

Communications Performance Indicator Matrix™

PERFORMANCE INDICATORS

An indicator provides evidence about a condition or result. The indicator matrix should focus on quantitative or qualitative indicators of performance relative to the statement of objectives. The model builds sequentially from Process to Activity, then Relationship and finally Result-based indicators which tie communications to bottom-line outcomes.

PROCESS

What demonstrates internal performance or efficiency toward achieving the communications objectives?
(e.g. client satisfaction, time to publish, numbers of approvals)



ACTIVITY

What evidences the level of outputs generated in support of the communications objectives?
(e.g. number of Web hits, number of attendees at an event, reach and quality of media coverage)



RELATIONSHIP

What allows you to assess how the communications activity has contributed to building/solidifying/fixing key relationships which are critical to your communications objectives? (e.g. client feedback, level of engagement at an event, rate of follow-up responses, rate of endorsements/referrals)



RESULTS

What is the ultimate outcome of the activity in achieving communications and corporate objectives?
(e.g. new sales, increased compliance to a policy, decreased staff turnover)

MEASUREMENT TOOLS

The Measurement Tools are the means of tracking the Performance Indicators.

What are the instruments or techniques that you will use to evaluate performance against your indicators?

Several measurement tools are likely already available in your organization. Explore possibilities such as measurements of sales performance, employee productivity/turnover, customer complaint reports, WebTrends analysis etc. Consider cost-effective communications measurement tools such as:

- Return on Investment (ROI) calculations
- Share of Voice
- Message/Content Analysis
- Avoidance of Risk
- Time/Productivity Analysis
- Influence on Sales
- Executive Interviews
- Isolation of Factors Test
- Brand/Communications Audit
- Audience-Centric Communications Modelling