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Nota di contenuto	Cover -- Contents -- About the author -- Publisher's acknowledgements -- Introduction -- Top 10 do's and don'ts of using key performance indicators -- Part 1: Measuring and understanding your customers -- 1 Net promoter score (NPS) -- 2 Customer profitability score -- 3 Customer retention rate -- 4 Conversion rate -- 5 Relative market share -- Part 2: Measuring and understanding your financial -- 6 Revenue growth rate -- 7 Net profit -- 8 Net profit margin -- 9 Gross profit margin -- 10 Operating profit margin -- 11 Return on investment (ROI) -- 12 Cash conversion cycle (CCC) -- Part 3: Measuring and understanding your internal processes -- 13 Capacity utilisation rate (CUR) -- 14 Project schedule variance (PSV) -- 15 Project cost variance (PCV) -- 16 Earned value (EV) metric -- 17 Order fulfilment cycle time (OFCT) -- 18 Delivery in full, on time (DIFOT) rate -- 19 Quality index -- 20 Process downtime level -- Part 4: Measuring and understanding your employees -- 21 Staff advocacy score -- 22 Employee engagement level -- 23 Absenteeism Bradford Factor -- 24 Human capital value added (HCVA) -- 25 360-degree feedback score -- 10 useful books to read next -- Glossary of terms -- Index.
Sommario/riassunto	Includes 10 handy do's and don'ts of using KPIs Want to measure the performance of your people and your business? Need a quick overview of the most useful KPIs and how to use them? Only want what you need

to know, rather than reams of theory? With the critical Key Performance Indicators required to understand your employees, financials and customers, this book tells you what you need to know, fast. 'This book does a fantastic job of narrowing down the best KPIs for you and your team. It's short, sharp and incredibly useful.' --Thomas H. Davenport, Distinguished Professor at Babson College and author of *BigData@Work*
