

KPI Library (Examples for NZ SMEs)

Use these as starting points. Choose what you can measure consistently.

Financial

- Weekly revenue
- Gross profit %
- Net profit % (monthly)
- Labour % of revenue (or wages vs sales)
- Debtor days / aged receivables
- Cash at bank (weekly low point)

Sales & pipeline

- New enquiries per week
- Quotes sent per week
- Quote conversion rate (%)
- Average job value
- Pipeline value (next 30–60 days)
- Follow-ups completed (weekly)

Operations & delivery

- Jobs completed on time (%)
- Rework / callbacks (#)
- Utilisation (billable hours / available hours)
- WIP (work in progress) value
- Health & safety incidents / near misses

People & culture

- Staff attendance (% or # days absent)
- Training completed (hours/month)
- Culture score (self-rated 1–10, discussed monthly)
- Staff turnover (annual)

Customer

- Google reviews (new per month)
- Customer satisfaction score (1–10)
- Referrals requested / received
- Complaint resolution time