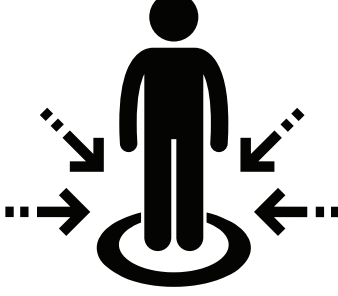

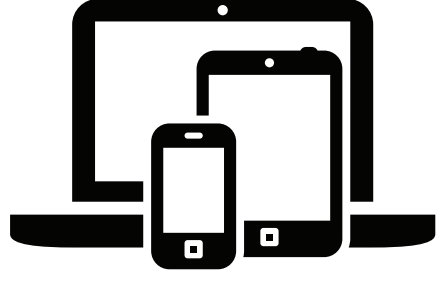
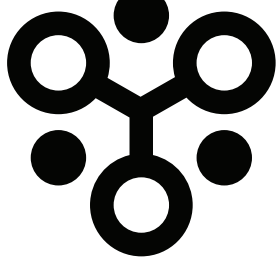
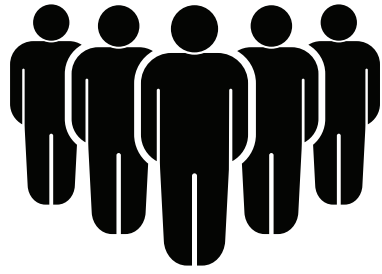
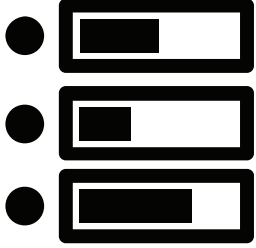


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30 Strategic KPIs for Digital Transformation (GB1013 v1.0.1)

Using Digital Maturity Model & Metrics

DIMENSIONS	 Customer		 Strategy		 Technology		 Operations		 Culture		 Data	
KEY PERFORMANCE INDICATORS	\$ CLV	Customer Lifetime Value represents the total amount of money that the customer is expected to spend with the organization during their entire relationship minus the cost to acquire and serve them.	% ROI	Return On Investment is a measure of the gain or loss from an investment relative to its cost.	% DUJ	Digital User Journeys is an indicator of the proportion of user/customer journeys that can be wholly carried out over digital channels without human interaction.	T TTM	Time-to-Market measures the time taken to move a new or enhanced product or service from concept to general availability.	# INPS	Internal Net Promoter Score is a measure to evaluate the extent to which employees are willing to recommend the company and its digital products/services.	\$ EVDA	Economic Value of Data Assets is a measure of the monetary value of all the data assets owned by the organization evaluated using an income approach.
	# NPS	Net Promoter Score is a proxy measure for customer satisfaction and loyalty based on the likelihood of customers being willing to recommend a product or brand.	% RDI	Revenue generated by Digital Investment measures the amount of additional revenue created as a result of digital investment.	# AMP	App Market Performance reflects the quality and usability of an app based on indicators such as the App's star rating, total count of downloads/installs, total number of ratings and the average sentiment from users.	T ART	Average Response Time is the amount of time it takes to provide results to a request made by a user or customer.	% DSN	Digital Match of Skills Needed is a measure of the availability of staff with the skills needed to deliver digital initiatives (including products and services).	% DDI	Data Democratization Index measures the mean proportion of required data that stakeholders feel they are immediately able to access in a usable format.
	% CHR	Churn Rate is a measure of customer turnover.	# BAS	Brand Affinity Score represents the aggregate feeling of actual and potential customers about a brand.	% AoD	Adoption of DevOps is a measure to indicate the level of adoption of DevOps (CI/CD) in operations and in technology delivery related projects within the organization.	% AUR	Average Usage Rate is the measure of how many users out of a user base actively interact with a digital channel (Website, Chatbot, kiosk etc.) or digital product.	# EES	Employee Effort Score measures the ease with which employees feel they can execute their tasks.	% DI	Data Integrity measures the proportion of each data type held by the organization that is "fit for purpose".
	\$ CAC	Customer Acquisition Cost (CAC) is a measure of an organization's average expense towards gaining a single customer.	% REP	Revenue generated with Ecosystem Partners is a measure of the proportion of enterprise revenue generated from services jointly delivered with one or more digital ecosystem partner.	% PAR	Process Automation Rate is the proportion of processes within the organization that are automated.	\$ CTS	Cost-to-Serve is a measure of the total cost of servicing users or customers.	% WDI	Workforce involved in Digital Initiatives measures the proportion of total working time spent developing, delivering, or supporting digital initiatives.	% RDM	Revenue from Data Monetization measures the proportion of revenue obtained from external monetization of data.
	T FRT	First Response Time is the time (duration) it takes an organization to provide an initial meaningful reply to a customer request.	% CSS	Customer Self-service Success measures the proportion of customer service requests which are successfully completed over self-service channels without the need for direct human support.	Kg/Cust NCF	Net Carbon Footprint is the difference between emissions and absorption of carbon, per customer served, within a time period.			% TDI	Training budget for Digital Initiatives measures the percentage of the training budget allocated and spent on digital initiatives.	% DCM	Key Data Assets covered by Meta-data is a measure of the proportion of key data assets that are adequately described and cataloged with meta-data.
											% CDR	Compliance to Data Regulations and Policies measures the proportion of processes using data that are fully compliant with data-related regulations and policies.
LEGEND    \$    Currency (Reference is Dollar)    #    Numerical Count    %    Percentage    T    Time (Reference Seconds / Minutes / Hours / Days)    Kg    Weight (Using Kilograms)												
30 Strategic Key Performance Metrics to align your organization's Digital Maturity												

Together we work with more than 850 digital partners worldwide. The 30 Strategic KPIs for Digital Transformation (GB1013 v1.0.1) has been developed by (in alphabetical order):

