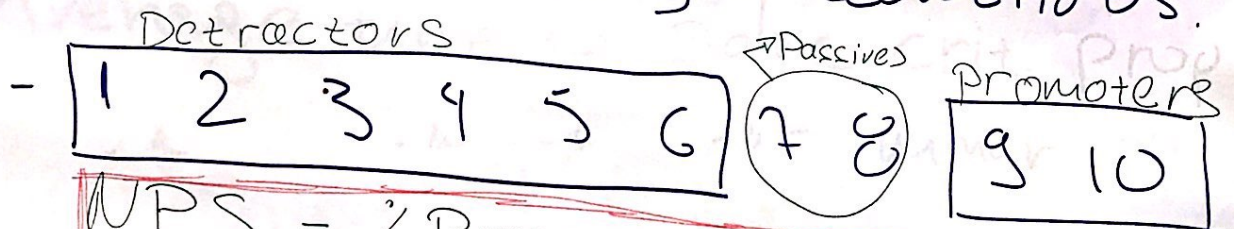


Quality KPIs

1. Net Promoter Score (NPS)

- Question "Would you recommend us?"



$$NPS = \% \text{ Promoters} - \% \text{ Detractors}$$

2. Cost of high Quality

eg cost to decrease defects from

2% → 1%

3. Cost of Poor Quality

4. Requirements Ambiguity Metric

Ambiguities per requirements page.

~ similar WTF/minute

5 Time to solve issue

- Average time to solve crit. prop

- Website KPIs

6. Quality Team Metrics

- Quality Personnel/normal personnel %

- co-analyse with "issue fix time" and "returning problems rate"

2. Unique Visitors /st

3. Pages viewed per session

See how compelling users find our content

7. Root-Cause Analysis Metric

- RCA training penetration %
- % of problems where RCA applied

Website KPIs

1. Bounce rate: % of single page site visit.
2. Unique Visitors: 1st time visitors for a period
3. Pages viewed per session: See how compelling users find our content

4. Average time on page

5. Top landing pages

6. Top exit ---

7. Onsite Search Queries

The rest of the metrics