

Case Study – Outcome-based approach with Balanced Scorecard

(The first e-Government initiative to use BSC for Customer centric outcomes)

The Client

A state government utility for power distribution with a workforce of over 700 employees

The Business Problem

The organization was facing major complaints from its customers (both industrial and home users) on service availability, quality and employee behavior. It was the time of drastic reforms in India in the power sector, and no one was sure where the competition would spring from. A new management had taken charge, and they needed to communicate their strategies effectively and craft an 'actionable road map' centered around key attributes of customer satisfaction. In doing so, they wished to know clearly the linkages of their actions to other perspectives such as finance, human resource, process, technology and the like.

The Solution

Haselfre crafted the strategy map in consultation with the key stakeholders and the top-management of the utility and extended it to cover the different perspectives of the Balanced Scorecard. The entire exercise was participatory, which generated enthusiasm and captured vital field knowledge from all levels in the company. The focus on customer service resulted in arriving at the performance and conformance indicators around the C-SSS (Customer, Service and Supply Standard) good practice.

The Outcomes

The outcome of this project is the use of C-SSS framework for introducing efficiency and effectiveness in the power distribution utility.

Haselfre mission

Our mission is "to promote balance between performance and conformance"

Contact Haselfre

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