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INTERNATIONAL

INDUSTRY WISE KEY RESULTS EXAMPLES

INDUSTRY WISE KEY RESULTS
EXAMPLES

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MANUFACTURING

Key Result 1	Reduce Production Downtime from X to Y in Q1
Key Result 2	Achieve Waste Reduction Target of X% in Q1
Key Result 3	Improve Rejection Rate from 20% to 5% in Q1
Key Result 4	Achieve 25% Return on Assets in Q1
Key Result 5	Increase Production Volume from X Tons to Y Tons in Q1

NOTE: PERIODS MAY DIFFER BASED ON THE NATURE OF KEY RESULTS AND COMPANIES/TEAMS USING THEM.

RETAIL

Key Result 1	Increase Average Transaction Size from 200 $ to 300 $ in Q1
Key Result 2	Achieve Average Rate of Return of X% in Q1
Key Result 3	Improve Customer Retention Rate from 45% to 60% in Q1
Key Result 4	Increase Volume of Sales to 20m $ in Q1
Key Result 5	Achieve Perfect Order Rate of 90% in Q1

NOTE: PERIODS MAY DIFFER BASED ON THE NATURE OF KEY RESULTS AND COMPANIES/TEAMS USING THEM.

DIGITAL MEDIA

Key Result 1	Increase Average Click Through Rate to 5.5% in Q1
Key Result 2	Achieve Total Watch Time of 4 minutes in Q1
Key Result 3	Increase Follower Acquisition Rate by 20% in Q1
Key Result 4	Reduce Cost Per Conversion by 20% in Q1
Key Result 5	Achieve Total Impressions of X in Q1

NOTE: PERIODS MAY DIFFER BASED ON THE NATURE OF KEY RESULTS AND COMPANIES/TEAMS USING THEM.

LOGISTICS & SUPPLY CHAIN

Key Result 1	Improve Inventory to Sales Ratio by X% in Q2
Key Result 2	Improve Inventory Turnover by X% in Q2
Key Result 3	Achieve Fill Rate of 90% in Q2
Key Result 4	Improve Order Accuracy from 90% to 99% in Q2
Key Result 5	Improve Inventory Turnover by X% in Q2

NOTE: PERIODS MAY DIFFER BASED ON THE NATURE OF KEY RESULTS AND COMPANIES/TEAMS USING THEM.

ENERGY

Key Result 1	Improve Consumption Rate by X% in Q2
Key Result 2	Reduce Cost of Production from X to Y in Q2
Key Result 3	Reduce Cost of Production from X to Y in Q2
Key Result 4	Increase Return to Shareholder by X% in Q2
Key Result 5	Reduce Downtime Rate by X% in Q2

NOTE: PERIODS MAY DIFFER BASED ON THE NATURE OF KEY RESULTS AND COMPANIES/TEAMS USING THEM.

TELECOM

Key Result 1	Target Average Return Per User at X% in Q2
Key Result 2	Reduce Customer Acquisition Cost from X to Y in Q2
Key Result 3	Reduce Customer Churn Rate from 40% t0 10% in Q2
Key Result 4	Improve Network Operating Costs by 10% in Q2
Key Result 5	Achieve EBITDA of $X in Year XXXX

NOTE: PERIODS MAY DIFFER BASED ON THE NATURE OF KEY RESULTS AND COMPANIES/TEAMS USING THEM.

TECHNOLOGY & SOFTWARE START-UP

Key Result 1	Target X number of Active Users in Q2
Key Result 2	Achieve Gross Margin of X% in Q2
Key Result 3	Reduce Burn Rate by X% in Q2
Key Result 4	Achieve Revenue Growth Rate of 15% in Q2
Key Result 5	Increase NPS from 45 to 65 in Year XXXX

NOTE: PERIODS MAY DIFFER BASED ON THE NATURE OF KEY RESULTS AND COMPANIES/TEAMS USING THEM.

HEALTHCARE

Key Result 1	Improve Patient Safety Score from 80 to 90 in Q2
Key Result 2	Reduce Treatment Cost by 20% in Q2
Key Result 3	Improve Patient Wait Time from 20 minutes to 10 minutes in Q2
Key Result 4	Reduce Hospital Mortality Rate from X to Y in Q2
Key Result 5	Achieve Patient Satisfaction Score of 90% in Q2

NOTE: PERIODS MAY DIFFER BASED ON THE NATURE OF KEY RESULTS AND COMPANIES/TEAMS USING THEM.

CONSULTING

Key Result 1	Improve Utilisation Rate by 20% in Q2
Key Result 2	Achieve Net Margin of X$ in Q2
Key Result 3	Achieve Repeat Business Rate by X% in Q2
Key Result 4	Increase Client Acquisition Rate by 45% in Year XXXX
Key Result 5	Improve Customer Satisfaction Score from 70 to 90 in Q2

NOTE: PERIODS MAY DIFFER BASED ON THE NATURE OF KEY RESULTS AND COMPANIES/TEAMS USING THEM.

FIN-TECH

Key Result 1	Achieve Monthly Active Users Target of X in Q3
Key Result 2	Reduce number Inactive Accounts from X to Y in Q3
Key Result 3	Improve Net Profit Per Customer from X to Y in Q3
Key Result 4	Increase Life Time Value from X to Y in Q3
Key Result 5	Reduce Customer Acquisition Cost from X to Y in Q3

NOTE: PERIODS MAY DIFFER BASED ON THE NATURE OF KEY RESULTS AND COMPANIES/TEAMS USING THEM.

EDUCATION

Key Result 1	Reduce Administrative Costs Per Student by 10% in Q3
Key Result 2	Increase the average Graduation Rate from 75% to 95% in Year XXXX
Key Result 3	Achieve 90% Average Placement Rate across faculty in Q3
Key Result 4	Move the Global Ranking from 78 to top 10 in Year XXXX
Key Result 5	Improve Quality of Education Score from 70% to 80% in Year XXXX

NOTE: PERIODS MAY DIFFER BASED ON THE NATURE OF KEY RESULTS AND COMPANIES/TEAMS USING THEM.

IT ENABLED SERVICES

Key Result 1	Increase Net Promoter Score from 45 to 65 in Year XXXX
Key Result 2	Increase Revenue Per Call by 25% in Q3
Key Result 3	Reduce Customer Acquisition Cost from X $ to Y$ in Q3
Key Result 4	Reduce Cost Per Call from X $ to Y$ in Q3
Key Result 5	Improve Staff Utilization Rate by 25% in Q3

NOTE: PERIODS MAY DIFFER BASED ON THE NATURE OF KEY RESULTS AND COMPANIES/TEAMS USING THEM.

BANKING & FINANCIAL SERVICES

Key Result 1	Reduce Cost of Funds from X to Y in Year XXXX
Key Result 2	Achieve Net Profit Margin of 60% in Year XXXX
Key Result 3	Improve Efficiency Ratio by X% in Q4
Key Result 4	Increase Return on Average Equity by 10% in Year XXXX
Key Result 5	Net Interest Margin to improve by X% in Q4

NOTE: PERIODS MAY DIFFER BASED ON THE NATURE OF KEY RESULTS AND COMPANIES/TEAMS USING THEM.

NON-BANKING FINANCIAL SERVICES

Key Result 1	Increase RoA to RoE Ratio from X% to Y% in Year XXXX
Key Result 2	Improve Price to Book Ratio by X% in Year XXXX
Key Result 3	Improve from Spread X to Y in Year XXXX
Key Result 4	Reduce OPEX (as % of AUM) from X% to Y% in Year XXXX
Key Result 5	Gross NPA Reduction to 1% in Year XXXX

NOTE: PERIODS MAY DIFFER BASED ON THE NATURE OF KEY RESULTS AND COMPANIES/TEAMS USING THEM.

INSURANCE

Key Result 1	Reduce Loss Ratio from X to Y in Year XXXX
Key Result 2	Reduce Combined Ratio from 50% to 40% in Year XXXX
Key Result 3	Reduce Claim Settlement Time from X to Y in Year XXXX
Key Result 4	Reduce Expense Ratio from 45% to 38% in Year XXXX
Key Result 5	Improve Gross Net Written Premium from X to Y in Year XXXX

NOTE: PERIODS MAY DIFFER BASED ON THE NATURE OF KEY RESULTS AND COMPANIES/TEAMS USING THEM