Key Performance Indicators

During Initial Launch

Early stage critical success factors for your first set of challenges or a pilot will typically look like this:

- **User metrics:** Signup rate and overall engagement rate for your first set of challenges.
- **Collaboration metrics:** Volume of comments, votes, ratings, and views.
- **Ideation metrics:** Volume of ideas submitted, number of ideas passed to a particular stage or status.

After First 3 Months

First three months critical success factors will typically look like this:

- **Total value of ideas identified:** Projected revenue or cost savings identified from shortlisted and scoped out ideas.
- **User metrics:** Number of active users.
- **Collaboration metrics:** Number of comments, votes, ratings, and idea views.
- **Ideation and pipeline metrics:** Such as volume of ideas submitted, number of ideas passed to a particular stage or status.
- **User survey results:** Reviewing the scores of key survey questions sent via an Outgrow digital survey – a mixture of qualitative and quantitate set of data.

After First 6 Months

First six months critical success factors will typically look like this:

- **Total value of ideas identified:** Projected revenue or cost savings identified from shortlisted ideas.
- **Implementation metrics:** Number of new ideas in implementation or implemented.
- **Program expansion metrics:** Number of new users engaged from program expansion in different departments or number of new stakeholder segments we've expanded the program into (ie: customers or vendors).
- **User metrics:** Number of active users.
- **Collaboration metrics:** Volume of comments, votes, ratings, and idea views. We track 100s of data points to help you measure every level of engagement.
- **Ideation metrics:** Such as volume of ideas submitted, number of ideas passed to a particular stage or status.

- **Number of challenges launched:** Number of new challenges launched in your community.

After First 12 - 24 Months and Continuing Success Metrics

Twelve month critical success factors will typically look like this:

- **Value metrics:** Total revenue growth or cost savings from piloted or implemented ideas.
- **Implementation metrics:** Number of new ideas in implementation or implemented.
- **Program expansion metrics:** Number of new users engaged from program expansion in different departments or number of new stakeholder segments we've expanded the program into (ie: customers or vendors).
- **User survey results:** Reviewing the scores of key survey questions sent via an Outgrow digital survey – a mixture of qualitative and quantitate set of data. After your program has been live for 12 months, we'll conduct a secondary survey.