

Animal Presentations Completion Rate Zoo



KPI Owner: Steve Taylor

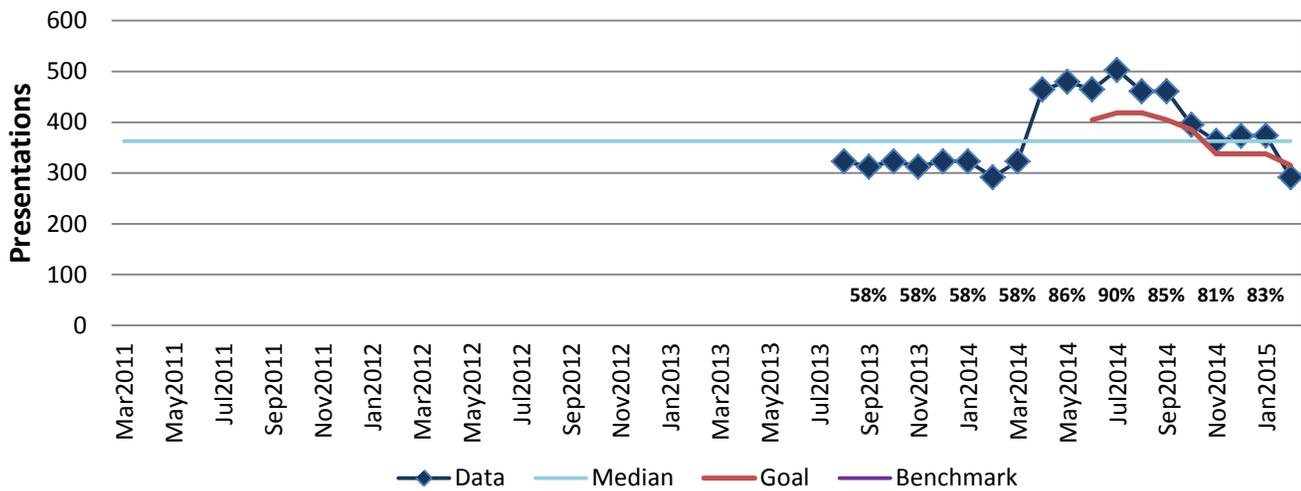
Process: Guest Experience

Baseline, Goal, & Benchmark	Source Summary	Continuous Improvement Summary
Baseline: Jul. 2013-Mar. 2014: 58% completion rate Goal: Increase reliability of animal presentations occurring to 75% by May 2015. Benchmark: TBD	Data Source: Animal Area Reports Goal Source: Zoo's Strategic Plan Benchmark Source: TBD	Plan-Do-Check-Act Step 8: Monitor and diagnose Measurement Method: Total number of animal presentations completed divided by the total number of possible presentations. Why Measure: To ensure the quality of guest experience is meeting guest expectations. Next Improvement Step: Continue to track and monitor progress. New communication plan under development. Guest wayfinding needs to be developed.

How Are We Doing?

Mar2014-Feb2015 12 Month Goal	Mar2014-Feb2015 12 Month Actual		Feb2015 Goal	Feb2015 Actual	
3,360	4,954		315	292	
Presentations	Presentations		Presentations	Presentations	

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Feb2015 Pareto Analysis

