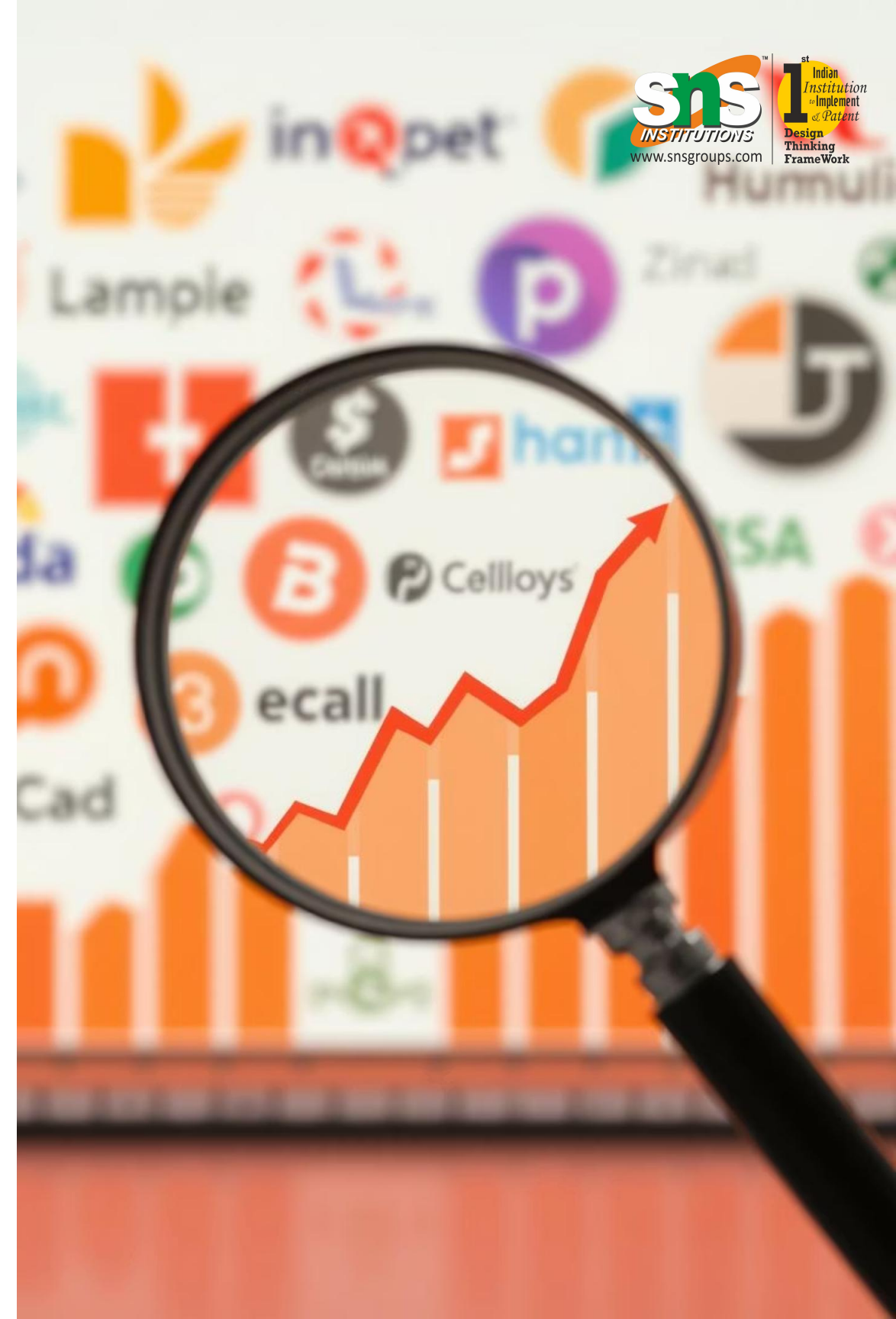


BENCHMARKING

Discover strategic insights for business growth. Drive continuous improvement across all functions.

PROF.MANAVALAM



What is Benchmarking? A Strategic Imperative

Benchmarking is a systematic process of measuring products, services, and processes. It compares performance against "best-in-class" organisations.

The purpose is to identify gaps, learn best practices, and set ambitious targets. Approximately 85% of Fortune 500 companies integrate benchmarking practices.



Types of Benchmarking: Diverse Approaches



Competitive

Direct comparison with industry rivals (e.g., Tata Motors vs. Mahindra & Mahindra).



Process

Analysing specific operational workflows (e.g., HDFC Bank's loan approval process).



Strategic

Learning from cross-industry leaders on long-term strategies (e.g., Flipkart learning from Amazon).



Internal

Comparing performance across different departments or units within one organisation.

The 5-Step Benchmarking Process: A Roadmap to Excellence

1. Plan

Define what to benchmark, identify key metrics, select partners.

5. Review

Monitor results, establish continuous improvement cycle.



2. Collect

Gather quantitative and qualitative data from chosen sources.

3. Analyse

Identify performance gaps and root causes; understand "why" the gap exists.

4. Implement

Adapt best practices to own processes, pilot changes.

Key Metrics & Data Collection: Measuring What Matters

Financial

Revenue per employee, operating profit, cost per unit.

Operational

Cycle time, defect rates, customer service response time.

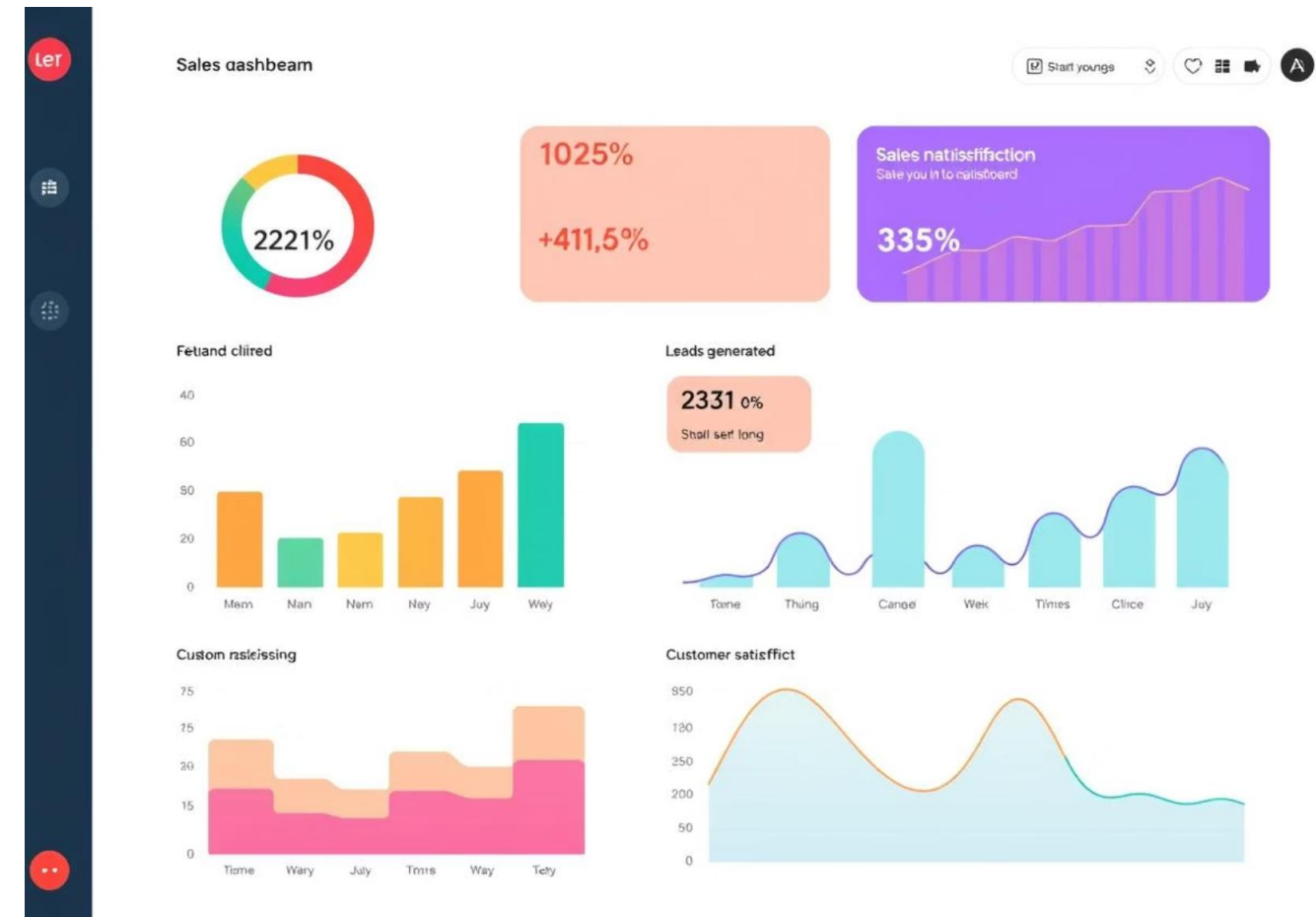
Customer

Net Promoter Score (NPS), retention rates, satisfaction scores.

Employee

Engagement, attrition rates, training hours.

Data sources include industry reports (NASSCOM, SIAM), public financial statements, and market research agencies.



Common Challenges & Best Practices: Navigating the Journey

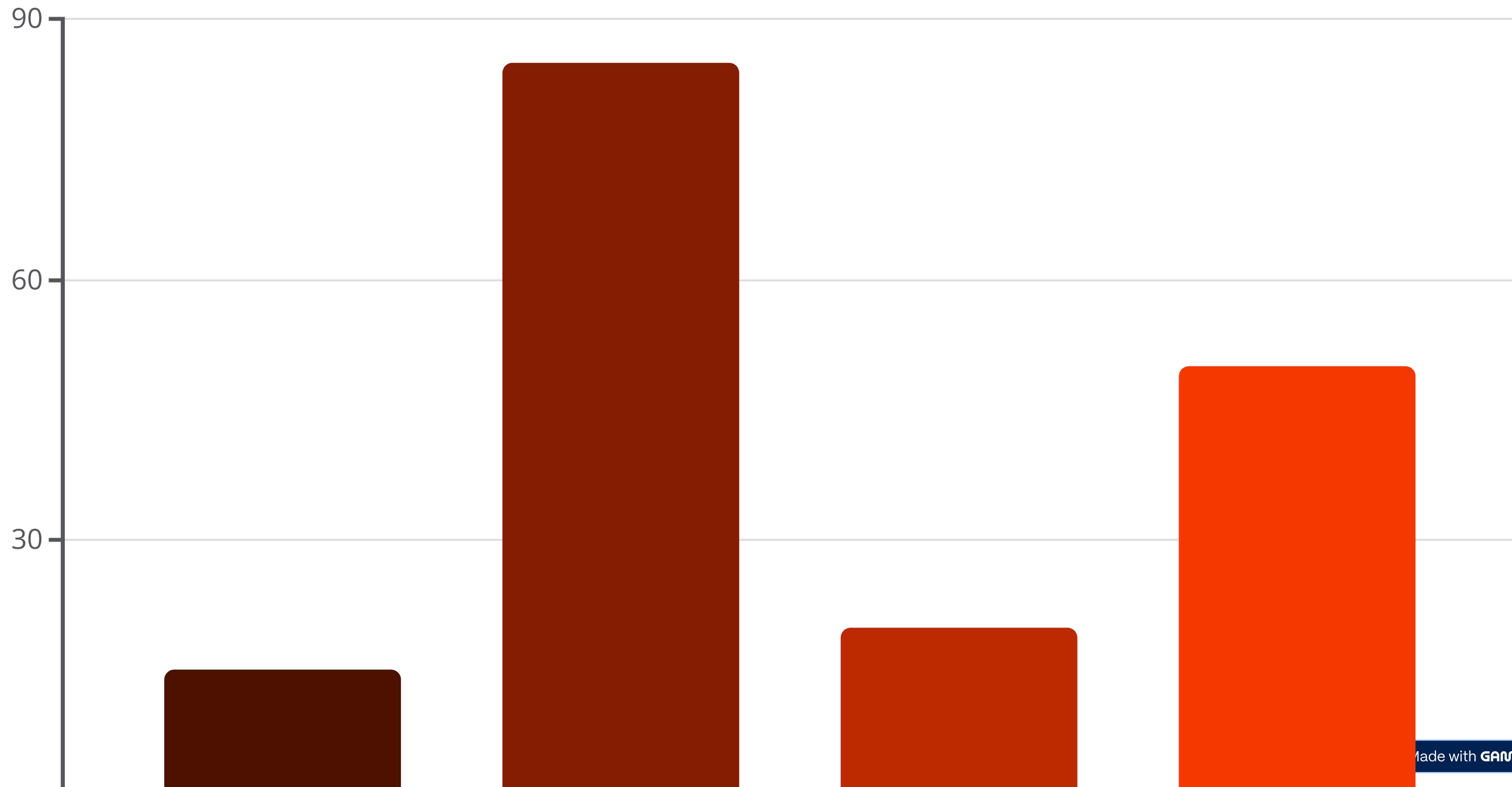
Challenges

- *Data availability issues.*
- *Resistance to change.*
- *Superficial "copy-paste".*
- *Lack of clear objectives.*

Over 60% of benchmarking initiatives fail due to inadequate implementation or scope.

Best Practices

- *Secure top management commitment.*
- *Form cross-functional teams.*
- *Focus on understanding processes.*
- *Ensure data validity.*





Conclusion: Embrace Benchmarking for Sustainable Growth

Benchmarking is a powerful tool for strategic positioning and operational excellence. It fosters a culture of learning and continuous improvement

Embark on Your Benchmarking Journey Today

