

Customer Experience & Operations

Using Simple Performance Indicators to Improve Service Delivery

HBC Business Consultancy · 23 October 2026 · 2 min read



Performance indicators help a business see whether its processes are delivering the intended results. A useful indicator is clearly defined, based on dependable data and connected to an action management can take.

Start with the outcome that matters

Decide what the business wants to improve: reliability, speed, quality, customer satisfaction, cost control or compliance. Select only a few indicators that reflect those priorities.

Choose balanced measures

Pair speed with quality, sales with margin, and output with customer experience where appropriate. Measuring only the number of customers served could encourage rushed service; measuring only low cost could lead to under-resourcing.

Define each indicator consistently

Document the formula, source, reporting frequency, owner and any exclusions. For example, define whether response time is measured in business hours, how unresolved cases are counted and how duplicate enquiries are handled.

Use a baseline and sensible target

Measure current performance before setting an improvement goal. Targets should consider available resources, customer needs, seasonality and relevant professional standards. Do not copy another business's target without understanding the context.

Review the story behind the number

A sudden change may reflect missing data, a system change, unusual demand or a real performance issue. Confirm the data and ask staff what happened before making decisions.

Keep data trustworthy

Assign responsibility for recording and checking data. Reconcile reports to source records where possible and correct errors transparently. Never reward staff in a way that encourages falsification or hiding complaints.

Example: a small distribution business

It may track order fulfilment time, delivery accuracy, stock-outs, returns and customer complaints. Reviewing these together can show whether faster dispatch is being achieved without increasing errors.

Key takeaway

A small, balanced set of well-defined indicators is more useful than a large dashboard nobody acts on. Review trends, verify data and connect each finding to a decision.

Next step

HBC Business Consultancy can help select practical indicators, define reporting methods and establish a regular service-delivery review.

Editorial note

This article is general management guidance. Indicators used in healthcare, finance or other regulated fields must be reviewed by qualified professionals and must not replace required clinical, safety or compliance standards.