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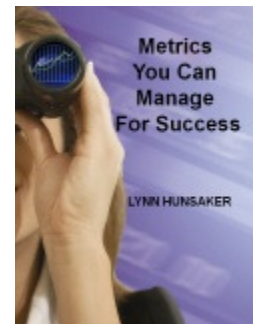
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Performance Management Tools Increase ROI

by Lynn Hunsaker

Return on investment (ROI) is now top-of-mind for individuals and businesses alike. A new handbook explains how to focus on the best key performance indicators (KPI) for any type of performance management.

[Sunnyvale, CA \(PRWEB\) December 11, 2008](#) - Return on investment (ROI), whether financial or non-monetary, is now top-of-mind for individuals and businesses alike. Designed for any type of performance management, the book [Metrics You Can Manage For Success](#) explains how the best key performance indicators (KPI), are metrics which are connected to the big picture, actionable, and predictive of overall goals. Author Lynn Hunsaker guides readers to identify root causes of performance management challenges, organize metrics into dashboards and balanced scorecards, and manage change for sustainable ROI.



Dr. John I. Todor, author of Addicted Customers, Winning Customer Mindshare, and Get With It guidebook to web 2.0., comments:

“This e-book should be saved on every marketer’s desktop! You are probably getting more pressure to demonstrate ROI. This book will get you up to speed fast and become a handy reference. It lets you go directly to the topics you are interested in at the moment, dealing with the topic clearly and succinctly. It has worksheets you can begin using immediately.”

Shirley Desai, author of The Seven Connections to Happiness & Harmony: Decision-Making Made Easy, comments:

“This is a valuable resource to professionals in marketing, finance and other functions where accountability and performance management tracking is vital. Reading this has opened my eyes to new ways of understanding and using metrics. Lynn Hunsaker converts the seemingly complex and intimidating topic of predictive metrics into very clear and simple terms.”

The key to high-ROI performance management is focusing on what matters most. Author Lynn Hunsaker, customer experience strategist at ClearAction, explains:

“We monitor customer satisfaction and business results as barometers of success. Yet, because these KPI are things which investors and customers have already experienced,

they are in fact lagging indicators of success. Lagging indicators are necessary but insufficient. They give us a sense of the big picture, but they are not actionable for performance management. To move the needle for these big-picture metrics we need to monitor correlated actionable metrics that allow us time to change course mid-stream. If we monitor the right actionable metrics, their progress — or lack thereof — can be predictive of big-picture ROI.”

Ms. Desai continues: “In addition, it goes beyond the textbook mechanics of computing metrics to explain how to apply these metrics to drive greater results.” [Metrics You Can Manage For Success](#) contains proven tips and performance management tools for following through on action plans, sustaining momentum, focusing management attention, and emphasizing constructive and synergistic thinking and behaviors. Tips are shared for seemingly impossible situations such as hard-to-track metrics, unresponsive stakeholders and cultural roadblocks.

To achieve high ROI, attention must be sustained on metrics that are actionable, predictive and connected to the big picture lagging indicators. Ms. Hunsaker explains:

“Too often, a focus on lagging indicators results in unintended negative behaviors, such as manipulating or denying data used for metrics. For example, sales people whose bonus is tied heavily to survey ratings may want to suggest to customers that they give the highest rating possible. This not only negates the validity of the survey, but it turns off customers and makes the survey and bonus programs wastes of time and money. The performance management practices described in this book can improve one’s ability to predict outcomes, motivate desired behaviors and earn needed resources and clout.”

For additional information on Metrics You Can Manage For Success, see <http://www.clearaction.biz/metricsbook.html>.

About Author Lynn Hunsaker:

Author Lynn Hunsaker offers highly respected viewpoints. Her thought leadership is published in OgilvyOne’s Customer Futures publication “The Importance of Customer Experience in a Down Economy” and in the Association of Support Professionals’ publication “The Great Customer Experience”. Ms. Hunsaker’s roles at semiconductor equipment-maker Applied Materials included Head of Corporate Quality, Manager of Customer Satisfaction and Metrics, and Director of Marketing and Business Development. She has taught marketing, advertising and business courses at University of California Berkeley Extension, Mission College and San Jose State University.

About ClearAction:

ClearAction LLC is a customer experience consulting firm specializing in mentoring executives for customer-focused business process improvement and customer relationship skill development. ClearAction emphasizes customer hassle prevention for greater results in customer retention and profitability.

Find out how to customize these tips to your situation; contact the author lynn.hunsaker@clearaction.biz.