

MSPCEO

Key Performance Indicator (KPI) Checklist

Foundational		Frequency	Advanced		Frequency
Finance	Product Revenue	<i>Monthly</i>	Gross Margin % by Revenue Line	<i>Monthly</i>	
	Project Services Revenue	<i>Monthly</i>	Return on Assets	<i>Monthly</i>	
	Managed Services Revenue	<i>Monthly</i>	Sales Exp as % of Total Gross Margin	<i>Monthly</i>	
	Total Service Revenue as % of Tot Revenue	<i>Monthly</i>	Service Assoc Exp as % of Total Gross Margin	<i>Monthly</i>	
	Total Gross Margin \$	<i>Monthly</i>	Sales Exp as % of Total Gross Margin	<i>Monthly</i>	
	Gross Margin as % of Total Revenue	<i>Monthly</i>	Avg Gross Margin \$ per Service Associate	<i>Monthly</i>	
	Operating Expenses as % of Gross Margin	<i>Monthly</i>	Avg Gross Margin \$ all Company Assoc	<i>Monthly</i>	
	Net Income (EBITDA) \$	<i>Monthly</i>			
	Net Income as % of Total Revenue	<i>Monthly</i>			
	A/R days outstanding	<i>Monthly</i>			
Service	# of Open Tickets	<i>Daily</i>	# Service Tickets per Total # End Users	<i>Monthly</i>	
	% Tickets Closed	<i>Daily</i>	# Service Tickets Escalated	<i>Weekly</i>	
	Avg Time to Resolution	<i>Daily</i>	Customer Satisfaction Score	<i>Monthly</i>	
	Avg Time to Response	<i>Daily</i>	Avg Svc Rev \$ per Svc Assoc	<i>Monthly</i>	
	Open Tickets - Aging	<i>Weekly</i>	# End Users per Service Assoc	<i>Monthly</i>	
	Total End Users Supported	<i>Monthly</i>	Realization	<i>Monthly</i>	
	Service Utilization	<i>Weekly</i>	% SLA met per service ticket	<i>Daily</i>	
Sales	# Qualified Sales Appts	<i>Daily</i>	Avg Cost of Sales per MS Agreement	<i>Monthly</i>	
	# Managed Services Proposals	<i>Weekly</i>	# Referrals	<i>Monthly</i>	
	# Managed Services Accts Closed	<i>Monthly</i>	Avg Gross Margin \$ per Avg Sales Comp \$	<i>Monthly</i>	
	# Open Opportunities	<i>Daily</i>	Agreement Profitability	<i>Monthly</i>	
	Sales Appt Conversion Rate	<i>Monthly</i>	Customer Profitability	<i>Monthly</i>	
	Average Agreement Value	<i>Monthly</i>			
	Monthly Churn (loss of MRR)	<i>Monthly</i>			
Marketing	# of Marketing Events	<i>Monthly</i>	Total Marketing Cost as % of net new MS \$	<i>Monthly</i>	
	# of leads generated	<i>Monthly</i>	Total Marketing Cost as % of overall Sales	<i>Monthly</i>	
	Avg Cost Per Lead	<i>Monthly</i>	MDF \$ Spent/Balance	<i>Monthly</i>	
	Total Marketing Cost as % of net new MS \$	<i>Monthly</i>			

**Basic KPIs are in bold - develop these first.*

