

# Success Metrics and KPIs for Consulting Business Cases

## 1. Financial Metrics

- Revenue Growth Rate
- Gross Margin %
- EBITDA / Operating Profit Margin
- Cost Reduction Achieved
- Return on Investment (ROI)

## 2. Operational Metrics

- Process Efficiency Improvements
- Cycle Time Reduction
- Utilization Rate
- On-time Project Delivery %
- Quality Defect Rate

## 3. Customer Metrics

- Customer Satisfaction Score (CSAT)
- Net Promoter Score (NPS)
- Customer Retention Rate
- Customer Acquisition Cost (CAC)
- Churn Rate

## 4. Employee Metrics

- Employee Engagement Score
- Staff Turnover Rate
- Training Completion Rate
- Productivity per FTE

## 5. Typical KPI Table Example

<u>KPI</u>	<u>Definition</u>	<u>Target</u>
Revenue Growth Rate	Year-over-year increase in top-line revenue	+10% YoY
Customer Satisfaction Score	Average score from post-project client surveys	>85%
Process Cycle Time	Average time to complete key business process	-15% from baseline

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Cost Reduction Achieved

Total cost savings vs. baseline

\$500k/year

## 6. Notes

- Metrics should align with project objectives.
- KPIs may vary by client industry and case context.
- Targets should be set based on baseline analysis.