	Customer Experience	Document Number:
	Key Performance Indicator	KPI-CXD-02.03
Department: Customer Experience	**Effective Date:** November 22, 2022	**Revision No** 0

F2 LOGISTICS — LET'S MOVE. NOW.

KPI 2022

No.	KPI Name	Weight	Target	Criteria	KPI Description	Source	Formula
1	Processing of Booking	15%	100%	Higher is better	Measures the on-time processing of booking	F2 System	Creation of Booking vs. Requested Pick- up Date
		15%	100%	Higher is better	Measures the accuracy and completeness of processing of booking transactions	CRM	Scale: 100% - Zero Incident 90% -up to 2 Incidents 80%- 3 to 5 Incidents 50%- more than 5 Incidents
2	Handling Customer Complaints	20%	Critical - 24 hours Important - 48 hours Minimal - 72 hours Claims Related - 30 days	Higher is better	Measures the timeliness in response and solving the Customer Complaints Complaints with NCAR Issued- Critical	NCAR/ CRM	Scale: 100% - If attended and/or resolved within the leadtime 90% - 24 hours after leadtime 80%- 48 hours after leadtime 50%- more than 48 hours after leadtime 0% - more than 7 working days
		10%	Leadtime of 24 hours encoding upon receipt of the CIR.	Higher is better	Measures the timeliness in encoding the Cargo Incident Report (CIR) on the CRM. Leadtime of 24 hours encoding upon receipt of the CIR.	CIR/CRM	Scale: 100% - If encoded within the 24 hours leadtime 90% - 48 hours after leadtime 80%- 72 hours after leadtime 50%- more than 72 hours after leadtime 0% - more than 7 working days
3	Total number of calls made for telemarketing/ Booking Solicitation	20%	200 Calls per month per CXS	Higher is better	Measures the number of outbound calls made for telemarketing/booking solicitation.	CRM	actual number of calls/ 200 Calls per month per CXS
4	Total number of saleslead thru telemarketing	10%	4 Acct per month per cxs	Higher is better	Measures the number of saleslead thru telemarketing	CRM	total no of accts given to sales/ 4 Acct per month per cxs
5	Total number of Quotation sent	10%	20 quotations per month per CXS	Higher is better	Measures the number of Quotation sent to customer	EMAIL/ VIBER/ SMS	actual number of quotation/ 20 quotations per month per CXS

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