# Star Ambulance BSC Metrics

<table>
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<tr>
<th>Perspective</th>
<th>Objective</th>
<th>Sample Measures</th>
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| **Financial**        | • Increase Profitability  
                       • Increase Revenue  
                       • Cost Management  
                       • Transparency with Expenses                                             | • Income Statement  
                       • Cash Flow Statement  
                       • Balance Sheet  
                       • Statement of Owner’s Equity  
                       • Cost Statement  
                       • Budget Analysis  
                       • Reliance on Consultants                                               |
| **Customer**         | • Increase Customer Satisfaction  
                       • Establish Long-Term Relationships with Customers                            | • Customer Satisfaction Surveys  
                       • Customer Retention Rate                                                       |
| **Internal/Operational Excellence** | • Increase Efficiency  
                       • Increase Effectiveness  
                       • Response to Business Interruption Situation                                | • 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**    | • Knowledge Management  
                       • Employee Satisfaction  
                       • Alignment with Strategy                                                  | • Leadership Transition Programs  
                       • Training Programs  
                       • Employee Turnover  
                       • Porter’s Five Forces  
                       • Stakeholder Satisfaction Survey                                         |