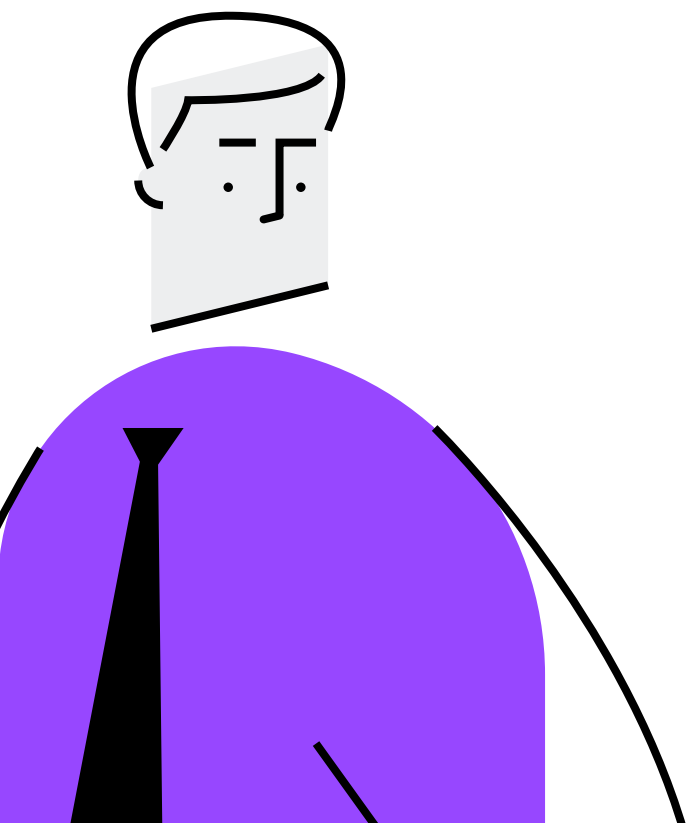
These customers are generally within the 9-10 range



Detractors

These customers are normally within the 0-6 range

Note that the range of neutral responses are not used directly in the calculation, but are part of the total number of survey responses.



METRICS · GYM

General & Administrative

What is it?

The amount of money your company has spent on administrative costs such as physical location rent, utility bills, and business-to-business software (payroll, accounting, time & attendance, etc.).

Extra! Calculating your general and administrative costs as a percentage of your company's annual revenue.

$$\text{G\&A (\% Of Rev)} = \left(\frac{\text{G\&A Expenses}}{\text{Annual Revenue}} \right) \times 100$$

Like what you see?

FOLLOW US FOR MORE METRIC MONDAYS

metricsgym.com

METRICS·GYM