INDONESIA
Ministry of Trade
The World Bank
International Trade Centre (ITC)

FTR PERFORMANCE MEASUREMENT & EVALUATION

Jakarta – 17, 18, 19 November 2009
Why monitor and evaluate?

**INTEREST FOR STAKEHOLDERS**

To justify the role of FTR
To support and justify requests for additional resources
To provide inputs to presentations to stakeholders

**INTEREST FOR FTR NETWORK COORDINATORS**

To prioritise services and activities
To clarify the inputs and outputs of the FTR services
To contribute to planning and evaluation

**INTEREST FOR FTR STAFF**

To streamline the use of resources
To recognize the achievements of the staff
Performance can be a reference point in facilitating dialogue between stakeholders, coordinators and the staff
What the system should be

**OBJECTIVE**

Based on objective facts and criteria

**FAIR AND TRANSPARENT**

Implemented in full consultation with the concerned staff
Including recognition of all staff achievements
giving value to quality, not just to quantitative objectives

**CONTINUOUS**

Built-in process to collect the necessary measures
Ongoing dimension of the daily work

**EFFECTIVE**

The application of findings should result in changes and decisions
It should also lead to clear recognition of positive achievements
What can be measured and evaluated

ACTIVITIES AND RESULTS

a) TRADE INFORMATION
- Nr of Queries attended?
- Nr of customers attended?
- Nr of alerts disseminated?
- Nr of bulletin issued per year?
- Nr of market briefs? etc

a) TRADE PROMOTION
- Nr of business introductions?
- Nr of trade missions?
- Nr of participations in trade fairs?
- Nr of buyers’ missions? etc

a) OTHER SERVICES
- Business facilities provided to visiting exporters
  Conflicts solved , etc
What can be measured and evaluated

**USER SATISFACTION**

Filled by the user after service (filling a brief form)
Email messages; letters; faxes of acknowledgement (?)
Feedback forms on web pages
Sample surveys

**OUTCOME AND IMPACT**

! Very difficult to measure !

“Impact” is always the result of a high number of
- variables
- actions and interventions, by various players
- external factors not under the control of FTR
Fundamental tools for performance measurement

**ENQUIRY FORMS (Systematic use of -- )**

*See printed copy of a standard enquiry form*

**CRM – Customer Relationship Management system**

*Medium term solution to integrate the necessary*

- Monitoring of activities
- Follow up with clients
- Coordination between FTR, HQ (MoT), and major TSI