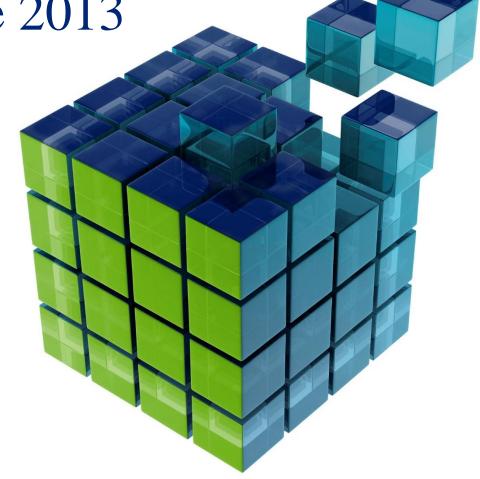
## Deloitte.

Annual Shared Services and BPO Conference 2013

Developing a successful scorecard for HR shared services utilising analytics



## Introductions



Simon Haines
Director, People and
Workforce Analytics
Deloitte



Karla Younger
HR Services & HRIS VP
The Coca-Cola Company

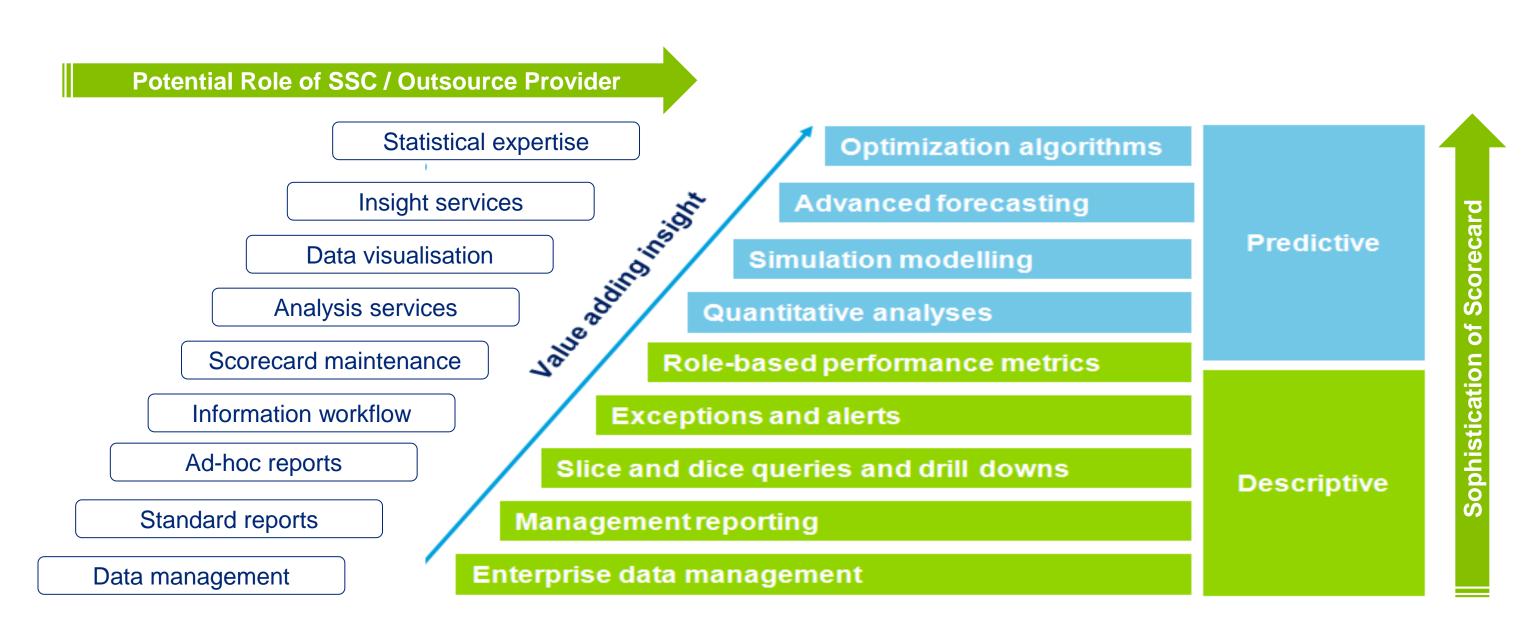


Dora Pancsovay
Consultant, People and
Workforce Analytics
Deloitte

## Introduction - scorecards in a SSC / BPO environment



Service centres can play a broad set of roles in delivering scorecards & analytics



## What makes a great scorecard?

What do you think is the difference between a good and a great scorecard?

Data in one Place

Accurate

Configurable

**Improves Over Time** 

**Functional** 

Shareable



User Friendly

Relevant to Audience

Timely & Up-to-date

Trusted & Relied Upon

Meaningful KPIs

**Enables Decision-Making** 

## What makes a great scorecard?

## What do you think is the difference between a good and a great scorecard?

#### 'Poor'

#### Alignment to need

- Audiences, and their requirements, are not defined
- Dashboard is not aligned to strategy/business objectives

#### Structure

- Insufficient breadth of metrics
- Lack of supporting context for KPIs
- Unclear representation of metrics

#### **Data**

- Lack of consistency in KPIs
- KPIs not seen as credible/accurate
- Timeliness of data refresh is too slow to enable decision-making

#### **Outcomes**

 No ability to make decisions or take action from information presented

#### 'Good'

#### Alignment to need

- Dashboard audiences are defined
- Clear understanding of the business objectives and how each KPI measures against these objectives

#### Structure

- A mix of factual and strategic metrics
- KPIs are organised in a logical way, and there are a suitable number

#### **Data**

- Consistent KPIs, which are seen as credible by stakeholders
- Metrics are supplemented by other relevant datasets (e.g. Finance)

#### **Outcomes**

 Timely and accurate information allows users to make decisions based on the data, track progress, and identify issues

#### 'Great'

#### Alignment to need

 Adaptability: dashboard can be changed as business requirements change

#### Structure

- **Interactive**: multiple views of the data are available; functionality to enable action
- **Dynamic**: can sort KPIs by priority/issue

#### **Data**

- Granularity: data can be 'drilled down'
- Weighting of metrics: KPIs can be reprioritised based on relevance to stakeholders, data quality, etc.
- Predictive capability: future issues can be identified and mitigated

#### **Outcomes**

 Users are equipped with an immediate sense of the issues requiring action and have the flexibility to 'drill' through the data to find the underlying problem

## What makes a great scorecard?

Let's explore three elements of a great scorecard...



Good to Great **Built on solid foundations** 

Presents the measures that matter most

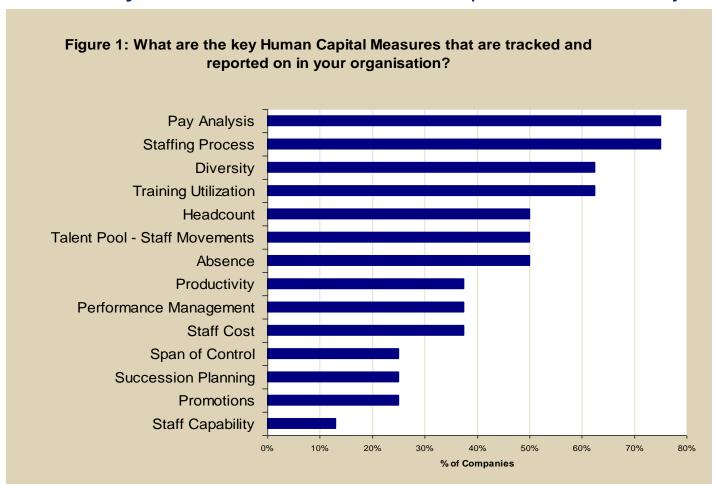
Adds value for the end-user



## What do organisations typically measure?

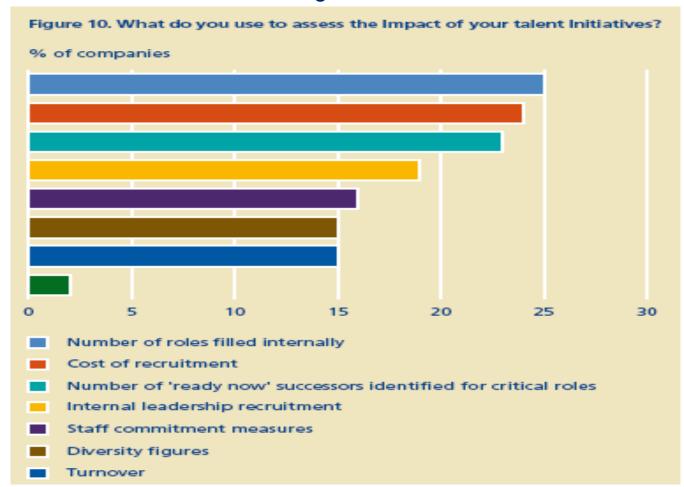
## Surveys suggest most organisations measure some of the same things

What *can* you measure – are these descriptive measures only?



Source: Human Capital Measurement Survey, Deloitte

**Ask harder**: what's meaningful to track for certain outcomes?



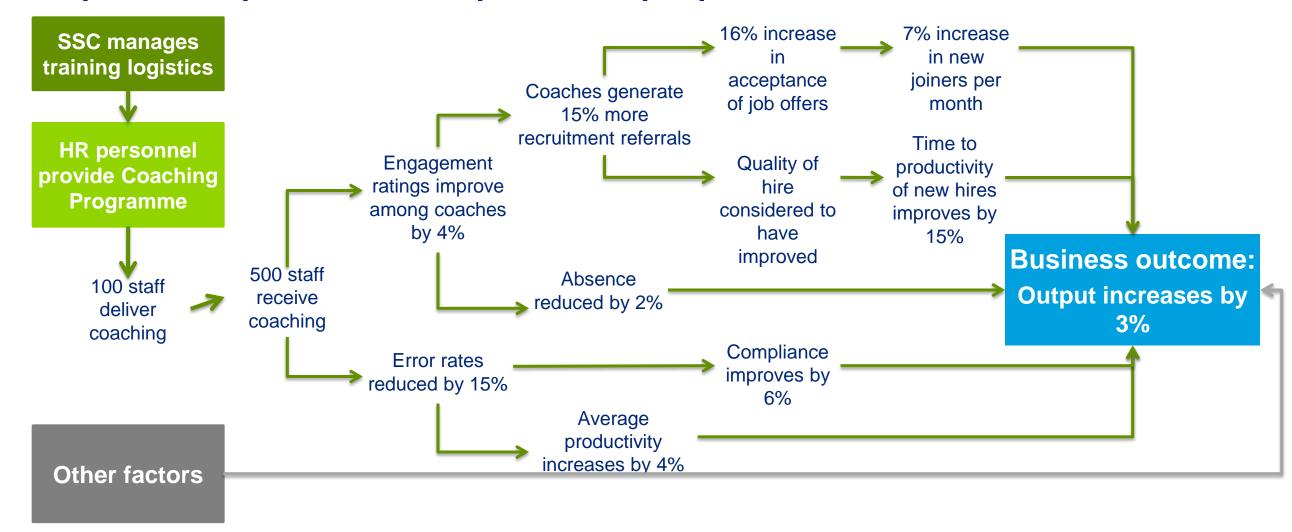
Source: Have you Got Talent? Leading the Boardroom Agenda – Deloitte

## Measures like these might provide your 'solid foundations'

## How do you know what measures matter most?

When we are measuring people – it is complicated!

#### An example of complex relationship between people and business outcomes:



## What measures matter most to other organisations?

Here are some examples of measures that made a meaningful impact on business performance...

Some examples of what other companies have measured:



- ✓ Annualised turnover per PM rating
- ✓ People management level by gender
- ✓ Operating expense per total employees
- ✓ Training participation
- ✓ Gaps linked to trainings







- ✓ Monthly FTE availability
- ✓ Contract revenue
- ✓ FTE cost
- ✓ Resource required by discipline
- ✓ FTE by business unit



- ✓ Mystery shopper results
- √ % people under formal review/ exited
- √ % of total reward attributed to improved performance
- √ % positive from Engagement Indices





- ✓ Transfer to employee
- ✓ Average talk time
- ✓ Average hold time
- ✓ Abandon in queue





## So how can Analytics help?

Let analytics do the hard work for you...

Present the measures that matter most



Identify connections within large, complex data sets



Flag up values that break tolerances





Create predictive views of the future

Add value for the end-user



Personalise - to individual role requirements



Interactive – power of analysis and insight in the hands of end-users



Dynamic - to show data that matters most 'today'



Live – able to drill down to find root causes



# Coca-Cola Case Study

Karla Younger – The Coca-Cola Company

## A quick look at The Coca-Cola Company



World's largest beverage company and World's most valuable brand

- Founded in 1886
- 2012: Revenues of \$48B with over 145K employees
- Over 500 brands consumed in over 200 countries
- ~200 Million customers every week
- ~1.8 Billion servings consumed daily



























15 Billion dollar brands

## Our value chain





Concentrate from The Coca-Cola Company



Production of Finished Products



Warehouse & Transport

## Vending Machines & Coolers



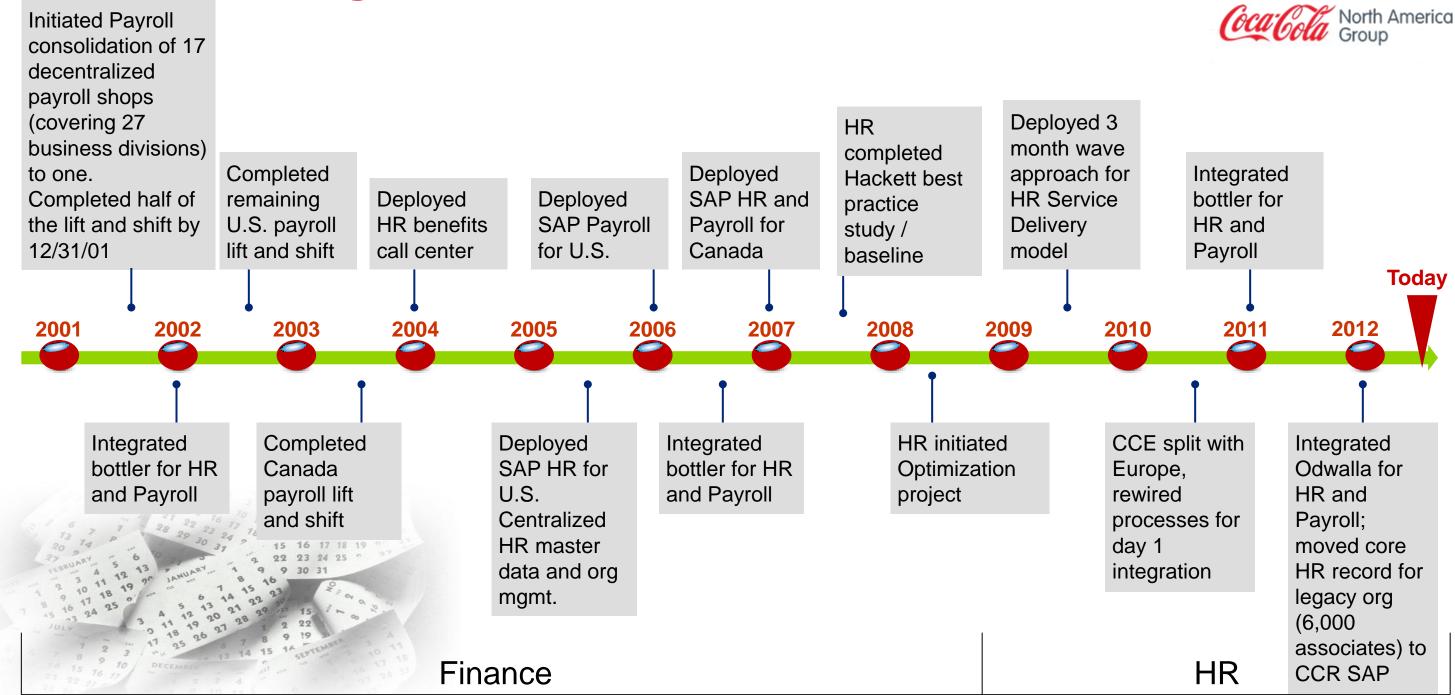


**Customers** 



Consumers

## Historical background of HR shared services



Payroll reporting line

## **Key facts – 2012 highlights**



#### **Direct Support**





#### **Inquiry volume**

- > 509k inquiries-12% TPYR
  - 64% phone
  - 27% email
  - 9% mail/fax/web
- > 66% first call resolved
- > 75% favorable customer satisfaction

#### **Service center operations**

- 8am 8pm Eastern
- Multiple language support
- North America support

#### **Self Service Support**





#### **Self Service**

- > 87k ESS- 9% PYR
- > 26k MSS-11% PYR
- > 3.8M portal hits-18.6% PYR
- 92% electronic payslip
- 94% direct deposit
- 38% W-2's, 24% T-4's

#### Interactive IVR

- >11.5k candidate/recruiting vendor inquiries resolved by tier 0
- >83k password reset inquiries directed to IT help desk

#### **Key Stats**





- 70,000 employees
- > 500 summary plan descriptions
- 1.76M payroll checks produced
- 672 severance packages
- U.S. (48 states) and Canada
- 2012 hires: 20,636
   Internal 5,901
   External 14,735



## **HRIS**

**HR Services** 

**Customer Service** 

Benefits

HR Admin

Payroll

Business Relationship

Management

Production Support, Interfaces, Data Standards

**Project Management** 

Reporting and Analytics

Security

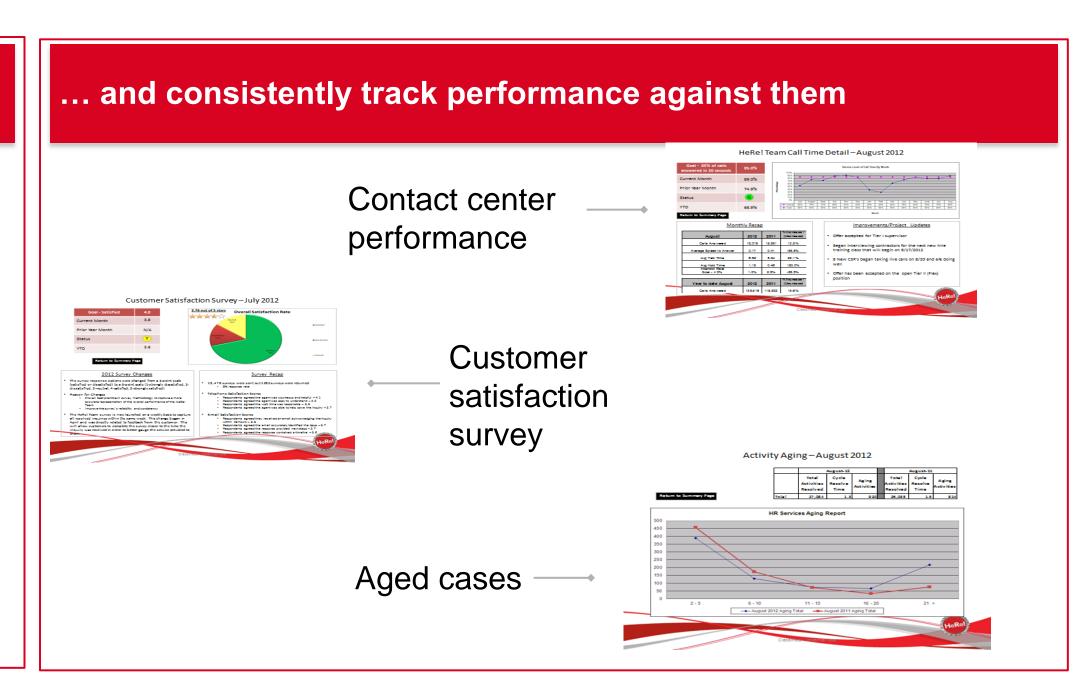
**Operational Services** 

# Leverage a fact based approach to measure performance and accountability



## We apply various measures ...

- Customer satisfaction
- Aged cases
- Cycle time
- Speed to answer
- Abandon rate
- Quality assurance results
- Forecast accuracy
- Transactional accuracy
- Self service inquiries
- Portal hits



## HR service metrics / transactions – illustrative



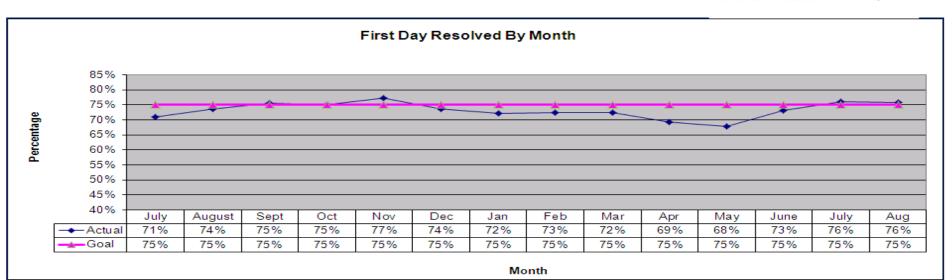
Monthly Metrics	Goal	Current Month	Prior Yr Month	Status Month	YTD	Status YTD
HeRe! Team Calls - 85% of calls answered in 30 seconds	85.0%	89.0%	75.0%	G	85.0%	G
First Call Resolved - Considered resolved with respect to the call on the first contact	65.0%	66.0%	67.0%	G	61.0%	Y
HeRe! Team Benefit Calls - 85% of calls answered in 30 seconds	85.0%	87.0%	82.0%	G	75.0%	Y
First Day Resolved	75.0%	76.0%	74.0%	G	72.0 %	Y
Cycle Resolve Time (business days) – HR Services Only	2.0	1.3	1.5	G	1.9	G
Customer Satisfaction – 5 point scale	4.0	3.8	N/A	Y	3.6	Y

Self Service Transactions	Current Month	Prior Yr Month	Status Month	YTD	Prior YTD	Status YTD
Employee	7,126	7,745		60,717	55,209	
Manager	2,334	2,465		16,767	15,842	
Portal Hits	340,959	277,289	<b></b>	2,481,178	2,010,865	•

## First day resolved – August 2012



Goal	75.0%
Current Month	76.0%
Prior Year Month	73.7%
Status	G
YTD	72.4%



**Return to Summary Page** 

#### Monthly Recap

- First Day Resolved includes all items resolved within the day, which includes First Call Resolved and First Email Resolved.
- Email case creation is currently at the turnaround of 12 hours.
- Portal request volume continues to climb and email volume is declining.

Aug-12				
Assigned Group	Activities Resolved < 1 day	Total Activites Resolved	%	
CUSTOMER SERVICE	14,071	14,217	99.0%	
PAYROLL (GARNISHMENTS)	393	401	98.0%	
FILES MANAGEMENT (CAN-TORONTO)	379	406	93.3%	
RETURN TO WORK	5,476	6,153	89.0%	
PAYROLL (CANADA REGULAR PAY)	282	321	87.9%	
AUTO ALLOWANCE ADMINISTRATOR	222	255	87.1%	
PRODUCTION CENTER	897	1,062	84.5%	
FULFILLMENT MASTER DATA	74	98	75.5%	
FILES MANAGEMENT (US-HARAHAN)	919	1,257	73.1%	
FILES MANAGEMENT (US-TEMPE)	799	1,125	71.0%	

## Cycle resolve time – August 2013



Goal	2.0
Current Month	.82
Prior Year Month	1.33
Status	G
YTD	1.21

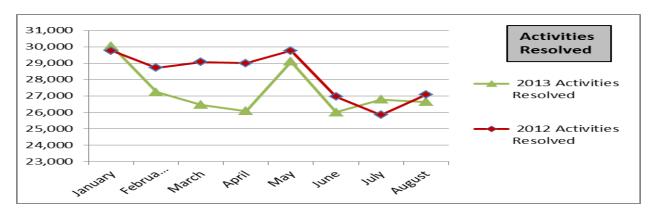
#### Volume down 8,000 cases YTD

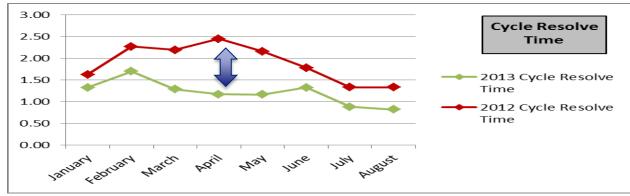
Changes to call routing is directing customers to correct group

Cycle Time reduced YTD from 1.9 days to 1.2 days

- Educating customer during calls
- Intranet improvement
- Change in HR Admin Management
- Measurement and goals established
- Empower associates
- Internal shift of work to improve cycle times and customer experience

Month	2013 Activities Resolved	2013 Cycle Resolve Time	2012 Activities Resolved	2012 Cycle Resolve Time
January	30,073	1.33	29,772	1.62
February	27,248	1.69	28,734	2.27
March	26,466	1.28	29,086	2.19
April	26,090	1.17	29,013	2.44
May	29,117	1.16	29,779	2.16
June	26,015	1.33	26,971	1.78
July	26,797	0.88	25,850	1.33
August	26,653	0.82	27,084	1.33
Totals	218,459	1.21	226,289	1.90

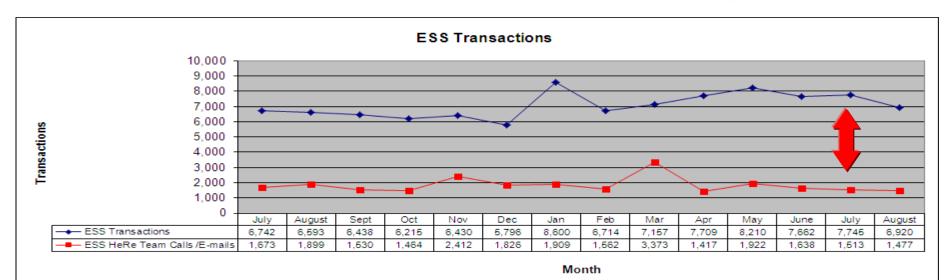




## Employee self service – August 2012



ESS Transactions	Volume
Current Month	7,126
Prior Year Month	7,745
Status	
YTD	60,717



#### **Return to Summary Page**

#### Type of Transactions Completed HeRe! Online

- Bank Details direct deposit
- Taxes federal and state
- Address permanent and mailing
- Emergency contact information
- Preferred e-mail address
- Known as or nickname

	Tax	<u>Statement</u>	Electronic Participation
		<u>2010</u>	<u>2011</u>
•	<b>United States</b>	34%	38%
•	Canada	20%	24%

#### Monthly Recap /Improvements/Project Updates

- 8.1% increase in transactions from prior year month
- 10.3% increase in ESS transactions YTD from prior year
- ESS Enhancement Contacting the HeRe Team via the intranet
  - · Ability to open a case on behalf of yourself or another associate
  - Ability to auto-route cases to functional groups
  - Ability to add attachments to the request
  - Requestor will receive case number associated with the inquiry upon submission of case
  - Ability to track the status of your cases
  - Employees able to view cases that they initiate in the past 90 days online via the My Profile page

## Currently reporting volumes and percent change @@@@ over prior year



#### **August 2013 EIC Activities**

		2013		
Totals	MTD	YTD	YTD % of Volume	
EIC Activities Created	30,756	255,813	NA	
EIC Activities Resolved	30,847	255,587	NA	
By Channel				
Phone	15,621	134,048	52.4%	
E-mail	9,550	81,372	31.8%	
Web Request	4,411	31,880	12.5%	
Fax	595	4,397	1.7%	
Mail / Internal	579	4,116	1.6%	
Totals	30,756	255,813	100.0%	
Self Service				
Employee	7,980	61,392	NA	
Manager	4,046	19,626	NA	
Portal				
Usage	301,105	3,184,146	NA	

2012			
MTD	YTD	YTD % of Volume	
35,531	287,689	NA	
35,320	288,384	NA	
19,258	159,444	55.4%	
12,466	98,927	34.4%	
3,038	20,461	7.1%	
370	3,629	1.3%	
399	5,228	1.8%	
35,531	287,689	100.0%	
7,126	60,923	NA	
2,334	16,767	NA	
340,959	1,842,352	NA	

Volume Inc/(Dec)			
MTD	YTD		
(4,775)	(31,876)		
(4,473)	(32,797)		
(3,637)	(25,396)		
(2,916)	(17,555)		
1,373	11,419		
225	768		
180	(1,112)		
(4,775)	(31,876)		
854	469		
1,712	2,859		
(39,854)	1,341,794		

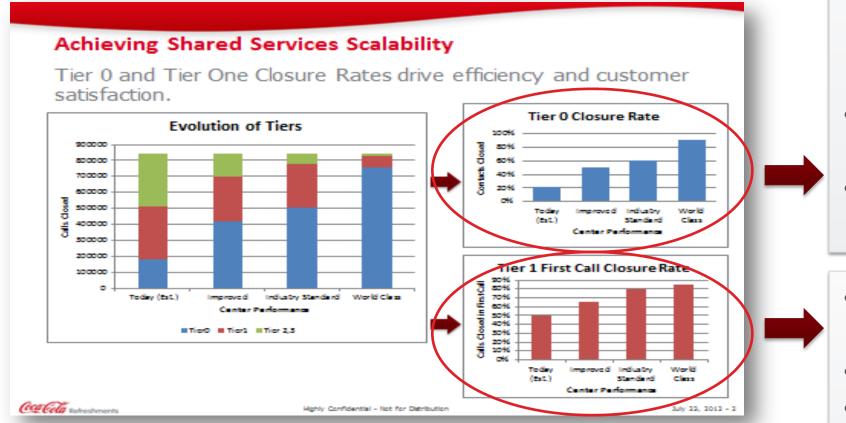
Percentage Inc/(Dec)			
MTD	YTD		
-13.4%	-11.1%		
-12.7%	-11.4%		
-18.9%	-15.9%		
-23.4%	-17.7%		
45.2%	55.8%		
60.8%	21.2%		
45.1%	-21.3%		
-13.4%	-11.1%		
	_		
12.0%	0.8%		
73.4%	17.1%		
-11.7%	72.8%		

Next step is to report tier contacts (0, 1, 2, 3) and set targets and action plans against shifts to the lowest tier

## **Driving tier optimization**



Currently focusing improvements in lower tiers.



#### **Focus Areas**

- Portal Functionality/Effectiveness
  - Information Availability
  - Transaction Automation
  - Overall User Experience and Ease-of-Use
- Web Analytics/Customer Feedback for continuous improvement
- Proactive Outbound Customer Communications
- Effective Queuing and Selective Tier 1
   Job Specialization
- Knowledge Base Effectiveness
- Knowledge Management
- Continuous Agent Training and Coaching
- Relentless focus on moving activities into the lowest satisfactory tier

## **Future metrics**





#### **Financial savings**

- Cost per contact
- HR SSC cost/total HR cost
- Planning and budgeting accuracy
- Customer base/HR SSC FTE's
- HR SSC cost/customer base

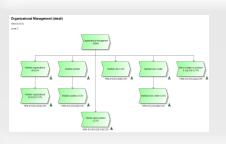
Measure cases closed that

Capacity tracking



#### Customer/Stakeholder Satisfaction

- Key stakeholder satisfaction
- By Customer Service Representative
- By population group: new hires, retirees, Canada



#### **Process Management**

- Rework reduction
- Process control points
- Knowledgebase effectiveness

• Cycle time trends

were not resolved

- Activity based costing
- Cases touched or raised multiple times



#### **People**

- Engagement
- Retention
- Attrition

- Training hours
- Promotions
- Developmental opportunities

# mprovement Accelerates

## What's next?

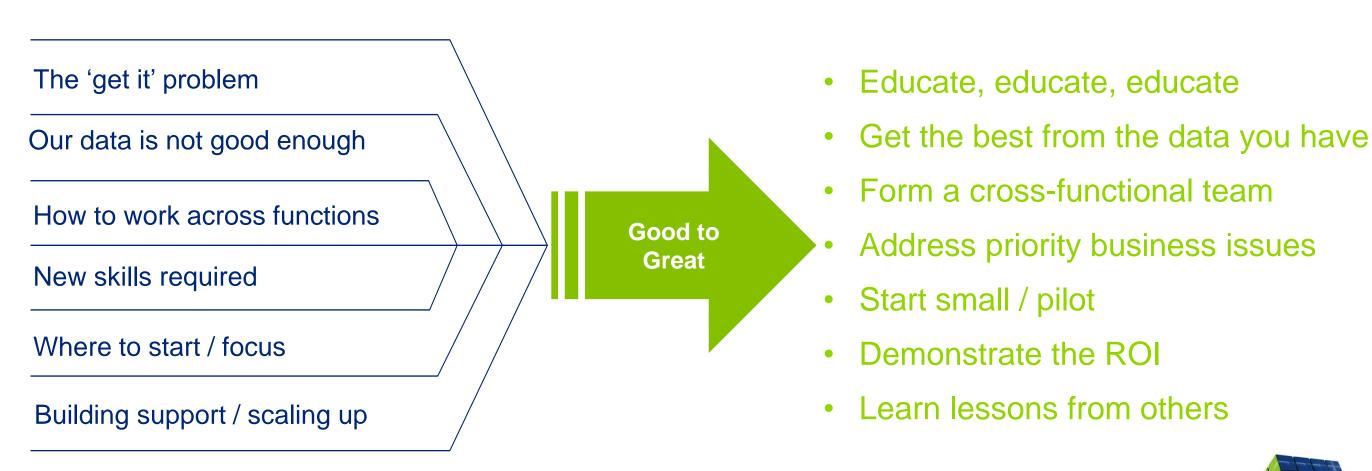


- Mobility
  - Demographic change
  - Expand access to portal and self service on mobile devices
- Analytics
  - Direct access for managers to business intelligence
  - Dashboards from multiple data sources
  - Predictive/patterns/heat maps
- Social networking
  - Collaboration
  - Customer feedback
  - Crowd sourcing

# Final Thoughts

## Typical obstacles ... and common myths...

How to get it right in practice?



## Conclusion and recommendations

- Combining scorecards with analytics creates a powerful tool to generate insights and understand relationships
- ✓ The relevant measurements are highly dependent on the organisation what works for one might not be meaningful to others
- Each company needs to reveal what metrics really count from the perspective of business outcomes
- ✓ Analytics helps organisations 'see through' the complexity of relationships and shed light on intertwined impacts
- ✓ The soft and hard measures can therefore be defined as distinctive yet their associated effects may be recognised

# Questions?

# Thank you!



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#### Want to stay in touch?

- Contact us directly
- Come to Deloitte's Workforce Planning and Analytics client networking group
- Join the BPO SSC LinkedIn group



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# Appendices

## Making a difference through analytics

Top-performing companies are three times more likely than lower performers to be sophisticated users of analytics

The NHS can forward plan the **people they need** in every role across their 1m+ workforce, **predict skills gaps** and address pro-actively.

A major multinational knows the business impact of training spend across 20,000 staff and can make decisions accordingly

A global beer company can identify the best recruits for each of their 10 business units before they hire them (and can do the same for every potential promotion, transfer, etc)

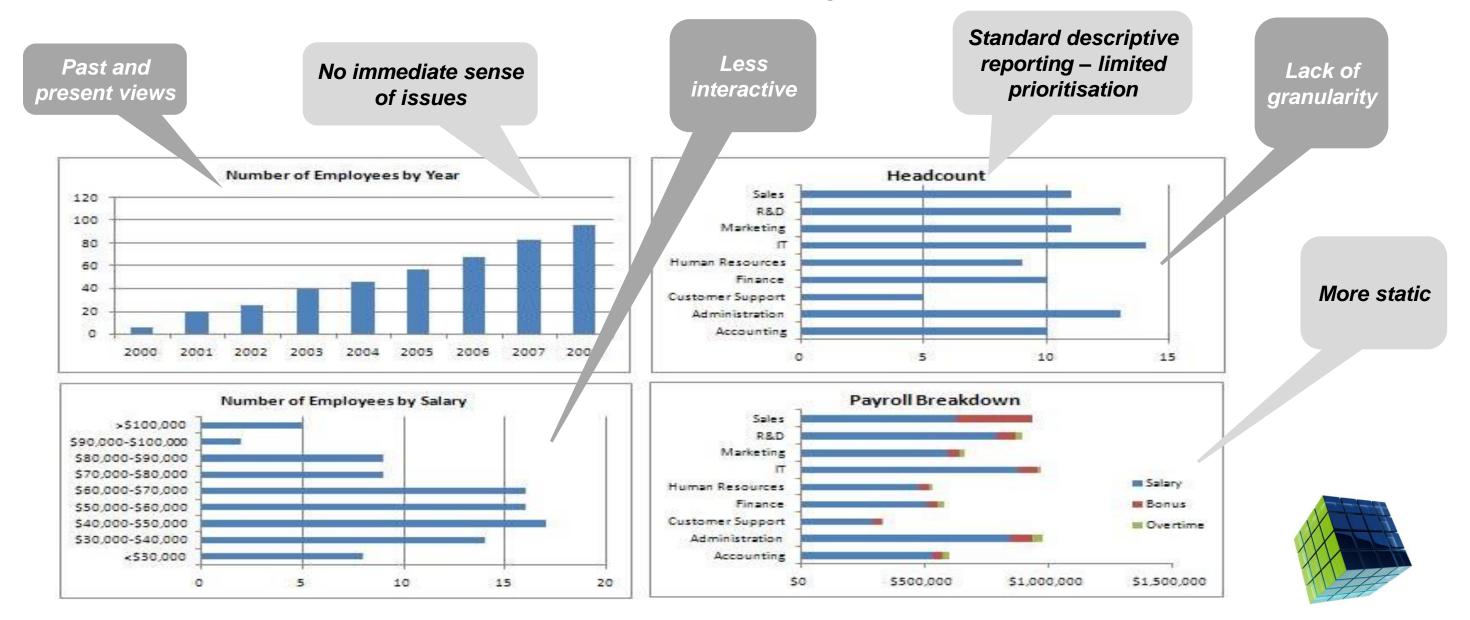
An **international recruitment** company uses semantic search to improve the matching of job-hunters to vacancies, **measurably improving hire quality** and acceptance rates while reducing cost per hire

These businesses know the impact of each £ spent on people

These organisations can quantify the contribution of HR

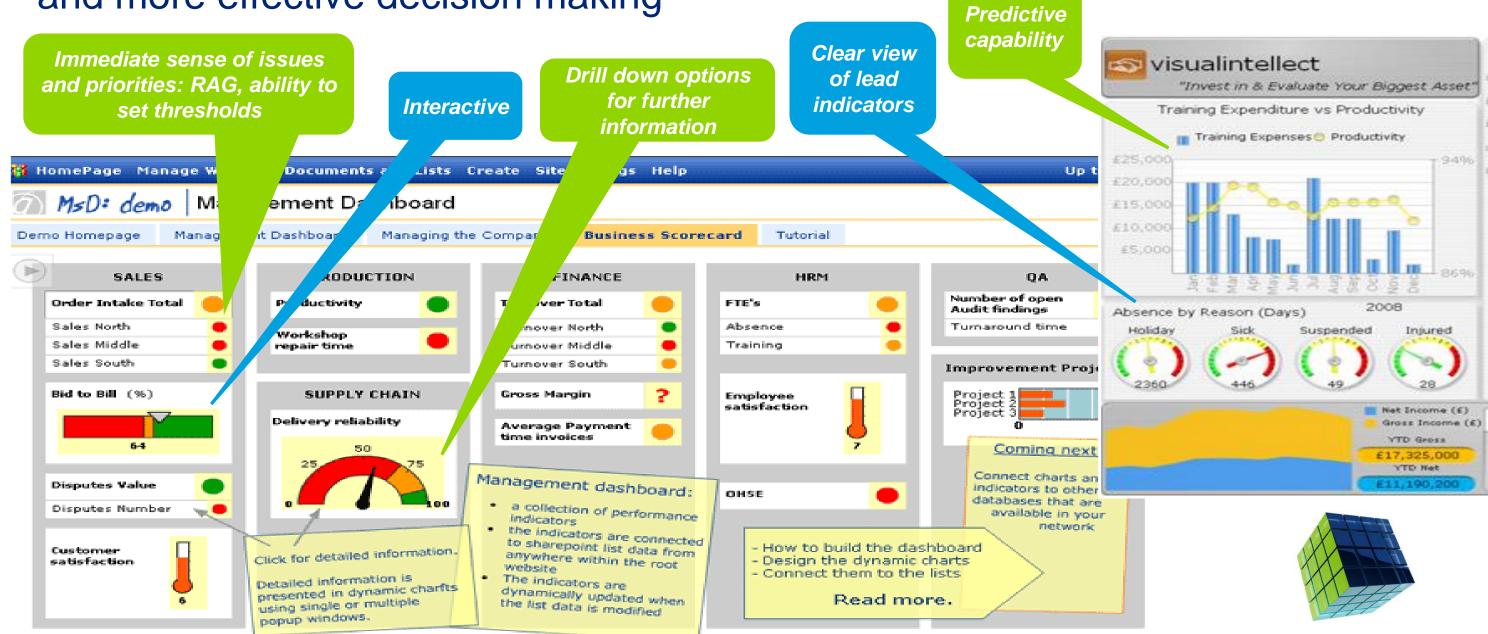
## **Example of descriptive reporting**

The traditional way of visualising HR SSC data delivers information required by different audiences to enable them to fulfil organisational responsibilities



## **Example of effective scorecards**

The analytical approach to presenting data allows for increased adaptability and more effective decision making



### **Effort versus Value**

#### Factors that will impact your 'effort' margin

- Complexity of the exam question
- The breadth of the data required
- The availability of the data
- Data mining/level of analysis required
- The technology required to support the initiative
- Stakeholder engagement required within Professional Development and beyond
- Time and effort required from internal resources
- Capabilities and skills required to support the initiative (both in the team and across the business)
- External support/consultancy advice required

#### Factors that will impact your 'value' margin

- The tangible impact or influence on your Value
   Drivers or Improvement Levers i.e. Increasing market share in emerging markets
- The ability for the intervention to reveal or elucidate something about your Improvement Levers
- The perceived value from your key senior stakeholder groups
- The potential cost savings that action as a result of the interventions could contribute to
- The potential to improve productivity or performance of the organisation

## Dashboard Performance Assessment (1/3)

\* Benchmarks are from Deloitte experience of HR shared service centre operations, unless otherwise stated

Metric	Description	Value	Calculation	Deloitte Benchmark *
Voluntary Turnover Rate	Attrition rate of service centre employees (that is, % of all employees leaving voluntarily)	Turnover should be minimised as it is costly for the business and disrupts business continuity. A high or rising voluntary turnover rate may indicate people issues such as employee dissatisfaction or uncompetitive employment conditions.	Total voluntary leavers divided by the total number of service centre employees, expressed as a percentage	Europe 0-4% USA: 6% Asia: 21%
Employee Satisfaction	Survey of Service Center team members' satisfaction within their work environment	Helps understand qualitative aspects of internal satisfaction, which is very often linked to performance. May identify training and technology / infrastructure enhancement needs	Average score of internal survey results – often collected as part of existing HR survey in the organisation	85% with an average score of 4.25 on a 5 point scale
Call Quality and Accuracy Monitoring	Accuracy of responses and customer service skills as assessed during random call sampling of the Service Center team members.  Note: this includes both inbound and outbound calls.	Provides an ad-hoc qualitative score by Representative.  Helps in ascertaining training needs for the Service Center team members.	Score calculated as a percentage based on a list of criteria completed by a supervisor	95%
HR Customer Service Survey	Customer responses to a survey querying their satisfaction with HR services provided	Customer feedback provides insight into the qualitative aspects of customer satisfaction.  May identify training and technology/infrastructure enhancement needs.	Ticket-based survey	85% with an average score of 4.25 on a 5 point scale
Call Abandonment Rate	Number of callers that hang up after 10 seconds (assumed due to long wait times)	Call abandonment rate may indicate a staffing or scheduling issue.	The number of calls that are abandoned (10 seconds) divided by the total number of calls logged on the phone system, expressed as a percentage	4%
Average Speed of Answer (ASA)	Time elapsed before customer call is answered - while a call is placed in queue for the next available Representative.	Provides average wait time of customers.  Provides input to staffing strategies.	Average wait times for all calls received during a certain period. Calls will be timed from the moment they enter the queue (or are transferred) until they are answered.	80% in 45 seconds

## Dashboard Performance Assessment (2/3)

\* Benchmarks are from Deloitte experience of HR shared service centre operations, unless otherwise stated

Metric	Description	Value	Calculation	Deloitte Benchmark*
Case Resolution Rate (or Ticket Resolution Rate)	Percentage of cases resolved compared to the total number of tickets reported for any given time period.	Measures the ability of the Service Center to resolve cases relative to the total amount of cases received.	Cases resolved divided by Tickets reported (for any given time period), expressed as a percentage	Min: 83% Average: 95% Max: 100%
Case Cycle Time (Or Ticket Resolution Time)	Percentage of cases resolved within the time limit that is agreed with the customer through a service level agreement or other document. This includes both query handling and transactional activities performed by the service centre	Measures the time from opening a ticket, escalating it, and resolving it. Helps in assessing process efficiency and staffing. Useful to assess alongside the Case Resolution Rate.	Number of cases resolved within the agreed time limit divided by the total number of cases, expressed as a percentage.	Min: 87% Average: 93% Max: 99.5
First Call Resolution and First Contact Resolution	Percentage of queries received that are resolved without being escalated	Measures the ability of Service Center Representatives to resolve issues at Tier 1 Helps in determining training and knowledge base needs.	The total number queries resolved during the first contact with a Service Center Representative divided by the total number of queries.	70%
% Cases by Channel	The percentage of cases reported for any given time period, by channel (ESS, phone, email, etc.)	Measures adoption rate of self service within the workforce. May identify possible training areas and groups reluctant to change	Total number of transactions per channel divided by total number of transactions	95% ESS

## **Dashboard Performance Assessment (3/3)**

\* Benchmarks are from Deloitte experience of HR shared service centre operations, unless otherwise stated

Metric	Description	Value	Calculation	Deloitte Benchmark*
Total Service Centre FTEs and labour cost	The total number of employees in the service centre and the total related labour cost for the reporting period	This figure allows the calculation of Service Centre staff per employee, cost per employee, etc.	Total individuals on payroll for a given period, and the total amount paid in that period	SSC FTE per FTE Min: 65 Average: 805 Max: 3726  Global Benchmarking centre (FSI only), in \$ USD: Cost by SSC HR FTE Min: \$27.125 Average: \$84.703 Max: \$131.071  Global Benchmarking centre (FSI only), in \$ USD: SSC cost per employee 25th - \$157 75th - \$566  NOTE - there are large differences in labour cost depending on the SSC location
Year on year cost reduction	The year on year reduction in costs by providing services utilizing greater efficiencies, eliminating unnecessary procedures or, in some tickets, discontinuing services.	Helps identify areas that drive cost reduction for the Solution Center organization and manage budget.	Sum of savings identified by the Continuous Improvement efforts divided by the budget.	Min: 4% Average: 7.9% Max: 17%  One of the critical success factors for a longer term HR SSC strategy is the ongoing investment made to improve the effectiveness and efficiency of the HR SSC and even the wider HR administrative function.

## **Key Performance Indicators**

Metric	Description	Value	Calculation
Number of transactions	Number of transactions that occur in the centre	Indicates the amount of processes the centre deals with	Number of transactions recorded in centre
Transaction errors	Percentage of transactions that contain errors	Measures the accuracy and efficiency of processes	(transactions with errors / all transactions) *100
Quality of notifications and hand-offs internally	Percentage of wrong notifications and hand-offs containing errors with HRBPs and CoEs	Measures the internal efficiency of interactions	(wrong notifications or hand-offs with errors / all interactions) *100
Local variances	Percentage of step-outs/local variances per global process	Measures the extent of global standardisation	(global processes with local variances / all global processes) *100
Deviations to documented processes	Percentage of deviations to documented processes per month compared to total cases processed	Measures whether processes on a day-today basis adhere to guidelines	(processes deviations / all cases processed) *100
Workflow in progress	Amount of workflow in progress at the end of each day	Measures the efficiency to close all workflow and hand-off work in a given day	Number of ongoing tasks or activities at the end of the workday
Change requests	Number of change requests raised per year per employee	Indicates if change management processes are being used and if the level of change taking place i.e. too much change could lead to increased complexity	Number of change requests raised per year per employee
Resolution time for change requests	Time taken to resolve change requests	Measures the effectiveness to implement change when needed	Number of days to resolve change requests
Acceptance rate of change requests	Percentage of change requests that are accepted to be signed off	Measures if the requested change requests are relevant or actionable	(Change requests accepted / all requests) *100
Manual errors	Number of manual errors in online forms	Measures accuracy of online forms and the need to make adjustments on a constant basis	(forms with manual errors / all forms) *100
Utilisation of technology by staff	Percentage of staff able to use full capacity of technology systems	Measures the efficiency of staff to utilise technology	(Staff able to use full capacity of technology / all staff) *100
Rate of technology availability	Rate at which staff case access and use technology to facilitate their work	Measures whether manual work is needed	(Working time when technology is available / all working time) *100