

Non-financial performance indicators

Employee Engagement & Satisfaction

Focusing on employee's satisfaction allows an organization to create a workforce of engaged & loyal employees. The increased morale of the employees will result to a better performance of the whole organization. By improving the workplace for the employees, PCA shows that it cares about the welfare of its employees. Specific objectives related to employee's satisfaction include giving greater responsibility to the staffs, rewarding exceptional work, creating a positive work environment, promoting teamwork, and communicating openly with the employees. Team building and seminars on Gender and Development (GAD) helps improved the camaraderie among the personnel of the PCA.

Quality of Work

The quality of work produced by the office affects its reputation and amount of business it receives. Consistency is also a key factor in improving the quality of service. When an organization consistently offers high-quality products and services, it gains positive reputation that potentially leads to more customers coming back for more.

Customer Service

Along with a quality product or service, an excellent customer service amplifies exponentially the overall satisfaction of a customer. Making customers feel valued encourage them to interact more with the organization in the future. Improved customer service is only possible thru continuous employee trainings and education. Monitoring employees' interaction with customers will help the organization to correct & improve its service. Surveys & informal conversations with the employees also help assess the level of customer service currently being provided and which areas are in need of improvements.

Public Relations

A good public image is a good investment. Improving the way the general public views PCA can mean increased partnerships and stronger relationship with the community. Potential objectives include maintaining a professional image, establishing a positive social media presence, & giving back to the community.