

SCORECARD MEASURES

Financial	Customer	Internal	Learning & Growth
○ Customer profitability	○ Customer satisfaction	○ Channel usage	○ Sales productivity
○ Product profitability	○ Customer retention	○ Product usage	○ Skill competency
○ Delivery channel cost	○ Market share	○ Percentage of revenue from new products	○ Employee engagement index
○ Return on investment	○ Customer acquisition	○ Percentage of revenue from product promotion	○ Employee retention
○ Revenue growth	○ Customer profitability	○ Product development lifecycle	○ Employee productivity
○ NPL ratio	○ Share of segment	○ Service error rate	○ Human capital readiness
○ Fee revenue divided by total revenue	○ Brand name rating	○ Underwriting quality audit	○ Strategic information availability ratio
○ Return on risk adjusted equity	○ Closed accounts by reason	○ Sales per referral	○ Personal goals alignment
○ Assets per employee	○ Share of customers wallet	○ Efficiency ratio	○ Revenue per employee
○ Cost of capital	○ Customer complaints by reason	○ New product revenue as a percentage of total	○ Turnover ratio
		○ Self service channel transactions	○ Training hours divided by FTE