

Open Standards Benchmarking Measure List

Sales and Marketing

Cost Effectiveness				
Metric Group ID	Metric Name	Metric Formula	KPI Flag	PCF ID
100025	Budget for marketing as a percentage of revenue	$(197.0260a / 197.007) * 100$		10149
100027	Budget for sales as a percentage of revenue	$(197.0260c / 197.007) * 100$		10103
100126	Average cost per sales order for orders received through "new" channels	197.0270b		10185
100129	Average cost per sales order for orders received through "traditional" channels	197.0270a		10185
100859	Marketing budget per marketing FTE	$197.0260a / 197.0260b$		10149
103165	Sales budget per sales FTE	$197.0260c / 197.0260d$		10131
Process Efficiency				
Metric Group ID	Metric Name	Metric Formula	KPI Flag	PCF ID
100479	Current customer wallet share	197.018	a	10102
101928	Percentage of customers who can name brand in unaided recall test	197.019	a	10102
101929	Percentage of customers who would recommend product/service	197.017	a	10102
102456	Percentage of qualified leads where the sale is closed	197.032	a	10184
102602	Percentage of satisfied customers	197.016	a	10102
104302	Customer retention rate for all customers over the last three years	197.021	a	10004
100213	Average monthly sales forecast error within a product family	197.035		10105
100480	Current market share	197.015		10102
100731	First contact resolution rate for inquiries on existing orders and service-after-sales requests	197.037		10185
102525	Percentage of revenue attributed to customers who made first purchase of the brand	197.02		10102
102566	Percentage of sales order received through electronic channels	197.0240b		10185
Supplemental Information				
Metric Group ID	Metric Name	Metric Formula	KPI Flag	PCF ID
102288	Marketing FTEs as a percentage of total business entity FTEs	$(197.0260b/197.006) * 100$		10004

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Supplemental Information				
Metric Group ID	Metric Name	Metric Formula	KPI Flag	PCF ID
102530	Sales FTEs as a percentage of total business entity FTEs	$(197.0260d/197.006) * 100$		10105

About APQC's Open Standards Benchmarking

- APQC is the steward of the open standard benchmarking content. Content is developed and reviewed by various subject matter experts.
- Participation in APQC's Open Standards Benchmarking is complimentary for APQC Enterprise Members. APQC Functional Members can benchmark in their functional membership at no cost.
- By participating, you will receive a detailed table comparing your responses with those of your peers. In essence, you'll get a row-by-row comparison of your responses versus those of your peers. The data tables will feature your answers as well as indicate the high, median and low performance ranges.
- Past participants have used open standards benchmarking research reports to set baselines for process improvement projects, to build a business case for new initiatives, to prioritize high-impact opportunities, and even to validate success or return on investment from efforts.

For more information, call +1-713-681-4020 or visit www.apqc.org/osb.