 F2 GLOBAL LOGISTICS <small>LET'S MOVE. NOW.</small>	<h1>Customer Experience</h1> <h2>Key Performance Indicator</h2>		Document Number: KPI-CXD-02.03
	Department: Customer Experience	Effective Date: July 15, 2024	Revision No.: 0


KPI 2024 – Manila & Subic

No.	KPI Name	Weight	Target	Criteria	KPI Description	Source	Formula
	Business Production Gross Revenue	20%	Budget is based on budget	Higher is better	Actual Revenue/ Profit of Existing and New Business - <u>In House Accounts</u> - SL	In House Revenue from Finance	Actual/Set Quota
			Budget is based on budget		Actual Revenue/ Profit of Existing and New Business - <u>In House Accounts</u> - NL		
2	Net Revenue of the Total Sales Production	10%	at least 13% margin	Higher is better	Actual Net Revenue of the total Production-Inhouse accounts - SL	In house Revenue from Finance	Actual/Set Quota
					Actual Net Revenue of the total Production-Inhouse accounts - NL		
3	Business Expansion or New Business for the Existing Accounts	5%	At least 1 new clients or new account	Higher is better	At least 1 new client or new accounts or new business under existing accounts <u>In-House Accounts</u> (New or Revived Customer) for Brokerage Business	In House Production from Finance	Actual/Target
		10%	At least 2 new clients or new account	Higher is better	At least new clients or new accounts or new business under existing accounts in House Accounts (New or Revived Customer) for Freight Business	In House Production from Finance	Actual/Target
4	Account Relationship Management	5%	At least 4 accounts per month	Higher is better	Monitoring 4accounts In Houses for wine and dine per month and/or Business Review/ Other Client activities/ online meeting	Weekly Report/BR/ Emails	Actual/Target
5	Quotation Submitted	10%	25 quotations in a week	Higher is better	At least 5 quotations submitted in a day	Monitoring Sheet/Emails/ Weekly	Actual/Target
6	Quality Telemarketing / Booking Solicitation	10%	50 combined quality calls and booking solicitation in a week	Higher is better	At least 10 Quality Telesales & Booking Solicitation	CRM/Weekly Report/Emails	Actual/Target

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7	Handling Customer Complaint	5%	Complaint Acknowledgment within 24 hrs. lead time	Lower is better	Measures the timeliness of response the Customer Complaints Complaints with NCAR issued - Critical	CRM/Weekly Report/Emails	Scale: 100% - acknowledged within 24 hours 0% - more than 24 hours Average of all complaints
		10%	Resolved Customer Complaint within the lead time Critical- solve within 5 working days but need to provide initial result of investigation within 24hrs. Important- solve within 3 working days Minimal- solve within 1 working day	Higher is better	Measures the timeliness of solving the customer complaints	CRM/Weekly Report/Emails	Scale based on target: 100% - If resolved within the Lead time upon acknowledgment 80% - if resolved, 48 hours after the Lead time 50% -if resolved, more than 48 hours after lead time 0% - if resolved, more than 72 hours Average of all Complaints
8	Shipments Status Update to Customer	5%	Weekly report sent Every Friday	Higher is better	Measures the timeliness of shipment status	CRM/Weekly Report/Emails	100% - All reports are sent 50% - At least 12 occurrence 0%- more than 12 occurrence
		10%	Zero error on Weekly Report	Lower is better	Measures the accuracy of the shipment status	CRM/Weekly Report/Emails	100% - No error occurred 50% - 12 occurrence 0%- more than 12 occurrence

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Cebu

No.	KPI Name	Weight	Target	Criteria	KPI Description	Source	Formula
1	Business Production Gross Revenue	20%	Budget is (Based on Budget)	Higher is better	Actual Revenue/ Profit of Existing and New Business - <u>In House Accounts</u>	In Houses Revenue from Finance	Actual/Set Quota
2	Net Revenue of the Total Sales Production	10%	at least 13% margin	Higher is better	Actual Net Revenue of the total Production-Inhouse accounts	In house Revenue from Finance	Actual/Set Quota
3	Business Expansion or New Business for the Existing Accounts	5%	At least 1 new client or new account	Higher is better	At least 1 new client or new accounts or new business under existing accounts <u>In- House Accounts</u> (New or Revived Customer) for Brokerage Business	In House Production from Finance	Actual/Target
		10%	At least 2 new clients or new account	Higher is better	At least 2 new clients or new accounts or new business under existing accounts in House Accounts (New or Revived Customer) for Freight Business	In House Production from Finance	Actual/Target
4	Account Relationship Management	5%	At least 4 accounts per month	Higher is better	Monitoring 4accounts In Houses for wine and dine per month and/or Business Review/ Other Client activities/ online meeting	Weekly Report/BR/ Emails	Actual/Target
5	Quotation Submitted	10%	25 quotations in a week	Higher is better	At least 5 quotations submitted in a day	Monitoring Sheet/Emails/ Weekly	Actual/Target
6	Quality Telemarketing / Booking Solicitation	10%	50 combined quality calls and booking solicitation in a week	Higher is better	At least 10 Quality Telesales & Booking Solicitation per CX Team	CRM/Weekly Report/Emails	Actual/Target

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