

Star Ambulance BSC Metrics

Perspective	Objective	Sample Measures
Financial	<ul style="list-style-type: none"> • Increase Profitability • Increase Revenue • Cost Management • Transparency with Expenses 	<ul style="list-style-type: none"> • Income Statement • Cash Flow Statement • Balance Sheet • Statement of Owner's Equity • Cost Statement • Budget Analysis • Reliance on Consultants
Customer	<ul style="list-style-type: none"> • Increase Customer Satisfaction • Establish Long-Term Relationships with Customers 	<ul style="list-style-type: none"> • Customer Satisfaction Surveys • Customer Retention Rate
Internal/Operational Excellence	<ul style="list-style-type: none"> • Increase Efficiency • Increase Effectiveness • Response to Business Interruption Situation 	<ul style="list-style-type: none"> • Employee empowerment • Cross-functional Business Units • Standardized measures for deciding business projects • Time length of projects • Success rate of projects • Length of Downtime • Business Continuity Response • Disaster Recovery Response
Future/Growth	<ul style="list-style-type: none"> • Knowledge Management • Employee Satisfaction • Alignment with Strategy 	<ul style="list-style-type: none"> • Leadership Transition Programs • Training Programs • Employee Turnover • Porter's Five Forces • Stakeholder Satisfaction Survey