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| **Perspective** | **Objectives** | **Measures** | **Initiatives** |
| **Customers** | * Maintain win-win relationship
* Improve customers satisfaction
 | * Customer satisfaction survey
* Response time
 | * Offer safe and comfortable service
* Build up customer help desk
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| **Financial** | * Decrease cost
* Increase returns
* Maintain profitable growth
 | * Budget analysis
* Cost reduction
 | * Increase the utilization of resources
* Determine total budget
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| **Operational** | * Align IT and business department
* Improve availability of systems
* Increase IT Management
 | * System downtime
* Average time per mission
 | * Standardize IT system and framework
* Perform IT governance
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| **Internal Business Process** | * Segregation of duties
* Improve turnaround time
* Improve staff’s professional skills to deliver better services
 | * Process maturity rating
* Employee’s performance rating
 | * Standardize the business process
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