

OVERVIEW OF PERFORMANCE INDICATORS for communication

	A. Concern communication	B. Marketing communication	C. Internal communication	D. Organisation of communication
1. Clarity	clear positioning of the organisation	clear positioning of brands	information to staff is clear	communication vision is clearly defined
2. Environment oriented/ linkages	maintain networks for the organisation's reputation	maintain networks for distribution and sales	communication reinforces commitment and supports change management	communication function is well embedded in the organisation
3. Consistency	coherence with other functions and with other communication domains	coherence marketing mix, with R&D and with other communication domains	coherence with HR and with other communication domains	common starting for communication besides room for organisational units and/or communication domains
4. Responsiveness	monitoring and action based on issue management	monitoring and action based on market research, consumer trends and customer complaints	communication contributes to internal views on external changes and communication skills encourage internal responsiveness	feedback is used for innovation of communication
5. Effectiveness and efficiency	assess corporate image, cost efficient methods	assess brand images, cost efficient methods	internal communication audits cost efficient methods	assess communication quality, time management

A. Concern communication indicators:

1. CLARITY:

the organizational profile is clear

2. ENVIRONMENT ORIENTATION:

networks important to the reputation of the organization are being well maintained -----

3. CONSISTENCY:

there is harmonization with other functional areas and communication activities

4. RESPONSIVENESS:

there is monitoring and action on the basis of issue management

5. EFFECTIVENESS AND EFFICIENCY:

the corporate image is measured and there is a cost-conscious working method

B. Marketing communication indicators:

1. CLARITY:

the brand profile is clear

2. ENVIRONMENT ORIENTATION:

networks important to distribution and sales are being well maintained

3. CONSISTENCY:

there is harmonization with other elements of the marketing mix, R&D and other communication activities

4. RESPONSIVENESS:

there is monitoring and action on the basis of market research, consumer behaviour and handling complaints

5. EFFECTIVENESS AND EFFICIENCY:

brand images are measured and there is a cost-conscious working method

C. Internal communication indicators:

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1. CLARITY:
information to employees is clear

 2. ENVIRONMENT ORIENTATION (internal environment):
communication strengthens involvement and supports change processes

 3. CONSISTENCY:
there is harmonization with human resources and other communication activities

 4. RESPONSIVENESS:
communication contributes to insight into internal changes;
communication skills enhance responsiveness

 5. EFFECTIVENESS AND EFFICIENCY:
internal audits of internal communications are carried out
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D. Organization of communication indicators:

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1. CLARITY:
the vision on communication is clear

 2. ENVIRONMENT ORIENTATION:
the communication function is well embedded in the organization

 3. CONSISTENCY:
there are common starting points for communication, as well as organizational components and communication domains

 4. RESPONSIVENESS:
feedback is used for innovation in communication

 5. EFFECTIVENESS AND EFFICIENCY:
communication quality is measured and there is a cost-conscious working method.
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