

# The Balanced Scorecard

## Focus:

The financial performance of the business.

## KPIs:

- Revenue.
- OPEX.
- Net profit.



## Focus:

Customer satisfaction.

## KPIs:

- Level of returns.
- Lifetime value
- Customer satisfaction.

## Focus:

The efficiency of the business.

## KPIs:

- Machine downtime.
- Inventory level.
- Unit costs.

## Focus:

Internal knowledge & innovation.

## KPIs:

- Employee retention
- Level of new product ideas.
- Employee satisfaction.

# Balanced Scorecard Fr Dummies German Edition

**M.D. Bennett, P.M. Rikhardsson, S.  
Schaltegger**



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