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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 |
| **Financial** | * Decrease cost * Increase returns * Maintain profitable growth | * Budget analysis * Cost reduction | * Increase the utilization of resources * Determine total budget |
| **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 |
| **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 |