

Sales KPI Examples

- Deals closed
- Contacts made from networking
- Number of calls made
- Tradeshows attended
- Number of social media posts
- Number of blogs written
- Prospects identified
- Sales qualified leads (SQLs)
- Sales accepted leads (SALs)
- Total outbound attempts
- Outgoing Calls
- Emails
- Conversations
- Pain identified
- Number of first appointments Set
- Number of second appointments set
- Face to Face Meetings
- Proposals presented
- Proposals pending
- Closed - lost
- Closed – won
- Win rate



Now you know what KPIs you want to measure.

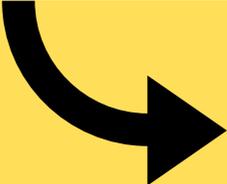
The next step is to use them to drive growth.

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- Networking events attended
- Speaking events attended
- Speaking events performed
- Blogs written
- White papers published
- RFPs received (request for proposals)

Manufacturing and Operational KPI Examples

- Capacity utilization
- On standard operating efficiency
- Overall operating efficiency
- Overall equipment effectiveness
- Machine downtime
- Scheduled downtime
- Unscheduled downtime
- Machine set-up time
- Inventory turns
- Inventory accuracy
- First pass yield
- Failed audits
- Customer returns



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Comprehensive List of 179 KPIs

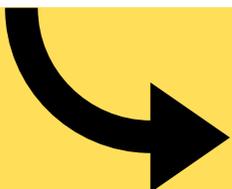


- Revenue per employee
- Profit per employee
- Number of parts produced
- Overall equipment effectiveness
- Reject ratio
- Operating rates
- New product SKU sales
- Quality
- Production/output
- Labor cost
- Delivery performance
- Total cost
- Material cost
- Safety
- Reject/scrap
- Equipment utilization
- Total cycle time
- Overtime
- Backlog
- Open orders
- On-time delivery
- Maintain inventory level
- Safety recordables (near-misses)

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Comprehensive List of 179 KPIs

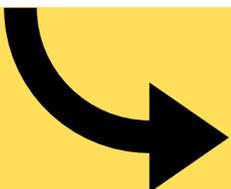


- Stock-outs
- Daily sales
- Weekly sales
- Monthly sales
- Quarterly sales
- Year to date Sales
- Sales vs. budget
- New revenue from existing customers
- Revenue from new customers
- Training hours
- Internal quality
- DPPM
- Number of customer issues
- Labor utilization
- Operating margins
- Training hours
- Customer lifetime value
- Processes and procedures developed
- Quarterly rocks completed
- Week in Synch (WIS) Notes from week to week - is stuff getting done?
- Number of action list items completed on-time
- Number of action list items overdue

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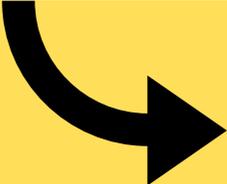
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Financial KPI Examples

- Net profit
- Gross margin
- Net margin
- Profit margin
- EBIDTA
- Quick Ratio
- Revenue per employee (FTE)
- Payroll headcount
- Revenue per customer
- Revenue growth
- Debt to equity ratio
- Team effectiveness
- MRR monthly recurring revenue
- ARR annual recurring revenue
- Cash conversion cycle
- Product revenue
- Service revenue
- Number of days outstanding
- Cash on hand
- ROE return on equity
- Current ratio



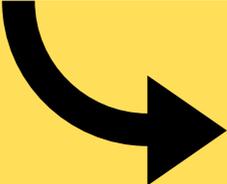
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Recruiting, Staffing and Human Resources (HR) KPI Examples

- Voluntary attrition
- Involuntary turnover
- Number of key hires
- Keep smart (learning)
- Gallup employee engagement survey
- Employee NPS (net promoter score)
- Percentage of “A Players”
- Percentage of “A Managers
- Number of new hire failures in 90 days
- Number of starts per week
- “Fill percentage” of open jobs
- Percentage of redeployment
- Weekly job orders
- Spread or gross margin
- Applicants to hire ratio
- Employee retention or turnover rate
- Billable hours
- Number of timesheets submitted on time
- Accounts past 60 days receivable
- Submissions per hire



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Comprehensive List of 179 KPIs



- Temps to full-time hire
- Continuing education and training
- Number of quality meetings per week (sales leading indicator)
- Glassdoor recommendations
- Glassdoor ratings
- Positive social media posts
- Fill rate
- Interview to hire rate
- New hires vs. replacement hires
- Number of billable hours closed/won
- Number of billable hours delivered
- Days to fill
- Revenue
- Client Substitutions
- Hiring manager satisfaction rates
- Job performance (sales quotas, customer satisfaction ratings, etc.)

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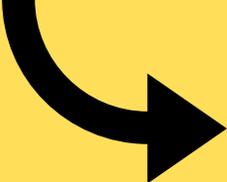
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Digital Marketing KPI Examples

- Clickthrough rate
- Conversion rate
- Bounce rate
- Email sharing
- Forwarding rate
- Number of email clicks
- Number of likes
- Number of shares
- Number of comments
- Number of new visitors
- Number of return visitors
- Number of downloads
- Number of organic search visitors
- Cost per click
- Average SERP ranking
- Number of keywords in SERP top 10
- Number of keywords in SERP top 3
- Percentage of traffic growth over 90 days
- Number of new blog posts
- Number of blog post visits
- Number of impressions



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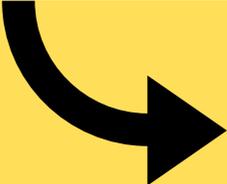
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Customer Service Team KPI Examples

What are the key metrics your service team should focus on to provide and produce the best service experience for your customers?

- Meeting SLAs (service level agreements)
- Customer satisfaction
- Number of client issues resolved
- Call pickup time
- Abandon rate
- Order accuracy
- Rework
- Average time to resolution
- Average reply time
- Number of support tickets
- First contact resolution rate
- NPS Net Promoter Score
- Top agents
- Number of bugs reported
- Customer retention rate
- Support costs as a percentage of revenue



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