INTEGRATED PERFORMANCE MEASUREMENT FRAMEWORK

kenna

ATTITUDINAL DRIVERS

PERFORMANCE METRICS

How satisfied are growers with their brand experience?

CUSTOMER SATISFACTION
- Product Performance
- Service Experience
- Direct Relationship

How loyal are growers to the brand?

CUSTOMER LOYALTY
- Commitment
- Advocacy
- Willingness to Recommend

How favorably do growers perceive the brand?

BRAND PERCEPTION
- Brand Belief
- Brand Saliency
- Brand Trust
- Purchase Intent
- Brand Preference

How are the product brands performing in terms of key metrics?

BRAND PERFORMANCE
- Category Penetration
- Share of Requirements
- Brand Sales
- Sales Growth
- Repurchase Rate

How are customers performing in terms of key metrics?

CUSTOMER PERFORMANCE
- Customer Value
- Customer Retention
- Spending Velocity
- Number of Brands
- Share of Wallet

How is the business performing in terms of market metrics?

MARKET PERFORMANCE
- Market Share
- Market Penetration
- Share of Requirements
- Sales Growth

- Product Quality
- Customer Experience
- Quality of Sales Interactions

- Customer Recognition
- Customer Entitlements
- Ancillary Services

- Brand Communications
- Functional Value
- Uniqueness

- Brand Promotion
- Brand Perception
- Brand Satisfaction

- Customer Loyalty
- Relationship Management
- Brand Perception

- Brand Performance
- Customer Performance
- Brand Reputation

INFLUENCES

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VALUE PROPOSITION

CUSTOMER NEEDS AND EXPECTATIONS

COMPANY ATTRIBUTES
- Portfolio Breadth
- Customization
- Innovation
- Integrity
- Transparency
- Advocacy

EXPERIENCE ATTRIBUTES
- Quality Advice
- Technical Support
- Post-Sale Service
- Issue Resolution
- Informational Access
- Education/Training
- Warranty Protection

BRAND ATTRIBUTES
- Product Performance
- Quality
- Reliability
- Value
- Ease of Use
- Availability