


SMSA Freight Department KPI 2021							
Area	KPI No.	Description		Measurement Criteria	Value out of 100%	Value out of Overall Wt %	Yearly Target
OPERATIONS (Overall weight 20%)	KPI-1	Digitalization	* to review & achieve 100% of SFD processes for comprehensive enhancement	As per Department plan	20%	4.00%	100.00%
	KPI-2	Business Expansion	*Expansion of import / custom clearance/ GSS Screening/ GSA Airlines. * New network expansion (Gizan, Yanbu, Rabigh, Qassim) trade offices.	As per plan	80%	16.00%	100.00%
	Total				100%	20.00%	
	OVERALL WEIGHT				20%		
PEOPLE (Overall weight 10%)	KPI-3	Localization	To achieve localization 20% target for the dept, additional 5 saudi staff	As per HR Man power Report	50%	5.00%	100.00%
	KPI-4	Employee	Staff Survey Results - target 89%	As per Survey results	50%	5.00%	100.00%
	Total				100%	10.00%	
	OVERALL WEIGHT				10%		
FINANCE (Overall weight 50%)	KPI-5	Revenue	40% Year on Year	Monthly Revenue report	100%	50.00%	100.00%
	Total				100%	50%	
	OVERALL WEIGHT				50%		
CUSTOMERS (Overall weight 20%)	KPI-6	Service Levels	Delivery Commitment	Clearance report	80%	16.00%	100.00%
	KPI-7	Lost customers / Lost Revenue	Standard of lost customer should be 20% from last year Standard of lost revenue not more than 1% from last year.	As per Finance report	20%	4.00%	100.00%
	Total				100%	20.00%	
	OVERALL WEIGHT				20%		
						100.00%	

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