



5 METRICS THAT TRACK QOQ BUSINESS PERFORMANCE

HokuApps
Create a new class of enterprise apps

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Your net profit margin provides a general impression of how your business is doing on a quarterly basis, but it doesn't provide a lot of context. More businesses are turning toward performance metrics that reveal intelligence regarding supply chain management, customer experience and even employee knowledge contributions.

PRELIMINARY STEPS: INCREASING INFORMATION ACCESSIBILITY

Gathering the data needed to develop insightful business performance metrics can be challenging, however, especially if each of your departments uses a distinct application to conduct processes. For example, while your marketing team uses Dynamics CRM, your accountants use Xero.

Low-code platforms - environments that allow different applications to communicate with each other - remove data segregation problems. The support this technology provides enables your organization to automatically collect, process and analyze data from every facet of your operations, allowing you develop the following business performance metrics:



01

LANDED COST

This metric refers to the total cost of producing and distributing a particular unit. At first glance, landed cost doesn't seem that much different than the number you'd get when calculating your net profit margin. However, the KPI provides one key advantage: It forces you to analyze how providing one unit (whatever that unit may be) to the market affects your infrastructure, according to NFI Industries.

Think of landed costs applied to the supply chain. A sporting goods manufacturer may develop 130 distinct products, each of which utilizes resources differently. While baseball mitts require leather and automated knitting, catchers' masks need metal grating and foam reinforcement. These and other factors have different implications on the cost per unit. Landed costs help you determine how your assets affect the costs of production based on the composition of the unit in question.

02

CLIENT/CUSTOMER TURNOVER

You probably already track how many customers or clients leave your business on a quarterly basis, but can you identify specific reasons for their departure?

Figuring out why you've lost revenue involves gathering behavioral and contextual information from your staff and customers. Imagine you work at a search marketing vendor. By gathering communications - emails, phone recordings, etc. - from Gmail, Salesforce and other apps, you can detect patterns of discontent:



Each of these insights reveal the root of specific problems. In this instance, your organization would need a low-code platform capable of collecting communications data and identifying pain points specific to your customer-facing operations.

03

PROFIT PER EMPLOYEE

How much value does each staff member contribute to your organization? How do you measure value? These two questions have vexed business leaders for some time. You could use business performance metrics that reveal account managers' client retention numbers, but they don't reveal how specific individuals affect staff morale or act on their own knowledge.

McKinsey referred to employee knowledge, reputations and relationships as "intangibles." Generally, intangibles refer to the soft skills that make a person a valuable member of an organization. A system administrator may develop a plan for migrating legacy IT applications to a cloud-based environment, saving the company money. You could deduce the sys admin's value by calculating how much money the business saves after the migration occurs or figure out how much you'll save in labor, reporting and maintenance on a quarterly basis.



04

EFFICIENCY RATING

Your business's efficiency rating is your budgeted hours divided by the actual hours worked, determining whether your staff can complete the work assigned to them in a given amount of time. In an interview with Forbes, Grunder Landscaping CEO Martin Grunder Jr. explained how he utilizes this business performance metric at his company:

*"If a job slated for 100 budgeted hours ends up eating only 90 actual hours, the ER is 111% (100/90 * 100%),". "That's a good number. We also track it per salesperson, team leader and group leader to generate some friendly in-house competition."*

-Martin Grunder Jr

CEO, Grunder Landscaping



05

SOCIAL MEDIA ENGAGEMENT



Reposts, tags and mentions all indicate how people receive you as a brand. Social media engagement does not refer to the number of followers you have on Twitter, Facebook or other channels. Track both engagement and followers to identify the percentage of people who regularly correspond with your business via social platforms.

Ideally, you'd like to identify causation. Did a tweet incite a journey through which a client downloaded one of your e-books, filled out a contact form, spoke with a sales representative and finally signed a contract? The data integration and analysis platform, by combining metrics from your social media channel, CRM and other applications, can identify touch points along the journey, identifying which interactions had the strongest impact on the client.



The ultimate goal is to look past the initial KPIs and develop context as to why the business performs the way it does. Once you have this context, you can make granular decisions that affect quarterly outcomes.



Getting to know HokuApps

The HokuApps Mobile Application Development Platform gives organizations the tools they need to turn app ideas into deployed solutions in a matter of days. It provides pre-built connectors to integrate custom apps with a variety of popular solutions, making it easier integrate legacy apps with the cloud and roll out new solutions quickly and efficiently.



Pre-built tools that drive efficiency

We have built the HokuApp platform with business value as a priority. The system is designed to empower users to create intelligent, agile solutions to fit any of their workflows. With simple user access and reliable security, you'll be able to build out apps that align with specific business needs, even for complex, data intensive processes. This is possible through:

- Anywhere, anytime access to the data your users need to get the job done.
- An easy-to-deploy framework that makes it easy to deploy solutions with minimal change.
- A sophisticated and powerful reporting engine that creates visibility into processes and workflows.
- Unified communications capabilities capable of functioning across the entire platform.

These features add up to ensure that app development capabilities create meaningful business value.

Streamlined capabilities that ensure ease-of-use

Mobile app platforms alleviate the development burden on your IT teams. This is achieved through low-code systems that eliminate the need to write new lines of code for every capability. HokuApps takes this simplicity to another level through solutions like:

- A central console where users can handle all administrative functions.
- Data consolidation across all systems within the platform.

- Interfaces that function equally well across different devices, browsers and operating systems.
- One-click integration with more than 200 third-party apps.
- Built-in connectors for legacy and enterprise resource planning systems.

Functionality across diverse lines-of-business

The modern enterprise is built on apps. Users need access to data and the ability to complete key tasks from any location, using any device. The HokuApps platform is built to fuel this functionality with workflows that support a variety of business units, including:

- Work order management, data collection and reporting for field services.
- Onboarding, time sheet management and task tracking for human resources.
- Ticket management for helpdesk teams.
- Documents with custom workflows that simplify document management across cloud platforms.
- Lead uploads and geo lead functionality for sales teams.
- Custom workflow tools for expense management.

Aligning technology with the business

Organizations are increasingly dependent on IT systems to keep up with competitors. One-size-fits-all apps are falling out of favor as each company has unique needs. HokuApps provides the mobile development functionality you need to roll out apps that align with your specific operational demands.

HokuApps is a leading mobile application development platform provider. Our pre-built connectors and modules provide easy legacy app integration to the cloud and empower businesses to create custom solutions based around their specific operational demands. HokuApps provides the platform and tools needed to get proprietary apps rolled out in a matter of days.

For more information about HokuApps, visit www.hokuapps.com, follow us on Twitter and Facebook or reach out to us at support@hokuapps.com.



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