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The Power Of Scorecards: Driving Accountability And Measurable Results

Thursday, March 27, 2025, 8:30 AM - 9:30 AM

Room 204

Moderator

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Speakers

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Benefits of Using Scorecards:

- Alignment of goals and objectives
- Improved accountability
- Data-driven decision-making
- Enhanced team performance
- Increased transparency

Key Elements of Effective Scorecards:

Defining Meaningful Metrics:

- Customer acquisition cost (CAC)
- Customer churn rate
- Average revenue per user (ARPU)
- Network uptime and latency
- Installation time
- Support ticket resolution time



Key Elements of Effective Scorecards:

Creating a Balanced Scorecard:

- Consider multiple perspectives (financial, customer, internal processes, learning and growth).
- Work towards creating a balanced view of performance.



Key Elements of Effective Scorecards:

Implementation and Communication:

- Roll out scorecards to teams.
- Regular reviews and feedback.
- Display scorecards in a way that is easy to understand.



Driving Accountability and Results:

Using Scorecards for Performance Management:

- Use scorecards to identify areas for improvement and provide targeted feedback.
- Use scorecards to recognize and reward high performers.
- How to handle underperformance?

Driving Accountability and Results:

Data-Driven Decision-Making:

- Use scorecard data to make informed decisions about resource allocation, network upgrades, and customer service improvements.
- How can you use scorecards to predict future trends.



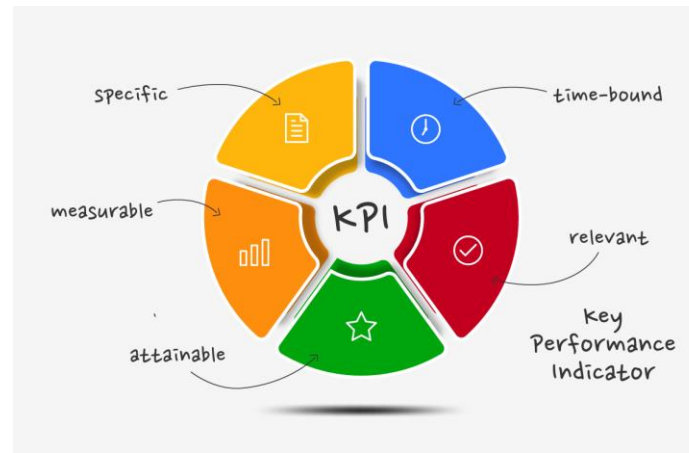
Driving Accountability and Results:

Fostering Transparency and Ownership:

- Leverage scorecards to create a culture of transparency and accountability.
- Empower employees to take ownership of their performance.

SMART Scorecards

- Specific - Make them narrow for better focus
- Measurable - Find “the number” for each employee
- Achievable - Make them realistic but not too easy
- Relevant - Needs to align with your values and goals
- Time-Based - Establish monthly/quarterly/annual tracking metrics to show progress



Building Trust In The System:

Are Your Numbers Legitimate?:

- Data integrity is the cornerstone of adoption - when metrics are questionable, the entire system is undermined
- Regular validation of data sources and calculation methods
- Clear documentation of how metrics are gathered, processed and presented

Top Benchmarks Worth Tracking:

- Mission Advancement: How activities move the organization toward its purpose
- Value Alignment: How behaviors reflect stated organizational values
- Customer-focused: Retention, satisfaction, lifetime value
- Financial KPIs: (revenue per employee, cost efficiency)

Implementation Keys:

Put The Important Things First:

- Start with metrics directly tied to values, differentiators and mission
- Build outward to operational metrics after core principles are well established
- Create a feedback loop for continuous improvement

This ensures that tracking remains anchored in what truly matters to your organization, rather than drifting toward what is simply easy to measure.

Q & A

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THANK YOU