# Digital Transformation KPI Cheat Sheet™

| Component | KPI #1 | KPI #2 | KPI #3 | KPI #4 |
|---|---|---|---|---|
| Customer Experience | Net Promoter Score (NPS) | Customer Satisfaction Score (CSAT) | Customer Effort Score (CES) | Customer Retention Rate |
| Data & Insights | Return on Investment (ROI) | Cost per Lead (CPL) | Customer Lifetime Value (CLTV) | Conversion Rate |
| Strategy & Leadership | Employee Engagement Score | Employee Net Promoter Score (eNPS) | Employee Satisfaction Index | Employee Turnover Rate |
| Technology | Technology Adoption Rate | User Engagement Rate | Active Users | Churn Rate |
| Operations | Process Efficiency Score | Cycle Time | Throughput | Resource Utilization |
| Culture & People | Employee Satisfaction Index | Job Satisfaction Score | Employee Net Promoter Score (eNPS) | Employee Turnover Rate |
| Organization | Organizational Agility Score | Time to Market | Project Success Rate | Agile Maturity Index |
| Marketing | Marketing ROI | Customer Acquisition Cost (CAC) | Customer Lifetime Value (CLTV) | Marketing Qualified Leads (MQLs) |
| Cybersecurity | Cybersecurity Incident Rate | Mean Time to Detect (MTTD) | Mean Time to Respond (MTTR) | Security Vulnerability Assessment Score |
| Brand Management | Brand Recognition Score | Brand Awareness | Brand Recall Rate | Share of Voice (SOV) |