

Department KPIs FY 2020

SALES DEPARTMENT					
No	Directional Segment	Key Performance Indicators	Target	Weight	Data Sources/ Measurement Criteria
KPI 1	Finance	Achieve kingdom-wide revenue target	100%	40	Revenue comparison FY19 vs FY20
KPI 2	Finance	Lost revenue - retain 80% of existing customers	80%	5	Existing customers revenue FY19 vs FY20
KPI 3	Operations	Increase use of SAM light by 80%	80%	10	Number of shipments booked through SAM Lite FY19 vs FY20
KPI 4	People	Coaching of Sales staff	80%	5	Coaching 80% of active sales employee monthly (Regl & Natl sales)
KPI 5	People	Employee Satisfaction	85%	5	To exceed 85% employee satisfaction level
KPI 6	Finance	Inline with budget & On-time	100%	5	Not exceed budget
KPI 7	Operations	Fusion	100%	5	As per project plan
KPI 8	Customer	Achieve 2 new MRM/Archiving & 2 New SDC customers in FY2020	100%	15	New customer excluding contract renewals
KPI 9	People	Saudization (Target -20%)	20%	10	As per HR report
Total			100		

Prepared by:

Mohammad M.S. Khayat
Director - Sales & Marketing

Reviewed by:

Mohammad Bhaiyat
QPM Director

Approved by:

Engr Majed Alesmail
Managing Director