

# Measurement Examples

## What People Say

- VOC (voice of customer, voice of community)
  - VOE (voice of employee)
  - Informal feedback (hallway conversations)
  - E-mails to a specific person / mailbox
  - Survey feedback (quantitative)
  - Exit interviews
  - Feedback from 1:1 meetings, “skip levels,” Town Halls, roundtables, brown bags, focus groups, staff meetings, team meetings
  - Reputation measurements
  - PR measures such as media mentions, impressions, etc.
  - Performance ratings
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## What is being measured?

- Awareness
- Understanding
- Feedback
- Action
- Behavior
- Participation
- Volunteerism
- Engagement
- Performance
- Motivation

## Questions to ask:

- Can both quantitative and qualitative measures be used?
- Is there more than one dimension to the data? (Feedback was received, but was it received promptly?)

## What People Do

- Results from a fundraiser (diapers collected, funds raised, tons of food sorted)
- Click counts / web page visits / hits / web traffic reporting etc.
- MS Outlook read receipts
- Reduced cost, reduced time, reduced effort
- Talent Acquisition – hiring statistics, retention / attrition / transfer / promotion rates
- Attendance and/or participation in group events, networks, programs, and online communities / forums
- Number of e-mail questions / responses
- Number of comments on a blog / article
- Data from mass e-mail management software
- RSVPs (before / after deadline)
- QuickBase entries (Intuit)
- Survey feedback (qualitative)
- Test / assessment scores
- Direct observation of behaviors
- Absentee rates
- Training effectiveness / completion / compliance rates
- Meeting business goals / objectives
- Meeting deadlines
- HR escalations (more/less/issue)
- Level of utilization of a tool / feature
- Amount of money spent
- Awards won