

## **Performance measures in various industries**

**Key Objectives;** Key objectives in the service industry should include high customer satisfaction levels, increased revenue and positive word-of-mouth reputation. Other measurable objectives include increased market share and low employee turnover. Objectives can be measured through customer comment and suggestion cards, online surveys, focus groups and in-person interviews. Management may opt to develop a numerical classification system to gauge and measure performance in key service areas.

### **Service Initiatives**

Service initiatives that can increase performance and goal meeting include ongoing on-the-job training and peer-to-peer mentoring. Providing regular feedback and offering a mechanism for employees to approach management with concerns and suggestions can help increase overall service performance. Include staffers in the goal-setting process to ensure buy-in and make staffers feel they're being heard.

### **Setting Goals**

Developing clear, measurable service goals can help employees in the service industry understand management expectations and set the stage for how an organization wants customers treated. Goals can be set by department or by individual and be monitored and measured through customer satisfaction surveys and performance appraisals. Goals should be clearly defined, have timelines for completion and should be achievable.

### **Performance Indicators**

Develop criteria for measuring goal progress and performance. In the service sector, indicators could include high marks on customer feedback surveys, increased repeat business figures, production/output, revenue generation and customer referral numbers. Also take into consideration levels of absenteeism, meeting deadlines, taking initiative, staying on budget and participating in team environments.

### **Performance Evaluation**

Staffers in the service industry should be regularly evaluated on their customer attitudes, knowledge of the company's products and services and through customer interaction observance. Employees can be evaluated on their goal progress.

### **Value of Performance Measurement**

Organizations that regularly monitor and measure performance in key service areas can stay ahead of their competition. Having such a system in place allows an organization to monitor customer service attitudes, get employee feedback, notice areas of concern quickly and fix problems before they become costly.