



UNDERSTAND



METRICS

# CE Dashboard

## Integrating into the Balanced Scorecard

A Customer Experience dashboard can act as or feed into the customer quadrant of a Balanced Scorecard. We work with organisations on:

- Establishing appropriate links between the Customer Experience dashboard and the Balanced Scorecard
- Identifying the most appropriate metrics for the Balanced Scorecard
- Establishing appropriate RAG status targets for the Balanced Scorecard
- Working with management teams to ensure that there is appropriate balance between the customer quadrant and other quadrants on the Balanced Scorecard

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