

KPI Name	Definition / Purpose	Calculation / Formula	Key Variables / Source Fields	Example Values	Notes / Implementation Steps
Monetary					
Total NWNF Rev Received (\$)	Revenue from No Win No Fee cases	SUM of revenue from NWNF cases	Case Type, Revenue Amount, Settlement Status	NWNF, \$2,000, Closed	Filter cases by NWNF status
Total Defence Fee Rev Received (\$)	Revenue from defence cases	SUM of revenue from defence cases	Case Type, Revenue Amount	Defence, \$3,500	Requires accurate case type classification
Total Value of Live Cases (Unsettled)	Estimate of value in the active pipeline	SUM of estimated value of open cases	Case Status, Est. Value	Open, \$15,000	Useful for forecasting
CAC per Case (\$)	Marketing cost to acquire each case	Marketing Spend / # New Cases	Marketing Cost, New Case Count	\$500, 10	Track monthly marketing vs acquisition
CAC vs Case Value (\$)	Acquisition efficiency per case	CAC per Case / Avg Case Value	CAC per Case, Avg Case Value	\$500/\$2,500 = 0.2	Should remain below 0.5 ideally
Avg. Case Value (\$)	Mean revenue per closed case	SUM(Revenue) / Closed Cases	Case Revenue, Case Status	\$25,000/10 = \$2,500	Only include completed cases
Avg. Settlement Value (NWNF 20%)	Avg. settlement for NWNF 20% model	SUM(Settlement Value) / Count(Cases - NWNF)	Settlement Value, Case Type, Fee Rate	\$20,000, 20% NWNF	Validate fee structure
Avg. SOC Settlement Value (NWNF 20%)	Avg. value for SOC settlements under NWNF	Same as above, filtered by SOC only	Settlement Value, SOC Identifier, Fee Rate	\$15,000	SOC must be tagged in system
Avg. Mediation Settlement Value (NWNF 20%)	Avg. settlement value at mediation	SUM(Mediation Settlements) / Count(Mediation)	Settlement Value, Case Stage, NWNF Tag	\$12,000	Use stage-based filtering
Avg. Trial Settlement Value (NWNF 20%)	Avg. value of trial settlements	SUM(Trial Settlements) / Count(Trial Cases)	Settlement Value, Case Stage, NWNF Tag	\$18,000	Trial tag must be maintained
Time-Based					
Avg. Time Cases Unassigned (Days)	Avg. time a case remains unassigned	AVG(Date Assigned - Date Created)	Case Open Date, Date Assigned	3 days	Track unassigned backlog
Avg. Time to SOC Generation (Days)	Time from open to SOC creation	AVG(SOC Date - Case Open Date)	SOC Created Date, Case Open Date	2 days	Monitor intake speed
Avg. Time Between SOC to Mediation (Days)	Time from SOC to mediation	AVG(Mediation Date - SOC Date)	SOC Date, Mediation Date	14 days	Focuses on litigation prep flow
Avg. Time to Reply Defence (Days)	Time taken to respond to defence	AVG(Reply Date - Defence Date)	Defence Date, Reply Date	5 days	Ensure timeline compliance
Avg. Time Between Mediation and Trial (Days)	Time from mediation to trial	AVG(Trial Date - Mediation Date)	Mediation Date, Trial Date	30 days	Highlights litigation delay
Avg. Case Age (Days)	Average case lifecycle (close to open)	AVG(Close Date - Open Date)	Open Date, Close Date	60 days	Use only closed cases
Avg. SOC Settlement Age (Days)	Avg time from SOC to settlement	AVG(Settle Date - SOC Date)	SOC Date, Settlement Date	18 days	Drill down by SOC tag
Avg. Mediation Settlement Age (Days)	Avg time from mediation to settlement	AVG(Settle Date - Mediation Date)	Mediation Date, Settlement Date	23 days	Measure mediation performance
Avg. Trial Settlement Age (Days)	Avg time from trial start to settlement	AVG(Settle Date - Trial Date)	Trial Start Date, Settlement Date	35 days	Track trial burden
Avg. T to Notice of Discon. Post Settlement (Days)	Post-settlement admin time	AVG(Notice of Discon Date - Settlement Date)	Settlement Date, Discontinuance Date	4 days	Minimize post-process lag
Output					
# of New Cases Per Week	Weekly intake of new cases	COUNT(Cases where CreatedThisWeek = TRUE)	Case Created Date	10	Monitor lead quality
% Attrition Rate (Good vs Discard)	Proportion of good vs dropped cases	(# Good Closures / Total Closures) * 100	Closure Reason, Status	80%	Define success criteria
New Accounts Vs Drop Offs	Client retention/growth metric	New Clients / Dropped Clients	Client Created Date, Client Drop Date	12 / 2	Trend this monthly
# of SOC's Generated	Activity level for SOC drafting	COUNT(SOC Documents Created)	SOC Generated Flag	5	Ensure correct tagging of document types
# of SOC's Settled	Settlement outcomes from SOC cases	COUNT(Settled Cases with SOC)	Settlement Flag, SOC Tag	3	Track SOC effect
# of Cases in Mediation Phase	Volume of active mediation work	COUNT(Cases where Phase = Mediation)	Case Current Stage	4	Filter status
# of Mediation Cases Settled	Settlement success in mediation phase	COUNT(Settled where Phase = Mediation)	Mediation End Date, Status	2	Improves success rate visibility
# of Trial Cases Settled	Settled trial-stage cases	COUNT(Settled where Phase = Trial)	Trial Start, Status	1	Track late-stage settlements
Total # of Cases Settled	All cases resolved	COUNT(Cases where Status = Settled)	Settlement Date, Status	15	Include stage breakdown