No.	KPI Name	Weight	Target	Criteria	KPI Description	Source	Formula
1	Shipment Status Update to Customer	15%	Weekly report sent Every Friday	Absolute	Measures the timeliness of shipment status	Weekly Report/Emails	100% - All reports are sent 0%- Not able to send the report Total Hit / Total Job
		15%	Zero error on Weekly Report	Lower is better	Measures the accuracy of the shipment status	Weekly Report/Emails/Calls	100% - No error occurred 50% - 1 occurrence 0% - more than 2 occurrence
2	Job Instruction Preparation	15%	100%	Lower is better	Measures the accuracy of final JI submitted to Finance	Quotation/ File/Emails/CRM	Scale: 100% - zero error 80%- 1 error 50%- more than 2 errors
3	Number of CS activities	15%	Average 10 acitivities per CS per day	Higher is better	Measures the number of CS activities, (Shipment Update, Sales Proposal Submitted)	Quotation/ File/Emails/CRM	Actual / Target
4	Sending of Actual Pre- alert for: MNL: Export VISMIN: Import/Export North Luzon: Import/Export	10%	Sea Freight: Pre Alert (Export and Import) – within 48 hours after departure from origin. Air Freight: Pre Alert (Export and Import) – within 12 hours upon cargo transfer from origin warehouse.	Lower is better	Measures the timeliness of sending pre-alert for export/import shipments	Emails/CRM/Viber/SMS	Scale: 100% - sent within leadtime 0% - send beyond lead time Total Hit/ Total Job

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No.	KPI Name	Weight	Target	Criteria	KPI Description	Source	Formula
5	Handling Customer Complaints	5%	Complaint Acknowledgement within the leadtime	Lower is better	Measures the timeliness of response the Customer Complaints Complaints with NCAR issued - Critical	Emails/CRM/NCAR	Scale: 100% - acknowledged within 24 hours 0% - more than 24 hours Average of all complaints
		15%	Resolved Customer Complaint within the leadtime **Critical**- solve within 24 hours **Important**- solve within 48 hours **Minimal**- solve within 72 hours	Higher is better	Measures the timeliness of solving the customer complaints	Emails/CRM/NCAR	Scale based on target: 100% - If resolved within the leadtime upon acknowledgement 80% - if resolved, 48 hours after the leadtime 50% -if resolved, more than 48 hours after leadtime 0% - if resolved, more than 72 hours Average of all Complaints
6	Total number of calls made for telemarketing/ Booking Solicitation	10%	100%	Higher is better	Measures the number of outbound calls made for telemarketing/booking solicitiation.	CRM/ Emails/ Viber/ SMS	100 Calls per month CSR Actual/Target
		100%					

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