

Animal Presentations Completion Rate Zoo



KPI Owner: Steve Taylor

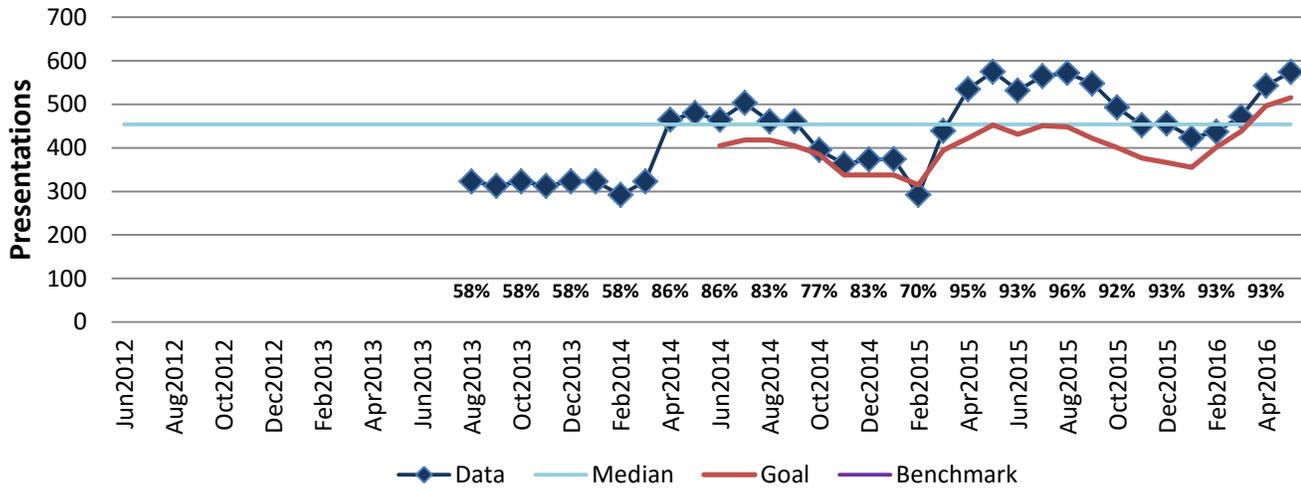
Process: Guest Experience

| Baseline, Goal, & Benchmark | Source Summary | Continuous Improvement Summary |
|---|--|--|
| Baseline: Jul2013-Mar2014 58% completion rate Goal: Maintain reliability of animal presentations to 85% through June 2016. 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?

| Jun2015-May2016 12 Month Goal | Jun2015-May2016 12 Month Actual | | May2016 Goal | May2016 Actual | |
|----------------------------------|------------------------------------|--|---------------|----------------|--|
| 5,101 | 6,067 | | 515 | 574 | |
| Presentations | Presentations | | Presentations | Presentations | |

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Root cause analysis is not necessary because there is no gap between the goal and current performance.