Strategic theme: Customer value

	Objective	Measure	Target	Initiative
Financial perspective	Customer retention	• Retention rate		• Track retention statistics • Key account managers
Customer Perspective	*General objectives*	• Satisfaction rate		• Customer surveys
	Independant / Custom made solutions	• Agile measures like sprint deadlines		• Align to agile process • Continuous dialogue with customer
	Tanglible Solutions	• Handover documentation		• Focus on specific deliverables • Project handovers • Explicit project closures
	Sustainable value / solutions	• Long-term follow ups		• Testing of product / deliverable • Code reviews • Consideration of clients future business
	Alignment to company values	• Employee acknowledgement of values		• Comunicate values internal & external • Internal employee surveys
Internal process perspective	Education, knowledge sharing & individual improvement	• Consultant-client occupancy • Number of formal education sessions • Number of formal knowledge sharing sessions • Knowledge sharing communication tools	• 80% occupancy • 1/quarter • 1/week • existence	• Formal education in new tech / approaches • Formal knowledge sharing sessions • Enable informal knowledge sharing sessions • Individual review process (Netlight's professional program) • Planning of in-house individual learning
	Maintain employee morale & motivation	• Survey statistics		• Employee surveys • Celebrating success • Feedback sessions • Recognize achievements • Highlight inspirational people
	Make internal networking easy	• Occasions	• 1 per year	• Destination unknown • Get togethers • Find & maintain good communication platforms
Learning & Growth perspective	Human capital			• Recruitment process • Prepare young students • University networking • Influence university education
	Information capital	• Knowledge base info		• Codification • Training in communication standards • (Knowledge professionals like McKinsey)
	Organizational capital	• Managers	• 0	• Partners as role models • Diversity initiatives • Encourage upholding of obligation to dissent