

## **SEO DETAILS:**

Page Title: Rethinking Manufacturing KPIs During the Pandemic | [INSERT RELATED SERVICE] | [INSERT FIRM NAME]

Meta Description: [NAME OF FIRM] discusses how manufacturing companies are reevaluating their performance measures in light of changes that have occurred during the pandemic.

Headline: Rethinking Manufacturing KPIs During the Pandemic

## **BODY COPY:**

Key performance indicators (KPIs) are common in many industries. These measures show how effectively a company is achieving its business objectives. KPIs should be objective, quantifiable and measurable. Manufacturing companies often use KPIs such as labor efficiency, scrap percentage and days sales outstanding. By “measuring to change,” companies use KPIs to make process improvements to production and operations as changes are indicated.

The goal of using KPIs is to create value for the company. KPIs are a kind of scorecard, so value creation is often linked to customer satisfaction. For example, if customers want on-time delivery, there should be a KPI that measures daily, weekly and monthly on-time delivery. Having a positive trend line for on-time delivery can position the company as a reliable supplier and create a competitive advantage that enables the company to outpace its competitors.

### **Manufacturing KPIs Focus on Customer Value**

During the pandemic, many manufacturing companies were designated as essential businesses and the government relied on these manufacturers to continue production, ship products, employ workers and, in some cases, shift production to help address the nation’s COVID-19 response. Congress supported companies through stimulus measures such as the Paycheck Protection Program (PPP), which provided liquidity to small businesses and incentive to keep their employees on payroll. PPP funding closed on August 8 and at this writing, additional stimulus measures are still being debated in Congress.

After months of pandemic operations, many manufacturers are reevaluating their internal KPIs that were established before COVID-19 to gauge which ones are still valid and which may need to be changed. They are reviewing what they have learned and what their customers expect in this new business environment, and then determining if they need to reset their company’s traditional performance measures.

### **Using KPIs to Evaluate Employee Performance**

KPIs can drive change and when applied to a company’s workforce, they can provide objective metrics to evaluate job performance, signal needed training or retraining and trigger compensation adjustments. By reviewing workforce KPIs during this time of change and making adjustments, management can recognize and acknowledge how employees are adapting to the new reality of operating during a pandemic. Communicating workforce KPIs with your employees can serve to create a level playing field and clarify expectations for performance achievement.

Businesses across all industries and sectors have faced tremendous challenges in 2020. As manufacturing companies look ahead to making the strategic decisions that will drive their business next year and beyond, they seek to continue motivating their workforce and growing their customer base. Although your company knows best which KPIs are vital to your business, your accounting firm can provide insight and experience to help you sharpen your focus to enhance production, improve workforce performance and achieve customer growth objectives.

**CLOSE:**

Do you have questions on how your manufacturing company can use KPIs to create value for your company? Please contact [NAME] in our [DEPARTMENT] at [NUMBER/EMAIL].

**SUGGESTED IMAGERY:**



[https://stock.adobe.com/images/two-professional-automotive-engineers-with-a-tablet-computer-and-inspection-tools-are-having-a-conversation-while-testing-an-electric-engine-in-a-high-tech-laboratory-with-a-concept-car-chassis/282642931?prev\\_url=detail](https://stock.adobe.com/images/two-professional-automotive-engineers-with-a-tablet-computer-and-inspection-tools-are-having-a-conversation-while-testing-an-electric-engine-in-a-high-tech-laboratory-with-a-concept-car-chassis/282642931?prev_url=detail)