

Key Performance Indicators – Plan and manage customer service contacts

| Nos. | Key Performance Indicators | Definition | Formula |
|------|--|---|---------|
| 1. | Total Average Number of Customers at Counters (Per day) | Total Average Number of Customers Attending to Counters per day | - |
| 2. | Total Number of Counter Staffs on duty at Counter (Per day) | Number of Counter Staffs on duty at respective counters per day. | - |
| 3. | Average time for one transaction between customer and counter staff at counter (Per day) | Average transaction time to handle one customer at counter | - |
| 4. | Number of appreciation letters received by customers on counter services (Per year) | Number of appreciation letter by customers to acknowledge good and efficient services | - |
| 5. | Total number of customers complaints received on counter services (Per month) | Total number of customers complaints received on counter services per month | - |
| 6. | Total Monetary Incentives given to Counter Staffs (Per month) | Monetary incentives provided or specifically given to counter staffs | - |