

Management Dashboards

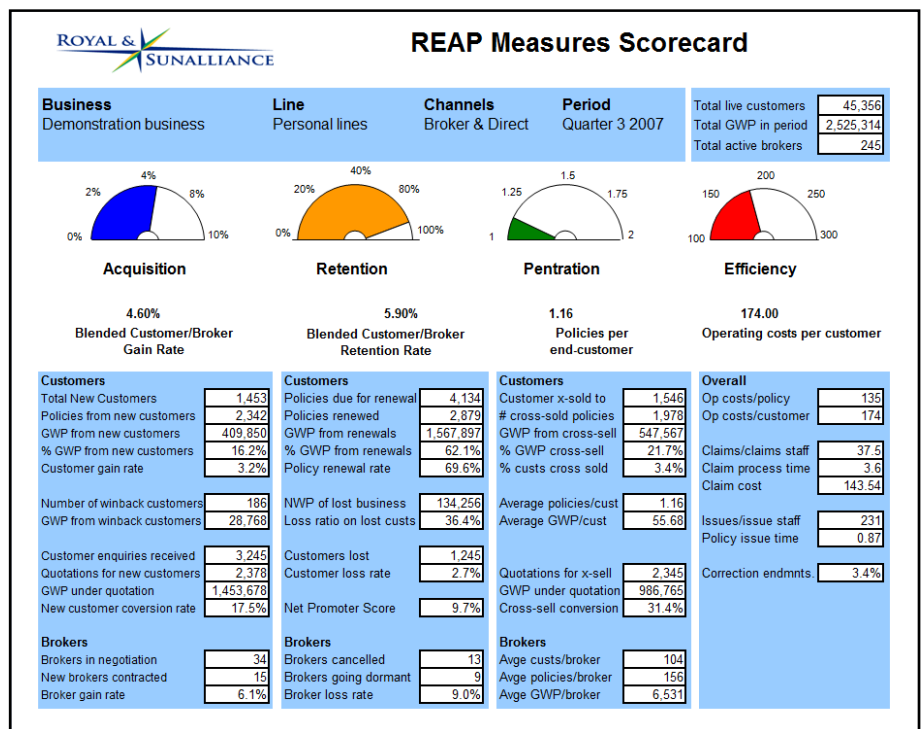
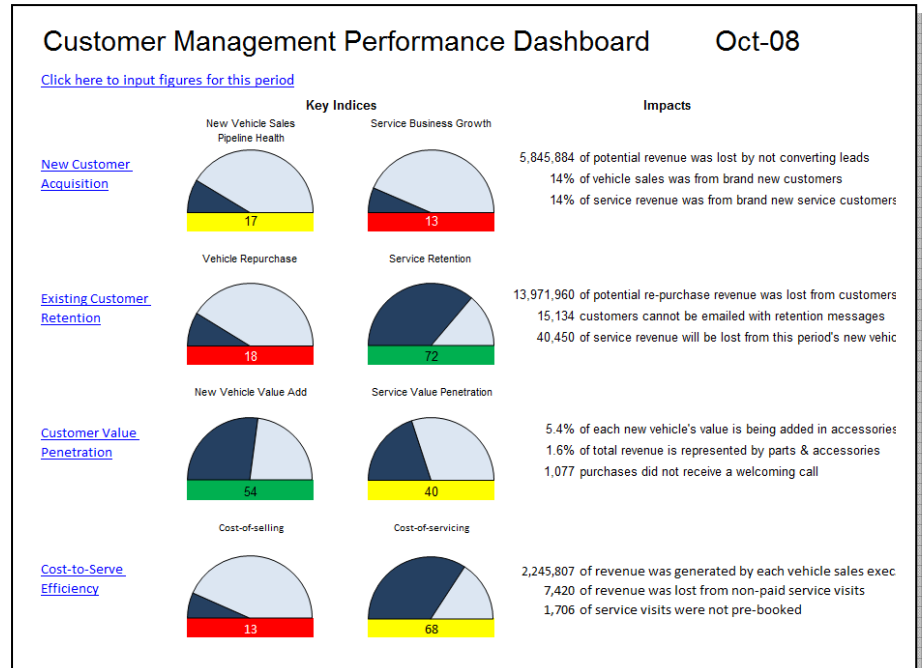
Providing clarity of what has happened and predictions of what will happen

Many organisations have introduced a 'Customer' dimension into their 'balanced' scorecards. But are these the right measures and can they drill down into more detailed levels and to causal factors.

The Customer Framework approach to Customer Management KPI's and scorecards is based on the same basic REAP structure used throughout the rest of the portfolio. This matches the measures to the planning approach and the structure of the change programme.

The approach focuses on developing both 'lead' and 'lag' measures to ensure that they are predictive as well as historic. It also encourages creative thinking about the incorporation of measures that may not normally be considered as 'Customer' measures, but that can be hugely insightful to the organisation's overall Customer Management effectiveness.

The Scorecards are always based on a clear recognition that each measure needs to be populated from reliable data which may not be currently available, so a two or three 'phase' scorecard is often developed to enable increasing sophistication in a consistent structure.



The Customer Framework™ is a portfolio of Tools, Replicable Methodologies and Unique Intellectual Property deployed by a network of Expert Practitioners who support large organisations in delivering their Customer Management activity effectively and efficiently.

It is based on an ethos of robust but lean solutions to client challenges backed up by thought leadership, constant innovation and validated best practice from across the globe. Every tool and methodology has been used multiple times in blue-chip clients. They integrate around a widely accepted model of customer management and a flexible deployment process.