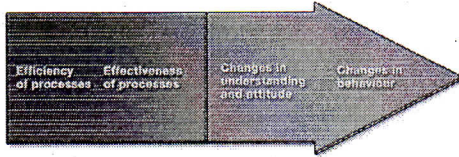
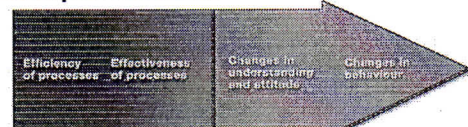


## Measuring the right standards



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## Example measures



- Was the message received on time?
- Were all briefings carried out?
- Cost efficiency
- % of jargon
- Ease of producing content
- Did recipients understand messages?
- Did they believe them?
- Are meetings seen as an effective use of time?
- Do feedback channels produce feedback?
- Do people understand more about objectives/priorities?
- Did staff trust management more?
- Do staff feel trusted?
- Do staff show increased awareness of quality issues?
- How well do staff understand customers' needs?
- Do error rates reduce?
- Does the customer retention rate increase?
- Do scrap levels change?
- Are staff rated as more customer-friendly?
- Do mystery shopping scores improve?

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## What to measure?

- > Ends - Effectiveness
- > Means - Efficiency

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## Four aspects to measure

**Efficiency**  
Did the channels get the right messages across on time to the right people?

**Effectiveness**  
Did the message affect people's awareness and understanding?

**Impact on behaviour**  
What did the audiences make of what they were told? What did they do or how did they think differently as a result?

**Business Impact**  
Did the communication make the necessary contribution to the business?

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## 4 Measures

- > Required Outcomes
- > Agreed Measures
- > Agreed Measurement Methods
- > Actual Outcomes

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## Scorecard

Four aspects to measure	Required outcomes	Agreed measurement method	Actual outcomes	Rating
Efficiency of channels	Document to reach 90% of staff All managers to have briefing notes	Telephone sample of staff Assessment by local communicator	Document reached 75% of staff All managers received briefing notes	3
Effectiveness of communication	All staff to understand importance of turning lights off	Questioning by local communicator of random sample Manager's comments	7 out of 10 employees showed understanding	3
Impact on audience behaviour	Increase in staff turning off lights when they leave work	Line managers to report on behaviour	Line managers report an increase	4
Business impact	See a 25% reduction over one month in recorded number of lights left on	Use cleaners' nightly records	40% reduction over one month	5

Mean score: 3.75

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