

# 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: 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.

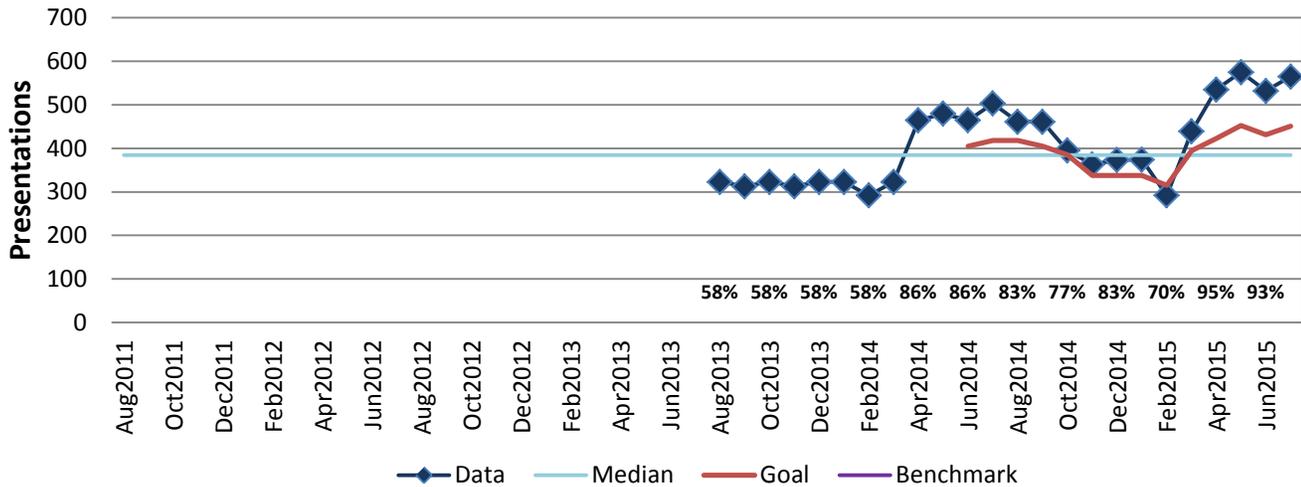
## How Are We Doing?

Aug2014-Jul2015 12 Month Goal	Aug2014-Jul2015 12 Month Actual		Jul2015 Goal	Jul2015 Actual	
<b>4,688</b>	<b>5,365</b>		<b>451</b>	<b>565</b>	
<b>Presentations</b>	<b>Presentations</b>		<b>Presentations</b>	<b>Presentations</b>	

## Animal Presentations Completion Rate



Good



## July 2015 Pareto Analysis

