

Surpassing Industry Metrics

How to identify Appropriate Outcome Metrics for the future

Driving Proactive Metrics that matter is more than just numbers

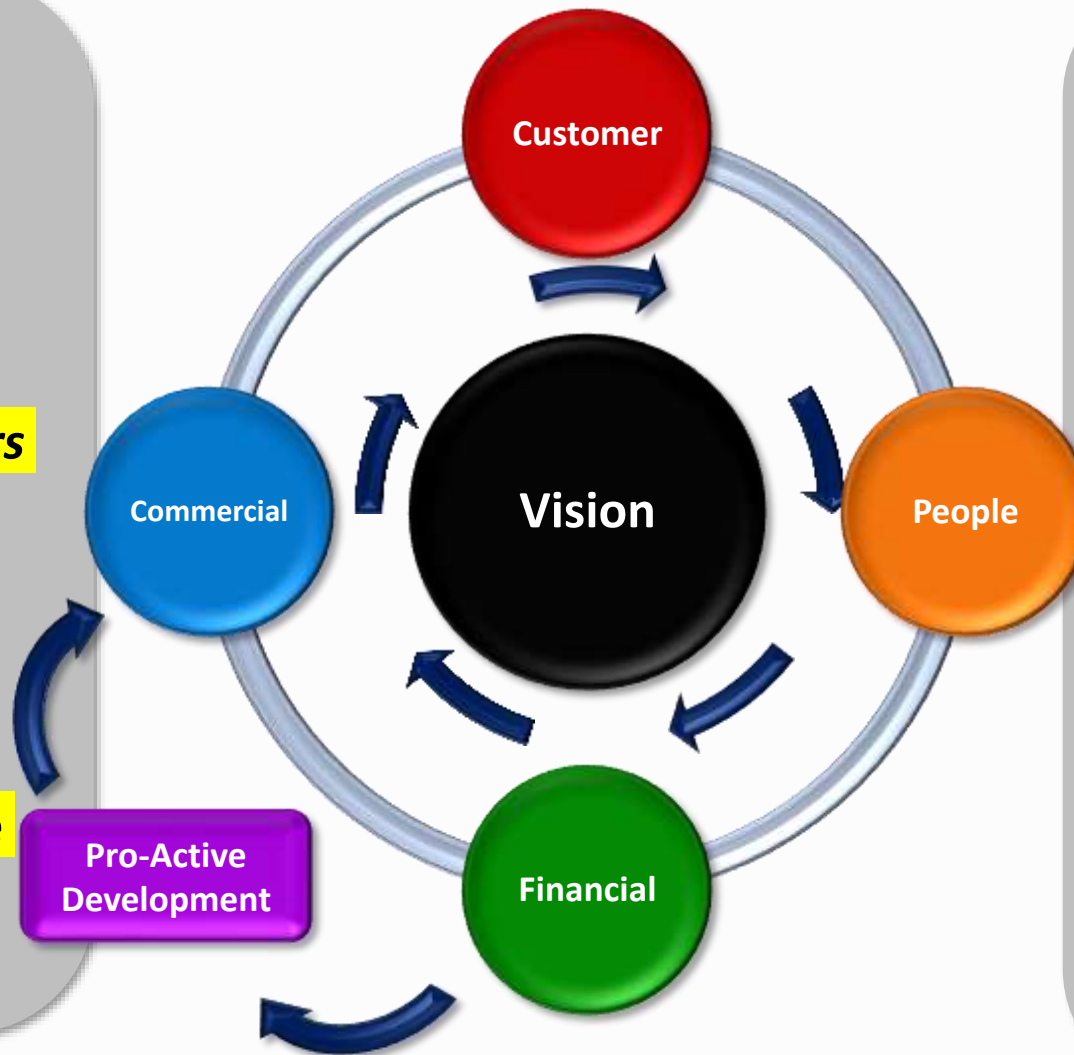
Should **Average** ever be an ambition for our customer?

How best will we select the right **Outcome** metrics ?

What are the **Primary drivers** of your chosen metrics ?

Who Benefits from the metric you are measuring ?

Do they measure **Across the spectrum** of outcomes for Customer and Business ?



What tools do we have to drive in the moment sentiment analysis ?

What Structures do we need across the organisation to take advantage of such insight?

Has the business created **The Framework** of support to evolve Metrics using a change cycle ?

Creating a **Customer Hub** to challenge the business

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