

Open Standards Benchmarking Measure List

Sales and Order Management

Cost Effectiveness				
Metric Group ID	Metric Name	Metric Formula	KPI Flag	PCF ID
103660	Total cost to perform the process "manage sales orders" per \$1,000 revenue	$199.0310f / (199.006 * .001)$	a	10185
103664	Total cost to perform the process "manage sales orders" per sales order placed	$199.0310f / 199.032$	a	10185
103988	Total cost to perform the process "manage sales orders" per sales order line item	$199.0310f / 199.033$	a	10185
100126	Average cost per sales order for orders received through "new" channels	199.0260b		10185
100129	Average cost per sales order for orders received through "traditional" channels	199.0260a		10185
102914	Personnel cost to perform the process "manage sales orders" per \$1,000 revenue	$199.0310a / (199.006 * .001)$		10185
103276	Systems cost of the process "manage sales orders" per \$100,000 revenue	$199.0310b / (199.006 * .00001)$		10185
104465	Total cost to perform the process "managing sales orders" per process FTE	$(199.0310f/199.016)$		10185
Process Efficiency				
Metric Group ID	Metric Name	Metric Formula	KPI Flag	PCF ID
101014	Number of FTEs for the process "manage sales orders" per \$1 billion revenue	$199.016 / (199.006 * .000000001)$	a	10185
101741	Perfect order performance	199.023	a	10005
104302	Customer retention rate for all customers over the last three years	199.02	a	10004
100213	Average monthly sales forecast error within a product family	199.025		10105
100480	Current market share	199.017		10102
100731	First contact resolution rate for inquiries on existing orders and service-after-sales requests	199.03		10185
100810	Key customer growth	199.021		10102
102339	Percentage of order inquiry contacts received through electronic channels	199.0280b		10184
102566	Percentage of sales order received through electronic channels	199.0270b		10185
102588	Percentage of sales orders requiring no human intervention to create, modify, or fulfill	199.034		10185

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Cycle Time				
Metric Group ID	Metric Name	Metric Formula	KPI Flag	PCF ID
100496	Customer order cycle time in days	199.024	a	10005
Staff Productivity				
Metric Group ID	Metric Name	Metric Formula	KPI Flag	PCF ID
101404	Number of sales order line items per "manage sales orders" FTE	199.033 / 199.016	a	10185
Supplemental Information				
Metric Group ID	Metric Name	Metric Formula	KPI Flag	PCF ID
101831	Percentage of active customers that are profitable	199.022		10004

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.

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