Overview

Overview

Report title	Overview
Period	From 01/01/2025 to 11/15/2025
Group by	Month
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▦ Mobile Fitness Coaching App

Details	
Start performance	52.11%
End performance	38.43%
Performance dynamic	-13.68%

Finance

Details	If we satisfy the needs of our customers, what outcomes will our stakeholders see?

💬 Customer

Details	To achieve our vision, how must we look to our customers?

📊 Improve customer service

Details	
Owner	
Stakeholders	
Parent	Customer

📋 Implement omnichannel customer support
Initiative - General
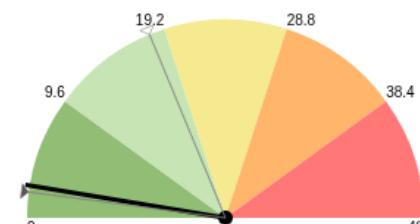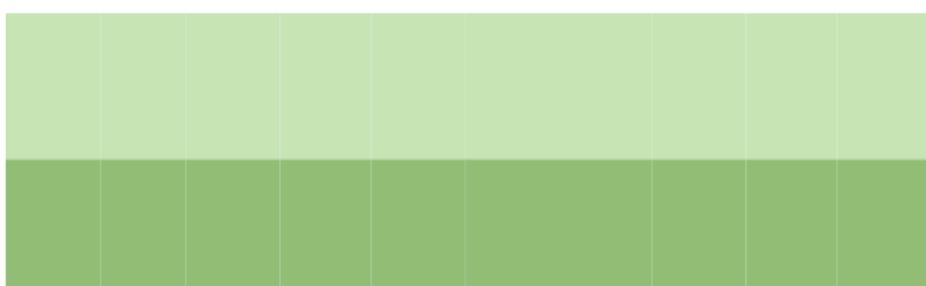
Details	
Parent	Improve customer service
Owner	
Initiative type	📋 Initiative

⏲️ Average response time

Details	
Unit of measure	hour(s)
Owner	
Parent	Improve customer service

	Value	Target	Baseline	Progress
January 2025	18 hour(s)	2 hour(s)	18 hour(s)	0 %
February 2025	10 hour(s)	2 hour(s)	18 hour(s)	50 %
March 2025	12 hour(s)	2 hour(s)	18 hour(s)	37.5 %
April 2025	3 hour(s)	2 hour(s)	18 hour(s)	93.75 %
May 2025	3.2 hour(s)	2 hour(s)	18 hour(s)	92.5 %
June 2025	4 hour(s)	2 hour(s)	18 hour(s)	87.5 %
July 2025	5 hour(s)	2 hour(s)	18 hour(s)	81.25 %
August 2025	3.2 hour(s)	2 hour(s)	18 hour(s)	92.5 %
September 2025	3 hour(s)	2 hour(s)	18 hour(s)	93.75 %
October 2025	2 hour(s)	2 hour(s)	18 hour(s)	100 %
November 2025	2.5 hour(s)	2 hour(s)	18 hour(s)	96.88 %
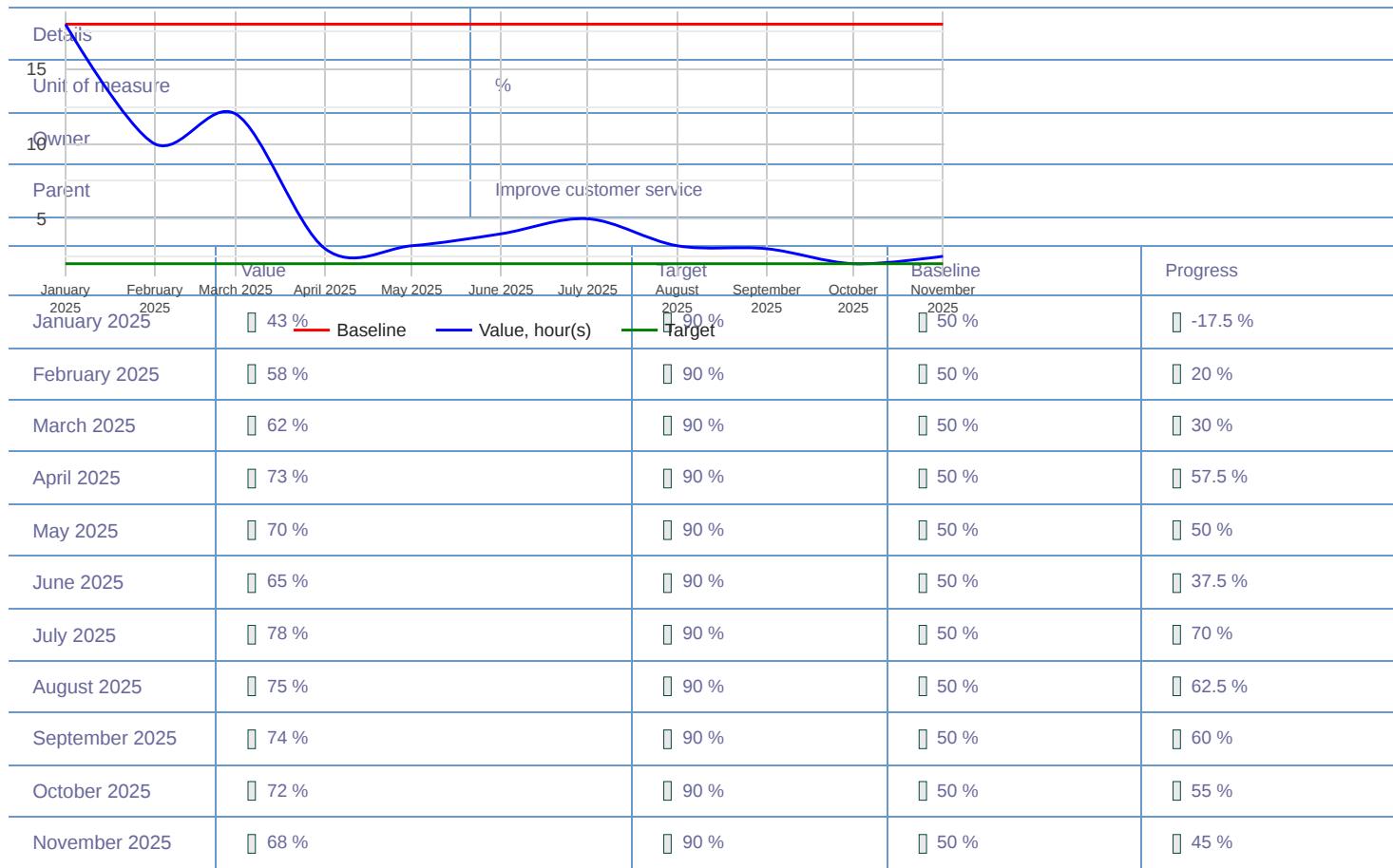
Average response time
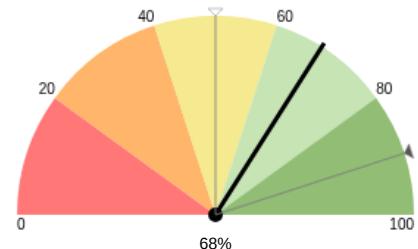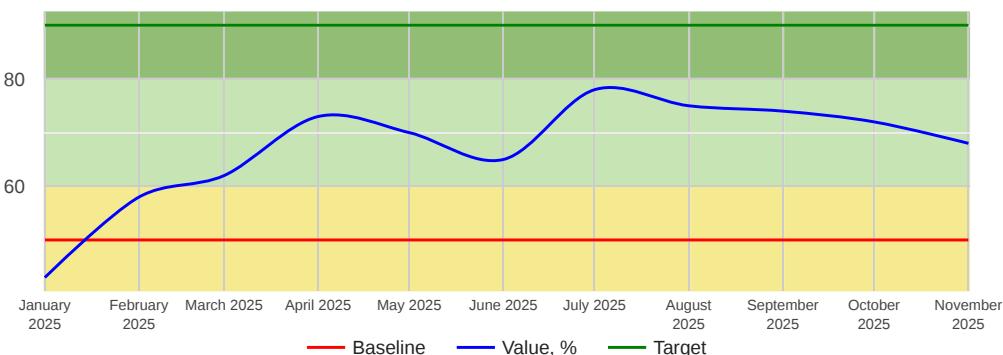Value, hour(s), November 2025

Average response time
First contact resolution rate
Value, hour(s), 01/01/2025 - 11/15/2025

Details				
Unit of measure		%		
Owner				
Parent		Improve customer service		

Legend: — Baseline — Value, hour(s) — Target

	Value		Target	Baseline	Progress
January 2025	43 %		90 %	50 %	-17.5 %
February 2025	58 %		90 %	50 %	20 %
March 2025	62 %		90 %	50 %	30 %
April 2025	73 %		90 %	50 %	57.5 %
May 2025	70 %		90 %	50 %	50 %
June 2025	65 %		90 %	50 %	37.5 %
July 2025	78 %		90 %	50 %	70 %
August 2025	75 %		90 %	50 %	62.5 %
September 2025	74 %		90 %	50 %	60 %
October 2025	72 %		90 %	50 %	55 %
November 2025	68 %		90 %	50 %	45 %

First contact resolution rate
Value, %, 01/01/2025 - 11/15/2025

Legend: — Baseline — Value, % — Target

First contact resolution rate
Value, %, November 2025

68%
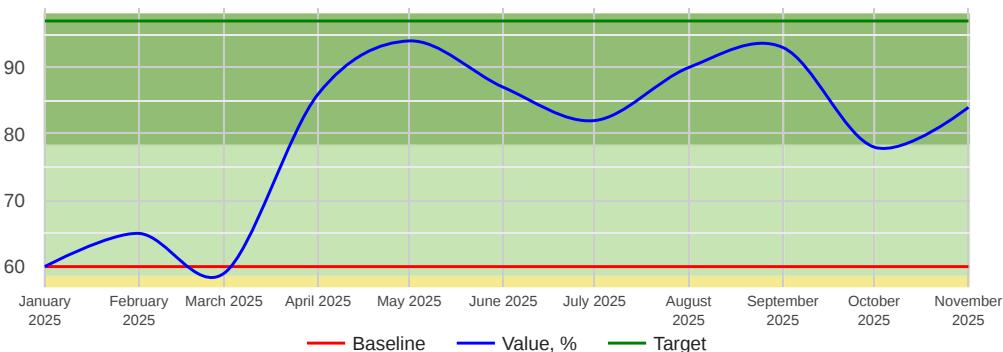
🎧 Customer satisfaction

Details	
Unit of measure	%
Owner	
Parent	Improve customer service
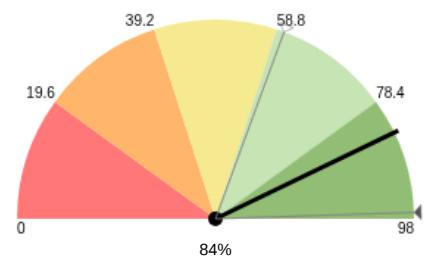
	Value	Target	Baseline	Progress
January 2025	60 %	97 %	60 %	0 %
February 2025	65 %	97 %	60 %	13.51 %
March 2025	59 %	97 %	60 %	-2.7 %
April 2025	86 %	97 %	60 %	70.27 %
May 2025	94 %	97 %	60 %	91.89 %
June 2025	87 %	97 %	60 %	72.97 %

July 2025	▯ 82 %	▯ 97 %	▯ 60 %	▯ 59.46 %
August 2025	▯ 90 %	▯ 97 %	▯ 60 %	▯ 81.08 %
September 2025	▯ 93 %	▯ 97 %	▯ 60 %	▯ 89.19 %
October 2025	▯ 78 %	▯ 97 %	▯ 60 %	▯ 48.65 %
November 2025	▯ 84 %	▯ 97 %	▯ 60 %	▯ 64.86 %

Customer satisfaction
Value, %, 01/01/2025 - 11/15/2025

⚠ [Risk] Impact on operations

Details	
Owner	
Stakeholders	
Parent	Improve customer service

📋 Comprehensive training program
Initiative - General

Details	
Parent	[Risk] Impact on operations
Owner	
Initiative type	📋 Risk Mitigation

👥⚙️ Internal Business Processes

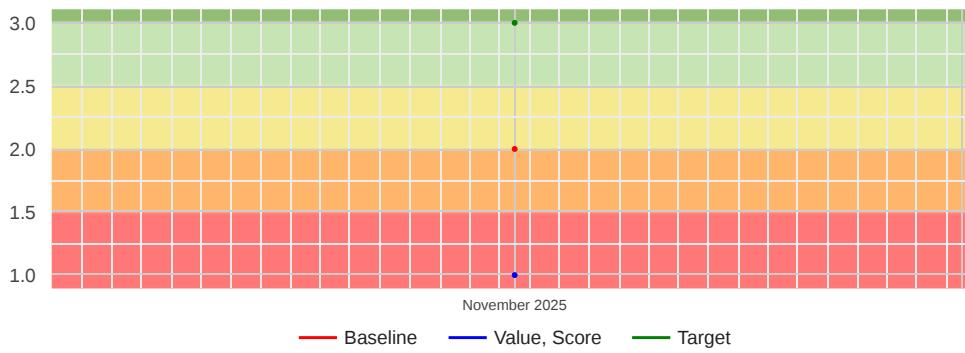| Details	How are we going to satisfy customer needs and meet financial goals?

🦉 increase the customer screen time

Details	
Unit of measure	Score
Owner	
Parent	Internal Business Processes

	Value	Target	Baseline	Progress
November 2025	🪧 1 Score	🪧 3 Score	🪧 2 Score	🪧 -100 %

increase the customer screen time
Value, Score, 01/01/2025 - 11/15/2025

November 2025

— Baseline — Value, Score — Target

increase the customer screen time
Value, Score, November 2025

1 Score

🎓 Learning and Growth

Details	How should the company learn and improve in order to achieve its vision?