

1. What Is a Scorecard?

- **Key Point:** A scorecard is a statistical record used to measure progress toward a goal.
 - **Description:** It compares actual results to targets, helping stakeholders make informed decisions.
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2. Scorecards vs. Dashboards

- **Dashboards:** Monitor ongoing performance.
- **Scorecards:** Track progress against specific metrics and goals.

Example:

A dashboard may show current sales, but a **scorecard** shows whether those sales are meeting the target.

3. Call Center Example

- **Scenario:** A call center wants to increase revenue by 20%.
 - **Solution:** A scorecard compares current sales to the goal, helping managers adjust strategies if needed.
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4. Tracking KPIs

- **Key Point:** Scorecards help visualize key performance indicators (KPIs).
 - **Description:** They show trends like call volume, conversion rates, and average call duration—providing actionable insights.
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5. Identifying and Responding to Issues

- **Key Point:** Scorecards highlight gaps between actual and desired performance.

- **Description:** If hold times increase or call issues spike, managers can take corrective action (e.g., hiring staff or stepping in to assist).
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6. Scorecards Add Context

- **Key Point:** They turn raw data into meaningful insights.
- **Description:** By comparing results to goals, scorecards motivate performance and guide decision-making—just like keeping score in a game.