

SMSA Service Centers KPI 2024								
Area	Strategy Segment	KPI No.	Description	Measurement Criteria	Value out of 100%	Value out of Overall Wt %	Yearly Target	
OPERATIONS (Overall weight 25%)	SUSTAINABILITY RESOURCES	KPI-1	Technology	Latest phase of point of Sales	As per plan	20%	5.00%	100.00%
				Implement queuing system	As per plan	15%	3.75%	100.00%
				Implement Customer satisfaction System	As per plan	15%	3.75%	100.00%
		KPI-2	New / Enhance Infrastructure	Upgrade SMSA service center infrastructure (24 SSC)	SSC & Admin report	25%	6.25%	100.00%
				Increase SMSA service center outlets (6 SSC)	SSC report	25%	6.25%	100.00%
		Total				100%	25.00%	
OVERALL WEIGHT						25%		
PEOPLE (Overall weight 10%)	RESOURCES	KPI-3	Localization	Maintain Saudiization	As per HR Manpower Report	40%	4.00%	100.00%
				Rapid development programs for N1, N2, & N3 Levels	As per Training records	15%	1.50%	100.00%
				Leadership training	As per Training records	10%	1.00%	100.00%
		KPI-4	Succession plan	Implementation of a Mentorship Program	As per Training records	10%	1.00%	100.00%
				Funded Professional Certification	As per Training records	5%	0.50%	100.00%
		KPI-5	Employee	Staff Survey Results - target 75%	As per Survey results	20%	2.00%	100.00%
		Total				100%	10.00%	
OVERALL WEIGHT						10%		
FINANCE (Overall weight 45%)	MONETIZATION	KPI-6	Financial Performance	Cost reduce by 20%	As per FIN report	20%	9.00%	100.00%
		KPI-7	Growth & Revenue	To achieve yearly target.	Based on budget target (SSC revenue report)	80%	36.00%	100.00%
		Total				100%	45.00%	
		OVERALL WEIGHT				45%		
CUSTOMERS (Overall weight 20%)	SUSTAINABILITY	KPI-8	Horizontal Business Growth	Packaging material sales	As per the plan	20%	4.00%	100.00%
				Dark Store & fulfilment from SSC	As per the plan	5%	1.00%	100.00%
		KPI-9	Vertical Business Growth	Improve & increase SMSA on Wheel	As per the plan	20%	4.00%	100.00%
				E-Locker solutions (18 Smart Parcel Lockers)	As per the plan	20%	4.00%	100.00%
				Introduce remote cash accounts	As per the plan	15%	3.00%	100.00%
		KPI-10	Customer Complaints	Reduce Customer Complaints	Target: 0.50% As per CSD Report	8%	1.60%	100.00%
		KPI-11	Survey	Customer Satisfaction Survey	Survey Report. Target: 87%	2%	0.40%	100.00%
				Mystery Shopping	Survey Report. Target: 87%	2%	0.40%	100.00%
		KPI-12	Service Level	SSC Service level (Scan Compliance)	As per the report Target: 93%	8%	1.60%	100.00%
		Total				100%	20.00%	
		OVERALL WEIGHT				20%		
		100.00%						

Prepared by

Reviewed by

Approved by