

## STRATEGY & COMMIT

<b>REVENUE</b>	G-RM-1b: Average Revenue per User (ARPU)	G-RM-4: % Revenue, by Bearer Service and Application Type	G-RM-4b: % Revenue, by Voice Services	G-RM-4c: % Revenue, by Data Services				
<b>PROFITABILITY</b> Margin; Revenue Assurance Margin; Revenue Assurance	G-RM-1: Profitability	G-RM-CA-PEa: % Cost Recovered, of Revenue	G-RM-CA-PEb: % Cost Detected and Not Recovered, of Revenue	G-RM-RA-DQa: % Data Records Validated	G-RM-RA-DQb: % Customers Reconciled	G-RM-RA-DQc: % Data Records Mismatched	G-RM-RA-DQd: % Customers Mismatched	G-RM-RA-PEa: % Revenue Recovered
	G-RM-RA-PEb: \$ Revenue Recovered	G-RM-RA-PEC: % Revenue Recoverable	G-RM-RA-PED: \$ Revenue Recoverable	G-RM-RA-PEe: # Days per Revenue Recovery Case	G-RM-RA-PEf: % XDRs Successfully Recovered and Billed After Recycling	G-RM-RA-PEg: % Revenue Recovered and Recoverable	G-RM-RA-RLb: % Revenue Unbilled	
	G-RM-RA-RLc: \$ Revenue Unbilled	G-RM-RA-RLe: % XDRs for Billing	G-RM-RA-RLg: % Cost of Stranded and Unused Assets, of Revenue	G-RM-RA-RLh: % Settlement Reports Accepted	G-RM-RA-RLj: % Revenue Overbilled	G-RM-RA-RLk: \$ Revenue Overbilled		
<b>COST</b> OpEx; CapEx	G-RM-2: % Opex, of Capex	G-RM-3: % Opex, of Revenue						
<b>CHURN</b>	G-RM-5a: % Customers Acquired	G-RM-5b: % Customers Lost						

## CUSTOMER EXPERIENCE

		ACCESS	ACCESS	QUALITY Usability; Accuracy; Availability
<b>BUYING</b>	<b>BE AWARE</b>			
	<b>INTERACT</b>	CM-CE-1: % Customer Contacts Received, by Channel Type	CM-CE-2a: Average Hold Time CM-CE-2b: Average Handle Time CM-CE-2c: First Call Resolution (FCR)	CM-CE-3a: # Customer Requests (x1000) per Customer CM-CE-3b: % Customer Requests Received, by Request Type CM-CE-5: % Customer Calls Abandoned
	<b>CHOOSE</b>		F-CE-2a: # Hours per Order, from Ordering to Acceptance F-CE-2b: # Hours per Installation Committed, Between Customer Required and Committed Dates F-CE-2c: % Orders Delivered by Committed Date	F-CE-3: # Customer Contacts About Usability of Installed Service per Activation F-CE-4: % Activations Failed F-CE-4b: % Orders Failed With 28 Days
<b>USING</b>	<b>MANAGE</b>		A-CE-2a: # Minutes per Customer Incident Resolution, by Severity Type A-CE-2b: # Minutes per Customer Incident Resolution, by Customer Type A-CE-2c: % Problem Reports Resolved by Due Date	A-CE-4a: % Customer Incidents Reported More than Once A-CE-4c: % Problem Reports from Customers A-CE-6a: # SLA Violations per SLA A-CE-4b: % Customers with SLA A-CE-5: Service Availability A-CE-6b: % Problem Reports Resolved Within SLA Time Requirements
	<b>PAY</b>	B-CE-1a: % Bills Delivered, by Delivery Type B-CE-1c: % Bills Issued Electronically	B-CE-1b: % Customer Payments, by Payment Type B-CE-1d: % Customer Payments Received Electronically	B-CE-2a: # Minutes per Customer Transaction B-CE-2b: # Hours per Bill, from Bill Cycle Close to Bill Dispatch
<b>SHARING</b>	<b>RENEW</b>			
	<b>RECOMMEND</b>			
	<b>LEAVE</b>			

## OPERATIONAL EFFICIENCY

		COST	TIME	QUALITY Defects; Simplicity	EFFECTIVENESS Process Flexibility & Automation; Utilization	
<b>MARKETING &amp; SELLING</b>	<b>ACQUISITION</b>					
	<b>CRM</b>	CM-OE-1a: % Cost of Customer Management, of Revenue CM-OE-1b: % Cost of Customer Management, of Opex CM-OE-1f: \$ Cost of Customer Management per Customer Request			CM-CE-6a: Net Promoter Score, Relational (NPS-R) CM-CE-6b: Net Promoter Score, Transactional (NPS-T)	
<b>OPERATING</b>	<b>FULFILLMENT</b>	F-OE-1a: % Cost of Fulfillment, of New Revenue F-OE-1b: % Cost of Sales, of Revenue F-OE-1c: % Cost of Fulfillment, of Opex	F-OE-1d: % Revenue, by Channel Type F-OE-1e: % Revenue, of Operating Cost, by Channel Type F-OE-1f: \$ Cost of Fulfillment per Installation	F-OE-2a: # Hours per Order, from Ordering to Activation F-OE-2b: # Hours per Order, from Ordering to Activation, by Process Type	F-OE-3a: % Orders Requiring Rework, by Cause Type F-OE-3c: % Orders Requiring Rework F-OE-3b: # Hours per Fulfillment Issue F-OE-3d: % Orders Pending Error Fix	F-OE-6: % Cost of Future Infrastructure Build, of Revenue
	<b>ASSURANCE</b>	A-OE-1a: % Cost of Assurance, of Revenue A-OE-1c: % Cost of SLA Management, of Revenue	A-OE-1b: % Cost of Assurance, of Opex A-OE-1f: \$ Cost of Assurance per Service Problem Resolved	A-OE-2a: # Minutes per Service Problem Resolution A-OE-2b: # Hours per Service Problem Resolution, by Process Type	A-OE-3a: % Problem Reports, by Cause Type A-OE-3b: % Assurance Time for Repair A-OE-3c: Mean Time Between Failures (MTBF)	A-OE-6a: # Problem Reports per NOC FTE
<b>SATISFYING</b>	<b>BILLING</b>	B-OE-1a: % Cost of Billing, of Revenue Billed B-OE-1b: % Bills Requiring Manual Intervention B-OE-1c: % Cost of Collections, of Revenue Billed B-OE-1f: \$ Cost of Billing per Bill	B-OE-2a: # Days to Prepare Bills B-OE-2b: Days Sales Outstanding (DSO) B-OE-2c: # Hours per Order, from Activation to Bill Dispatch B-OE-2d: # Hours per Order, from Bill Dispatch to Cash Received B-OE-2e: # Hours per Customer Payment, from Receipt to Posted in Billing B-OE-2f: # Hours per Bill Processing Fault Resolution O-OE-2a: # Hours per Pricing Change	B-OE-3a: % Cost of Billing Errors, of Revenue Billed B-OE-3b: # Days per Billing Error B-OE-3c: % XDRs Falling into Suspense B-OE-3g: % Pre-paid Customers Erroneously Identified as Post-paid B-OE-3d: % Collectable Debt Written Off, of Revenue Collected B-OE-3e: % Value of Bills Unpaid B-OE-3f: # Times Billing Suspense Files Recycled per Month		
	<b>RETENTION</b>					
	<b>ATTRITION</b>					