

Measuring Results

- Clearly defined **performance metrics** supported by an **reward system** helps in motivating the work force in a call center
- The managers no longer required to fight with **numbers and values**
- By using the values presented on scorecards, they could take **quick decision**

Balance Score Card

- ✓ Four key Business Perspectives
- ✓ Internal & Business process of Organization
- ✓ Short Run & Long Run