

STAR Ambulance Balanced Scorecard

	Objectives	Metrics	STARS Initiatives
Corporate	<ul style="list-style-type: none"> • Reduction of costs • Profitable growth • Alignment of IT & business objectives • Show execs. importance of IT 	<ul style="list-style-type: none"> • Budget/Personnel Analysis • Increased revenues, less spending, increased gross profit • Stakeholder Satisfaction • Increase in IT budget 	<ul style="list-style-type: none"> • Determine total budget for IT Spending
Customer	<ul style="list-style-type: none"> • Customer satisfaction • Create value for customers • Retain customers 	<ul style="list-style-type: none"> • Improved response times • Less complaints, customer surveys • Number of repeat customers 	<ul style="list-style-type: none"> • Establish a Customer Helpdesk
Operational	<ul style="list-style-type: none"> • Increase communication between departments • Total Quality Management • Decrease number of different systems 	<ul style="list-style-type: none"> • Decrease in contractor budget • Less complaints about service and products 	<ul style="list-style-type: none"> • Create governance and policies all employees must abide to • Training program to help with TQM • Standardization of systems, develop apps in house.
Future	<ul style="list-style-type: none"> • Employee Training • Employee Empowerment • Employee Satisfaction 	<ul style="list-style-type: none"> • Less complaints from customers • Quality of products increases, incentives • Turnover rate 	<ul style="list-style-type: none"> • Employee Incentive program for training and find product defects • Human Resources Survey Program