

Metrics Help Us Ask the Right Questions

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- Ask the right questions
- Find the best answer in the time available
- Translate into a specific recommended action
- Communicate with the “decision makers”

What is always the right question?

- What change can be made now?
 - Increases Revenue
 - Maximize Profitability
 - Reduces Risk

What does “right now” really mean?

- Ideal answer is: “we have decisions in real time.”
 - No more than a fraction of a second
- Next best answer is: Just-In-Time
 - Individuals who interact with customers have full transaction record
- Third best answer, which is still good:
 - Changes cannot happen overnight, but we will make it happen as soon as it has been tested and is known to work

Sales tax rate of 4.75% is
NOT a metric

“Click-through” rates are a metric