



Essential KPIs for Professional Services

Essential Professional Services KPI's

Leadership

KPI	Not Tracked	Tracked	Current Performance
<p>% Revenue Growth Measures the percentage increase or decrease in revenue over a specified period, indicating the company's financial growth and market expansion.</p>			
<p>Change in Company Valuation Measures the increase or decrease in the company's market value over time.</p>			
<p>EBITDA Growth Tracks earnings before interest, taxes, depreciation, and amortization to assess profitability.</p>			
<p>Changes in Cash Flow Monitors the net amount of cash being transferred in and out of the business.</p>			
<p>Employee NPS Scores Measures employee satisfaction and likelihood to recommend the company as a good place to work.</p>			
<p>Leadership Development Rate Tracks the rate at which internal leaders are promoted or developed.</p>			

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Business Development

KPI	Not Tracked	Tracked	Current Performance
<p>New Customers Sales % vs Existing Customer Sales % Compares the proportion of revenue from new customers versus existing ones.</p>			
<p>Average Deal Size The average value of deals closed, indicating business growth potential.</p>			
<p>Win Ratio The percentage of deals won compared to the total number of deals pursued.</p>			
<p>Total Pipeline/Quarterly Booking Forecast Measures the total value of potential sales opportunities in the pipeline.</p>			
<p>Sales Cycle Length The average time taken from initial contact to closing a sale.</p>			
<p>% Services Discount The average discount given on services, indicating pricing strategy effectiveness.</p>			

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Business Development

KPI	Not Tracked	Tracked	Current Performance
% of New Logo Clients The percentage of new clients added to the portfolio.			
% of Work (Fixed Price/Time and Materials/Subscription) Distribution of work types, indicating business model diversity.			
Account Growth Rate The rate at which existing client accounts are growing in revenue.			
Customer Acquisition Cost (CAC) The cost associated with acquiring a new customer.			
Customer Lifetime Value (CLTV) The total revenue expected from a customer throughout their relationship with the firm.			

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Marketing

KPI	Not Tracked	Tracked	Current Performance
Total Pipeline Originated from Marketing Activities The value of sales opportunities generated from marketing efforts.			
Total Conversion of MQL to SQL The rate at which marketing-qualified leads (MQLs) are converted to sales-qualified leads (SQLs).			
# of Leads by Lead Source Tracks the number of leads generated from different sources, such as digital campaigns, referrals, etc.			
Cost per Lead The average cost to generate a lead through marketing efforts.			
Return on Marketing Investment (ROMI) Measures the revenue generated from marketing activities relative to the cost.			

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Service Delivery

KPI	Not Tracked	Tracked	Current Performance
Time to Staff Projects (in days) The average time it takes to staff a project from inception to deployment.			
Utilization Rate The percentage of available working hours that are billable to clients.			
Project Profitability (Fixed Price) Measures profit margins on fixed-price projects.			
Project Profitability (Time and Materials) Measures profit margins on time and materials projects.			
% of Projects Using Standardized Methodology The percentage of projects that adhere to a standardized delivery methodology.			
Project Delivery Timeliness Tracks the percentage of projects delivered on or before the agreed deadline.			

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Service Delivery

KPI	Not Tracked	Tracked	Current Performance
Client Satisfaction Score Measures client satisfaction with the services provided.			
% Project On-Time Delivery Tracks the percentage of projects completed and delivered on or before the agreed deadline, reflecting the efficiency and reliability of the service delivery process.			
# of Projects per PM (Project Manager) The number of projects managed by each project manager, indicating workload distribution and potential capacity constraints.			

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Talent Management

KPI	Not Tracked	Tracked	Current Performance
<p>Annual Fully Loaded Cost per Consultant Calculates the total cost of employing a consultant, including salary, benefits, and overheads, providing insight into the financial efficiency of staffing.</p>			
<p>Attrition (Voluntary) The percentage of employees who leave the company voluntarily.</p>			
<p>Attrition (Involuntary) The percentage of employees terminated by the company.</p>			
<p>Time to Recruit New Consultants The average time taken to hire new consultants.</p>			
<p>Time to Get New Consultant Productive The time taken for new hires to become fully productive.</p>			
<p>Training Hours per Employee The average number of hours spent on training and development per employee.</p>			
<p>Employee Engagement Score Measures the overall engagement and satisfaction of employees within the company.</p>			

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Finance and Operations

KPI	Not Tracked	Tracked	Current Performance
Revenue per Consultant The average revenue generated per consultant.			
Projects per Consultant The average number of projects handled by each consultant.			
Revenue per Employee The average revenue generated per employee.			
Gross Margin % The percentage of revenue remaining after deducting the cost of goods sold.			
Total Pipeline in Backlog The total value of contracted work that has not yet been delivered.			
% of Non-Billable Time The percentage of time spent on activities that are not billable to clients.			
Days Sales Outstanding (DSO) The average number of days it takes to collect payment after a sale.			