

Departmental Quality Objectives Monitoring Report

 Inpaspages.com

Department Name

Marketing

Ref No.

MKT/013

Report No & Date

DQBM/12/142 -25/02/13

Data Analysis period

From : 01 / 04 / 2011 To 31 / 03 / 2012

| SR. NO. | DESCRIPTION OF DEPARTMENTAL QUALITY OBJECTIVE | TARGET TO BE ACHIEVED | KPI / MEASURING DOCUMENTS | 11-Apr | | 11-Jun | 11-Jul | 11-Aug | 11-Sep | 11-Oct | 11-Nov | 11-Dec | 12-Jan | 12-Feb | 12-Mar | Achievement % | Remarks / Corrective Action |
|---------|---|-------------------------|-------------------------------|--------|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------------|-------------------------------|
| 1 | Increase customer inquiries through campaigns | 100 inquiries per month | Inquiry Register / CRM Report | C | C | NC | C | C | C | C | C | NC | C | C | C | 90% | Delay in June & Dec campaigns |
| 2 | Improve customer satisfaction score | ≥ 85% | Feedback Forms / Survey | C | C | C | C | C | C | C | C | C | C | C | C | 100% | Achieved |
| 3 | Achieve sales target | ₹10 Cr annual | Monthly Sales Report | C | C | NC | C | NC | C | C | C | C | NC | C | C | 92% | Shortfall in Jun, Aug & Feb |
| 4 | Timely submission of quotations | 95% on time | Quotation Log | C | C | C | C | C | C | C | C | C | C | C | C | 100% | Achieved |
| 5 | Develop 5 new clients | 5 clients by year end | Client Database | - | - | - | - | NC | C | - | C | - | - | - | C | 80% | 1 client delayed in Aug |
| 6 | Reduce customer complaints | ≤ 2 per month | Complaint Register | C | C | C | C | C | C | C | C | NC | C | C | C | 95% | High complaints in Dec |