

Balanced Scorecard

Customer perspective

Goal

Measure

- | | |
|---|--|
| 1. Create customer membership program | Percentage interest in membership program |
| 2. Increase customer satisfaction | Percentage of complains |
| 3. Increase service users' training satisfaction. | Percentage positive feedback sheets |
| 4. Increase people with learning difficulties awareness of the charity services | Percentage service users, who joined the training program because it was recommended to them |
| 5. Improve product and service quality | Percentage returning customers |

Internal business process

Goal

Measure

- | | |
|--|--|
| 1. Attract more people with learning difficulties to join the training program | Number of advertising events |
| 2. Develop new suppliers | Percentage new suppliers |
| 3. Improve employee success | Percentage of service users who get a job in catering after the training program |
| 4. Engage employees into business innovations | Average number of suggested improvements per service user |
| 5. Increase staff motivation | Staff turnover |

Learning & Growth

Goal

Measure

- | | |
|---|--|
| 1. Implement more researches | Percentage useful findings |
| 2. Increase knowledge capacity | Number of service users per trainer |
| 3. Moderate the training program | Percentage learning efficiency |
| 4. Increase the number of training places | Percentage new service users |
| 5. Improve health and safety awareness | Number of accidents to staff during operations |

Financial perspectives

Goal

Measure

- | | |
|---|--------------------------------------|
| 1. Reduce expenses | Revenue after expenses and taxation |
| 2. Increase fundraising events | Average fundraise income per event |
| 3. Improve assets utilization | Percentage asset utilization |
| 4. Introduce new products to the business | Percentage revenue form new products |
| 5. Survival | Cash flow |