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Customer Journey and Key Performance Indicators

The KPI Framework - Definition



The KPI Framework - Guidelines

1. TOP DOWN – KPI traceability to business goals & objectives, accountability at every level
2. LESS IS MORE – You can only keep so many balls up in the air
3. CRYSTAL BALL – You need a basket of historical & future looking measures
4. HEALTHY COMPETITION – Don't just measure the same stuff in different ways
5. CUSTOMER FOCUS – Move with the omni-channel times – look at journey & lifecycles
6. BE SMART – Don't forget targets – ensure they drive the right behaviour
7. DON'T LIVE IN A BOX – This needs to be a sponsored holistic approach, not siloed
8. DELIVERY IS EVERYTHING – Don't make it dull, incomprehensible & inaccessible

The Vision - Example



I want to build a flea circus

The Strategy - Example



- Start small
- Train 1 flea
- Perform for free (friends, family, festivals)
- Slowly build up
- Work on media presence
- Perform for money when ready

Objectives - Example



Train a flea to perform tricks

Create reputation

Grow organically

Critical Success Factors - Example



- Flea performs tricks
- People appreciate performance and speak about it
- Media reports about flea circus
- People are willing to pay
- Fleas don't flee or die

Key Performance Indicators - Example



Train a flea to perform tricks

of different tricks
Life expectancy of flea
Training time

Create a reputation

of articles in media
Feedback on performances is good

Grow organically

of spectators
Avg amount spectators are willing to pay

Realistic Performance Targets - Example



KPI	Target
# of different tricks	12
Life expectancy of flea	3.5 month
Training time	2 months
# of articles in media	2 pro month
Feedback on performances is good	80% favourable
# of spectators	100
Avg amount spectators are willing to pay	CHF 50

Key Action Initiatives - Example



Train a flea to perform tricks

Create reputation

Grow organically

1. Teach 2 more tricks
2. Contact bigger media outlet
3. Schedule first paid performance



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