MEASURING IMPACT
- TO OPTIMISE THE BUSINESS OF YOUR TPO

WTPO CONFERENCE IN THE HAGUE
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AGENDA

• The link between strategy and benchmarking
• What to benchmark?
• How to measure?
• How to optimize your business by measuring impact and performance
• Summing up
OPTIMISING THE WORK OF A TPO

1. CLEAR VISION AND STRATEGY
2. COMPETENCIES AND RESOURCES TO MATCH STRATEGY
3. IMPLEMENTATION/OPERATION
4. MEASURING PERFORMANCE AND IMPACT
5. WAS STRATEGY AND VISION REALISED?
STAKEHOLDERS IN TCD

- SOCIETY
- MEDIA
- DANISH COMPANIES
- TRADE COUNCIL DENMARK
- BUSINESS ORGANISATIONS
- THE BOARD
- PARTNERS
- FOREIGN INVESTORS
- GOVERNMENT
WHAT TO BENCHMARK?

• Benchmarking against other TPOS’s (industry)
• Benchmarking against your own performance
• Who are the key stakeholders?
• Measuring customer satisfaction, macro effect, value creation etc.
EARNINGS OF TCD
NUMBER OF CUSTOMERS
CUSTOMER SATISFACTION

- **Very satisfied**: 53 in 2007, 58 in 2008 (YTD)
- **Satisfied**: 35 in 2007, 32 in 2008 (YTD)
- **Neither/nor**: Light green in 2007, light green in 2008 (YTD)
- **Slightly dissatisfied**: Teal in 2007, teal in 2008 (YTD)
- **Dissatisfied**: Dark green in 2007, dark green in 2008 (YTD)
VALUE CREATION 2008 (YTD)

- Minor value: 7%
- No value: 6%
- Some value: 26%
- Decisive value: 16%
- Major value: 46%
CUSTOMER LOYALTY

- A- Customers are loyal (77%)
- B- Customers are undecided (17%)
- C- Customers are not loyal (6%)
MACRO ECONOMIC EFFECT OF TCD SERVICES

Effects measured:

- Only economic results obtained or budgeted by the customers
- As perceived by the customers
- And only when credited to the TCD

Net-value of TCD according to customers evaluation, billion DKK

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RESULTS AND ADVANTAGES

• Effective communication tool
• Changed management focus and strategic goals
• Confirmed decision to introduce Key Accounts
• Confirmed decision to change pricing structure
• Confirmed decision to allocate more resources to non-European markets
• Increases focus on value creating activities
• Creates a customer focused organisation
CHALLENGES

• Time consuming
• Finding the right methods
• Customers don’t want to many surveys
• What you measure is what you get
• What about the things can not measure but that are still important?
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