KPI Metrics Assessment

WHOLESALE DISTRIBUTION

KPI Assessment – WHOLESALE DISTRIBUTION Industry Benchmarks

● Current ● Potential

FUNCTIONAL AREA	KPI	BOTTOM TIER	MEDIAN	TOP TIER
Commerce	eCommerce Growth	< 9.5%	9.5%	15.5%
CRM & Marketing Automation	Revenue Growth	-12%	-1%	12%
Sales Force Automation	Revenue Growth	-12%	-1%	12%
Order Management	Order Fulfillment Team Efficiency	customer specific	customer specific	customer specific
Sourcing & Supply Chain Management	Inventory Turns	< 5.9 turns	5.9 turns	9 turns
Inventory & Warehouse Management	Order Fill Rate	< 96%	96%	99%
Customer Service	Customer Service Team Efficiency	customer specific	customer specific	customer specific
Financial Management & Reporting	Days to Close the Books	> 10 days	7 days	5 days
Technology & BI Platform	Replace Current Systems	customer specific	customer specific	customer specific
Human Resources	HR Team Efficiency	customer specific	customer specific	customer specific
Budgeting & Forecasting	Days to Complete the Annual Budget Budget	> 41 days	41 days	30 days

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Thank You