



# International Limited

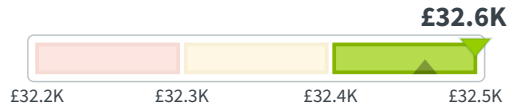
Monthly Report



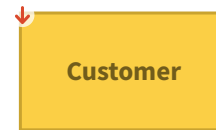
Score: **7.2**

*Profitability will always be our goal, but that doesn't mean we can't take the occasional risk*

Carol Levine - Financial Director



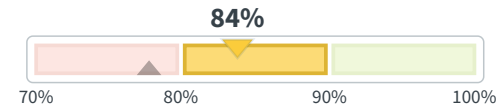
Net Profit



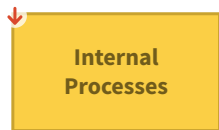
Score: **6.4**

*Customer Satisfaction come before everything else. We always put our customers first*

James Gregory - Marketing Director



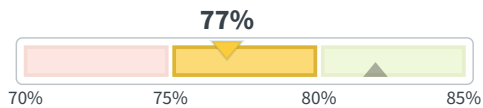
Customer Satisfaction



Score: **5.6**

*Continuous improvement and being the best at everything we do is what we strive for*

Frank Arkle - Operations Director



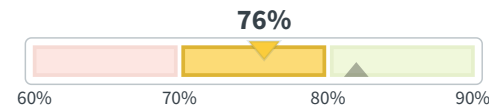
% staff working with a mentor



Score: **7.9**

*Without the people in our business we are nothing. Respect for the individual is key*

Raymond Channing - HR Director



% Staff trained in product basics



## Transforming society through ease of access to ultra-high-speed mobile information service

### Customer Service

Clarity in offering that surpasses anything in the market today, best user interface

### Content Partnerships

Strong supply chain for content and information services, exclusive agreements

### Brand Awareness

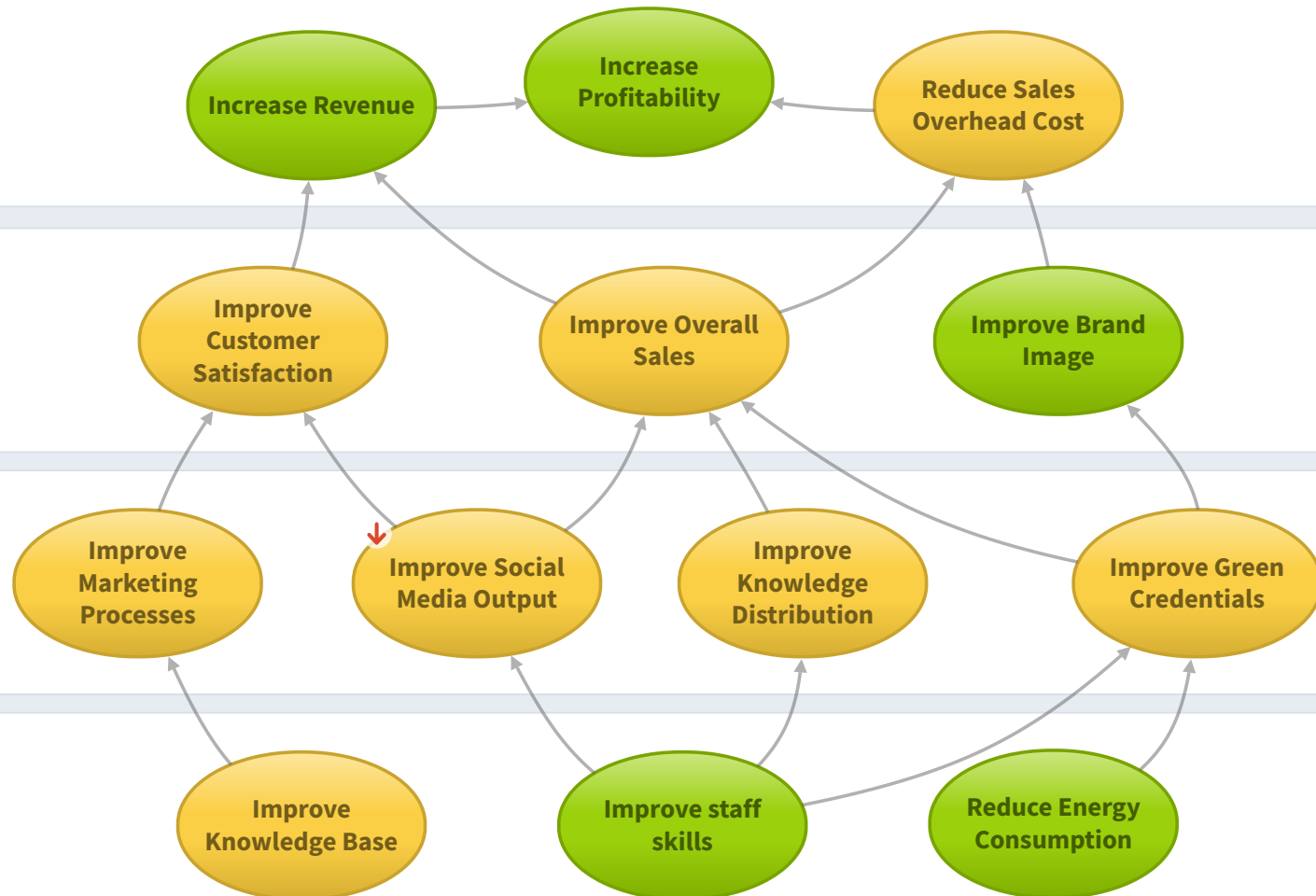
Reinvigorated brand based on successes, attract a wider and younger audience

#### FINANCIAL

#### CUSTOMER

#### INTERNAL PROCESSES

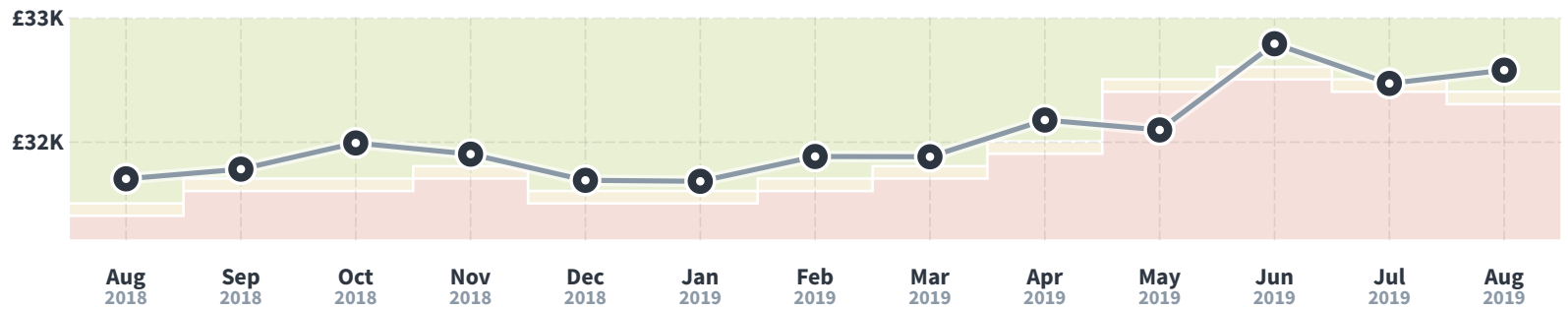
#### ORGANISATIONAL CAPACITY



Customer Focus - Quality - Community - Integrity - Efficiency

**£32.6K**

Net Profit

£32.3K  
RED£32.4K  
GOAL**20.5%**

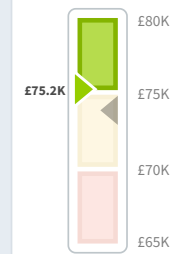
% Net Profit

20%  
RED20.5%  
GOAL**£32.6K**

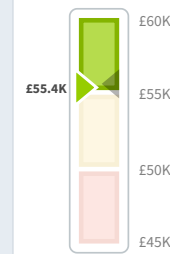
Net Profit

£32.3K  
RED£32.4K  
GOAL**15**Projects greater than  
£25k in value15  
RED17  
GOAL**50.4K**

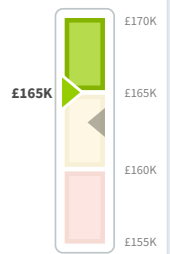
-1,300

Energy Consumption  
kWh52.4K  
RED52.2K  
GOAL

Training



Product



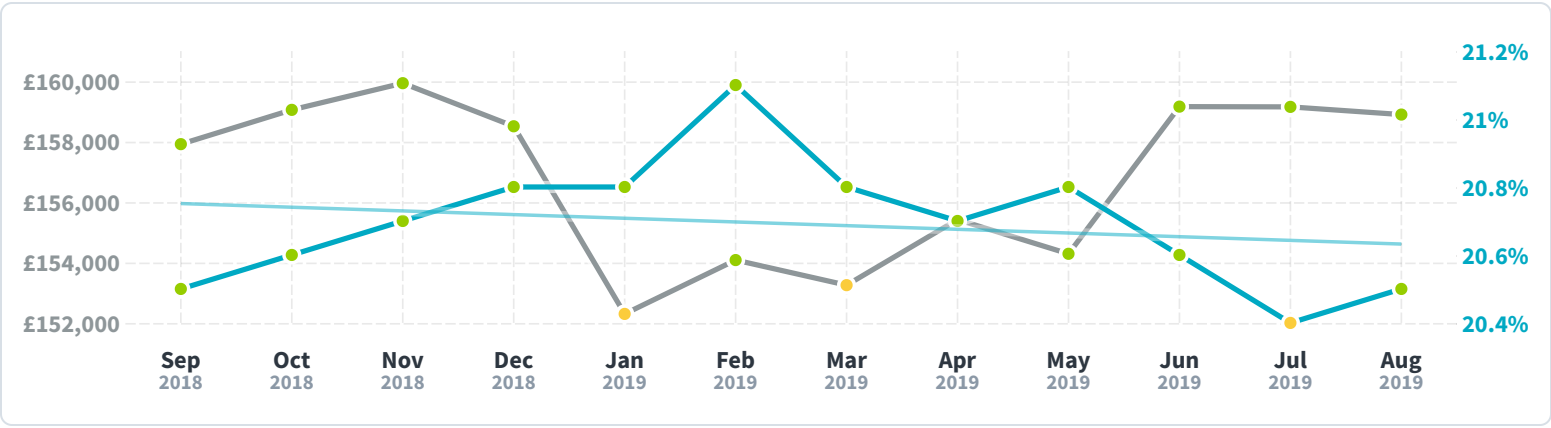
Project

**Colin Francis**

Posted Sep 4, 2019

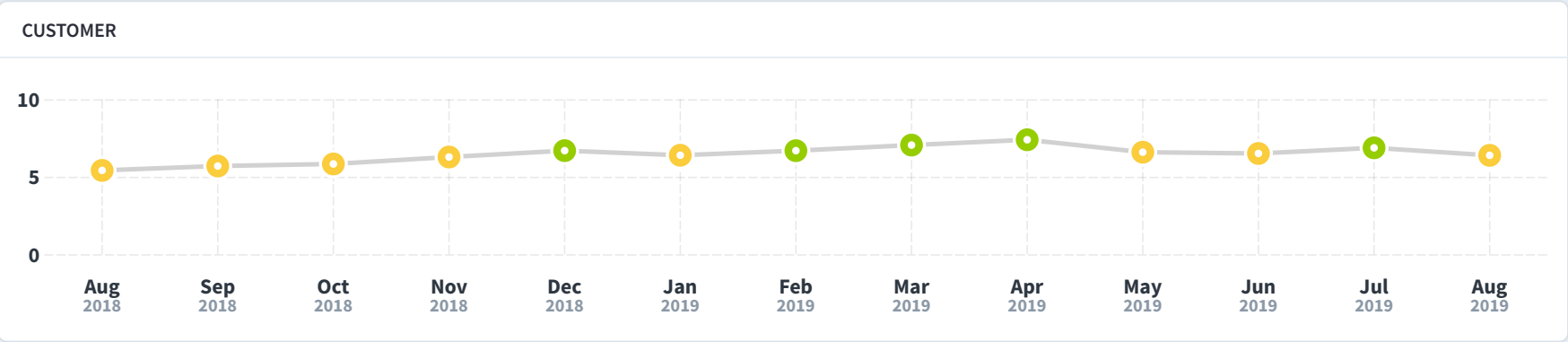
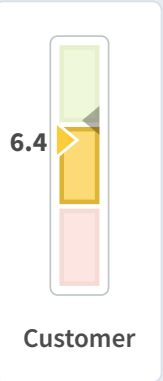
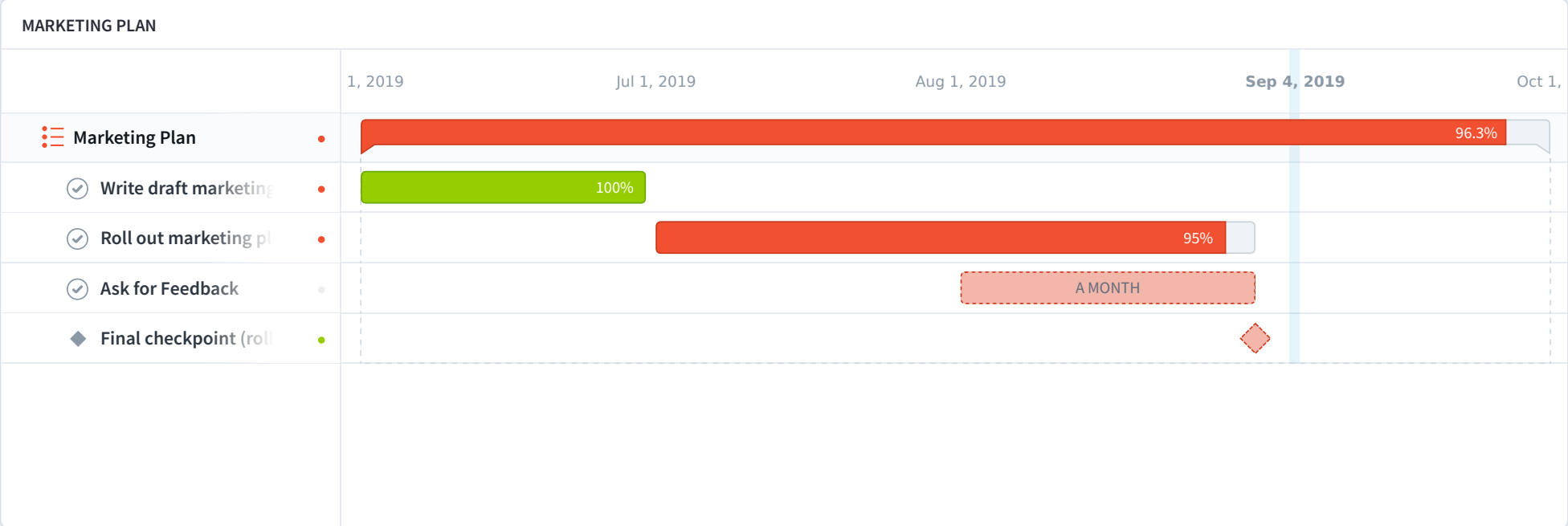
Applies To  
August 2019 [Financial](#)

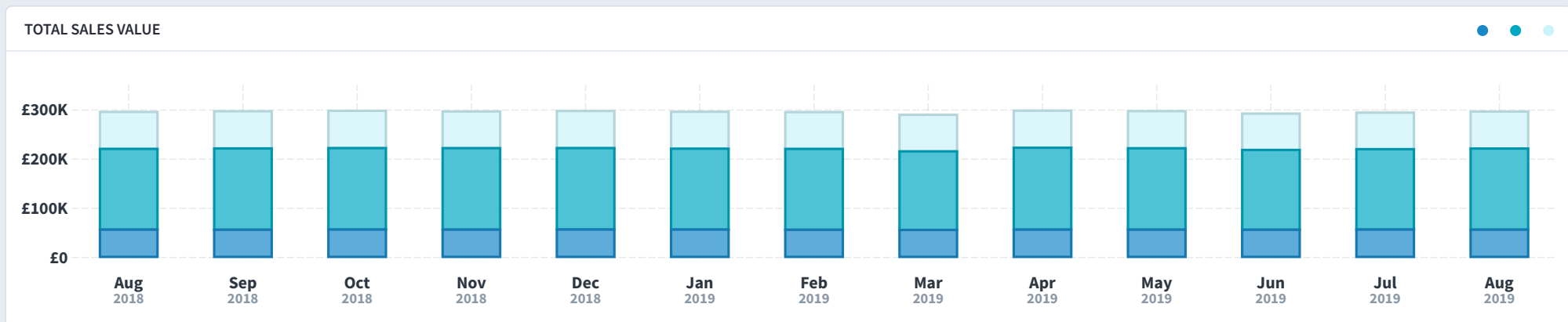
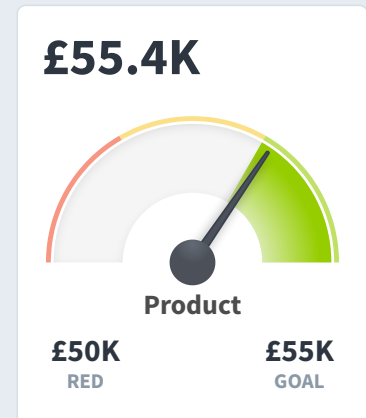
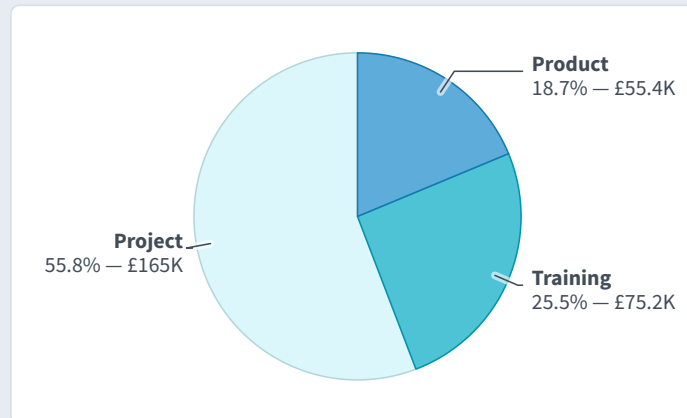
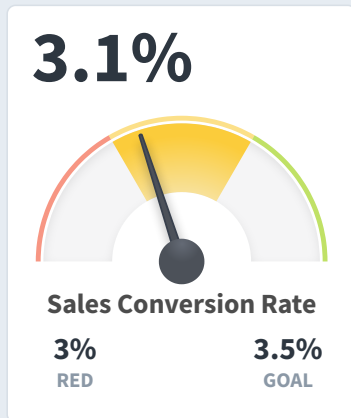
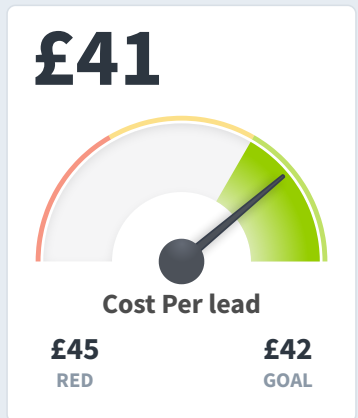
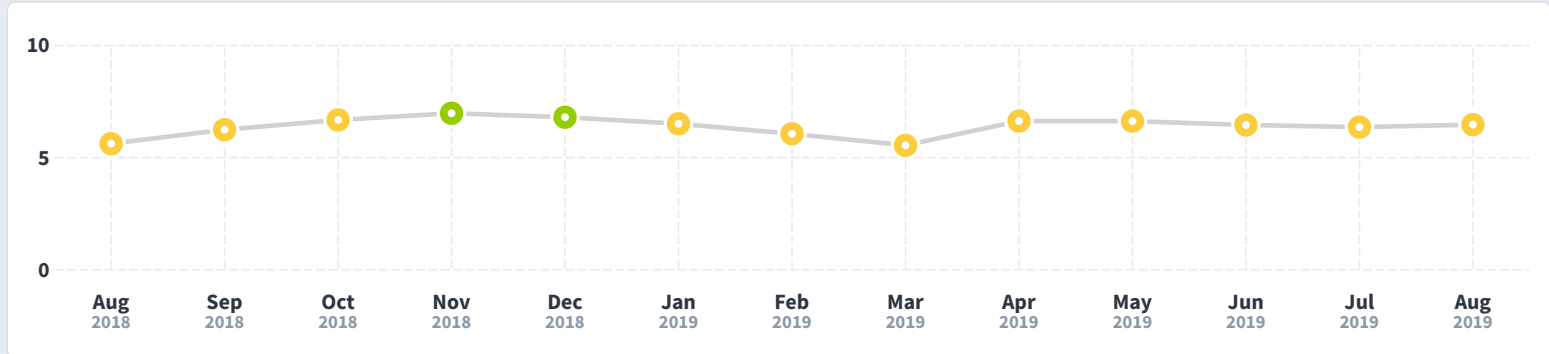
1. The financial situation is very good, we are seeing positive results from the telesales improvements put in place last month
2. Special attention still needs to be given to our Energy Consumption which is rising even though a reduction plan was initiated last year
3. Sales are flat, this was to be expected over the summer vacation period, the training programme continues.



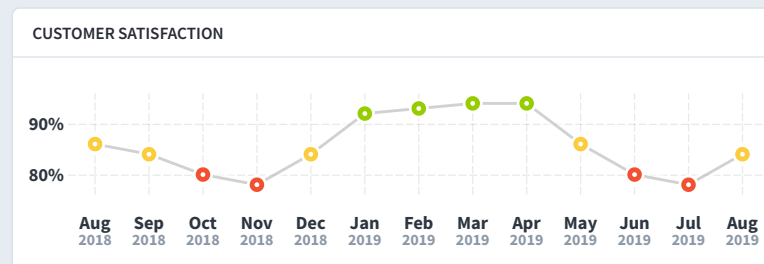
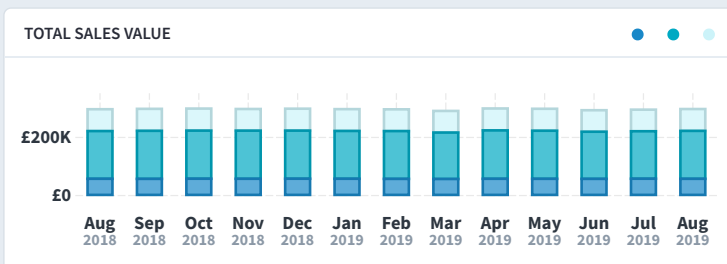
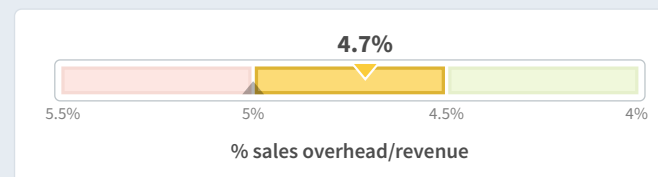
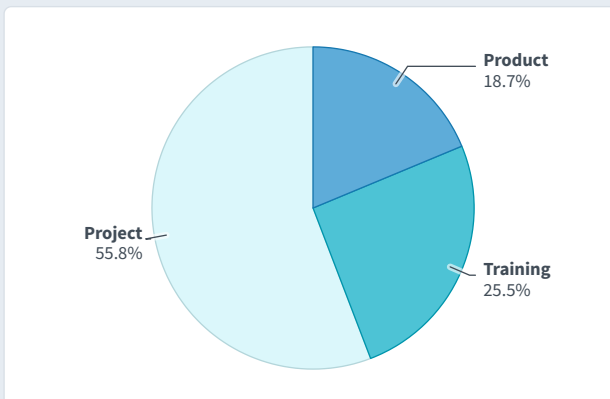
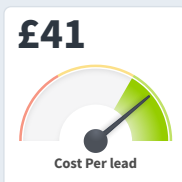
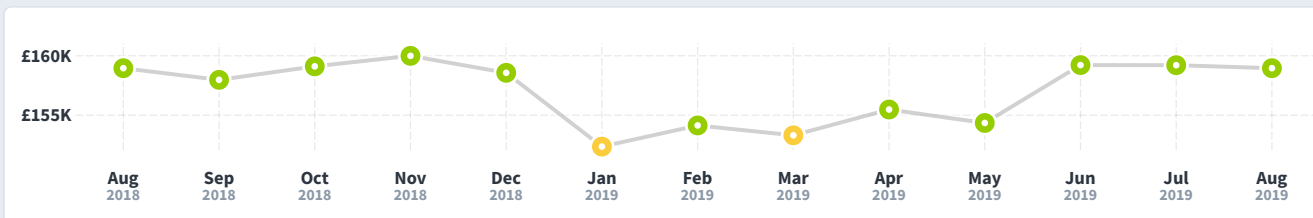
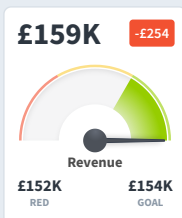
		● REVENUE	● % NET PROFIT
Sep 2018	<div></div>	£157,917.87	<div></div> 20.5%
Oct 2018	<div></div>	£159,053.40	<div></div> 20.6%
Nov 2018	<div></div>	£159,936.59	<div></div> 20.7%
Dec 2018	<div></div>	£158,509.71	<div></div> 20.8%
Jan 2019	<div></div>	£152,298.08	<div></div> 20.8%
Feb 2019	<div></div>	£154,080.57	<div></div> 21.1%
Mar 2019	<div></div>	£153,250	<div></div> 20.8%
Apr 2019	<div></div>	£155,420.29	<div></div> 20.7%
May 2019	<div></div>	£154,288.46	<div></div> 20.8%
Jun 2019	<div></div>	£159,160.19	<div></div> 20.6%
Jul 2019	<div></div>	£159,151.96	<div></div> 20.4%
Aug 2019	<div></div>	£158,897.56	<div></div> 20.5%

NAME	FEBRUARY 2019	MARCH 2019	APRIL 2019	MAY 2019	JUNE 2019	JULY 2019	AUGUST 2019	2019
Revenue	<div><div></div></div> £154K	<div><div></div></div> £153K	<div><div></div></div> £155K	<div><div></div></div> £154K	<div><div></div></div> £159K	<div><div></div></div> £159K	<div><div></div></div> £159K	<div><div></div></div> £1.88M
Projects greater than £25k in value	<div><div></div></div> 16	<div><div></div></div> 15	<div><div></div></div> 16	<div><div></div></div> 16	<div><div></div></div> 14	<div><div></div></div> 14	<div><div></div></div> 15	<div><div></div></div> 191
Revenue Stretch	<div><div></div></div> 114%	<div><div></div></div> 103%	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div> 111%
Net Profit	<div><div></div></div> £31.9K	<div><div></div></div> £31.9K	<div><div></div></div> £32.2K	<div><div></div></div> £32.1K	<div><div></div></div> £32.8K	<div><div></div></div> £32.5K	<div><div></div></div> £32.6K	<div><div></div></div> £388K
Net Profit - Target	<div><div></div></div> £31.7K	<div><div></div></div> £31.8K	<div><div></div></div> £32K	<div><div></div></div> £32.5K	<div><div></div></div> £32.6K	<div><div></div></div> £32.5K	<div><div></div></div> £32.4K	<div><div></div></div> £388K
% Net Profit	<div><div></div></div> 21.1%	<div><div></div></div> 20.8%	<div><div></div></div> 20.7%	<div><div></div></div> 20.8%	<div><div></div></div> 20.6%	<div><div></div></div> 20.4%	<div><div></div></div> 20.5%	<div><div></div></div> 20.7%
% sales overhead/revenue	<div><div></div></div> 4.8%	<div><div></div></div> 4.7%	<div><div></div></div> 4.6%	<div><div></div></div> 4.7%	<div><div></div></div> 5.1%	<div><div></div></div> 5%	<div><div></div></div> 4.7%	<div><div></div></div> 4.8%
Trained sales people	<div><div></div></div> 6	<div><div></div></div> 5	<div><div></div></div> 6	<div><div></div></div> 4	<div><div></div></div> 5	<div><div></div></div> 5	<div><div></div></div> 5	<div><div></div></div> 65









**Colin Francis**  
Posted Sep 4, 2019

Applies To  
August 2019 [Customer](#)

**THIS MONTH:** The telesales customer contact has already seen a significant increase in Customer Satisfaction. The automation within the new CRM system will allow us to do even more in the are. Revenue flat as expected

**NEXT MONTH:** Having sorted out telesales side of sales and marketing we will be moving to social media improvements next month



### Call Conversion rate

Number of customers trial compared to the number of successful sales

Actual Value: **45%**

### Number of calls made

Number of calls made to existing customers + calls made to qualified leads

Actual Value: **470**

### % Templates used in sales process

Increase the number of times an industry template is used as part of the sales process

Actual Value: **77%**

### Green articles in the press

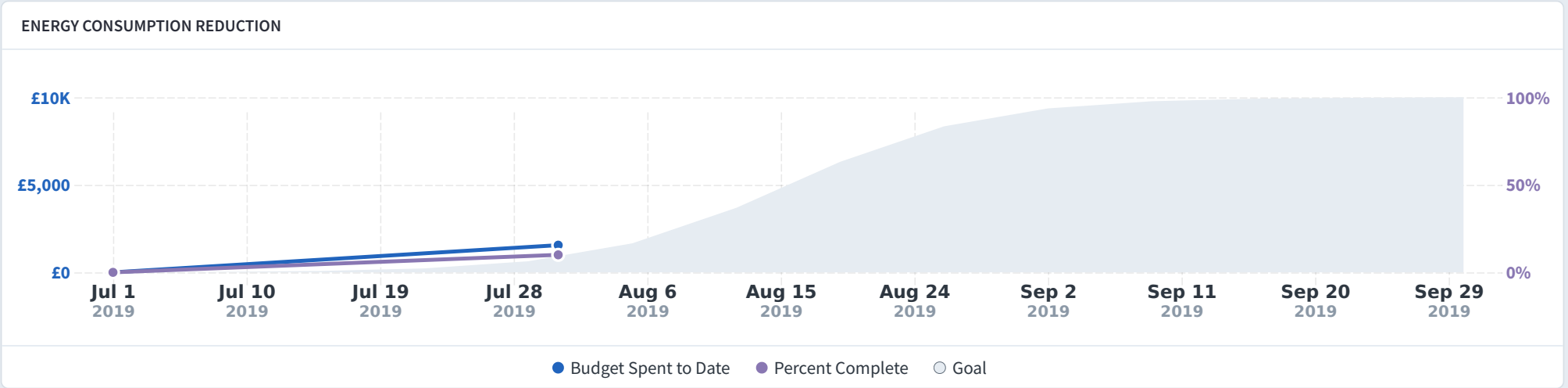
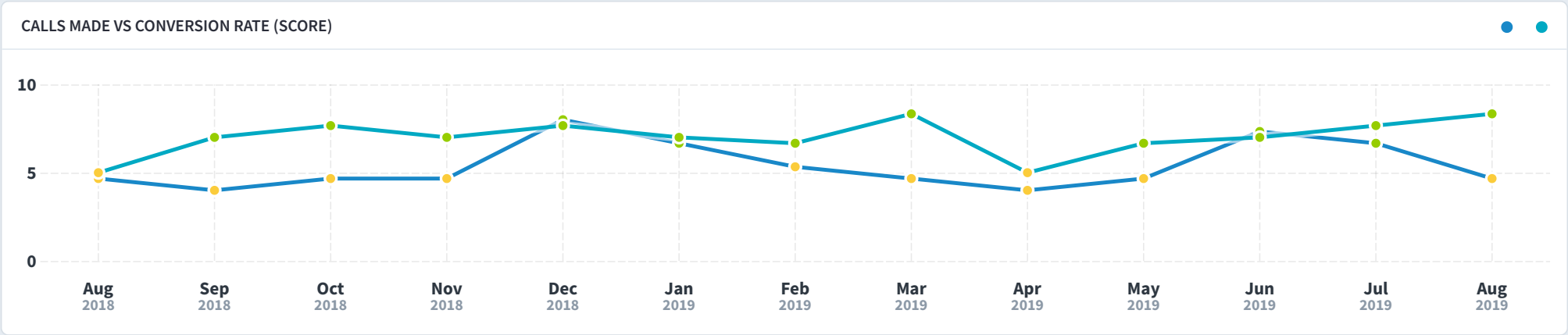
Number of articles specifically citing International Limited as a 'green company'

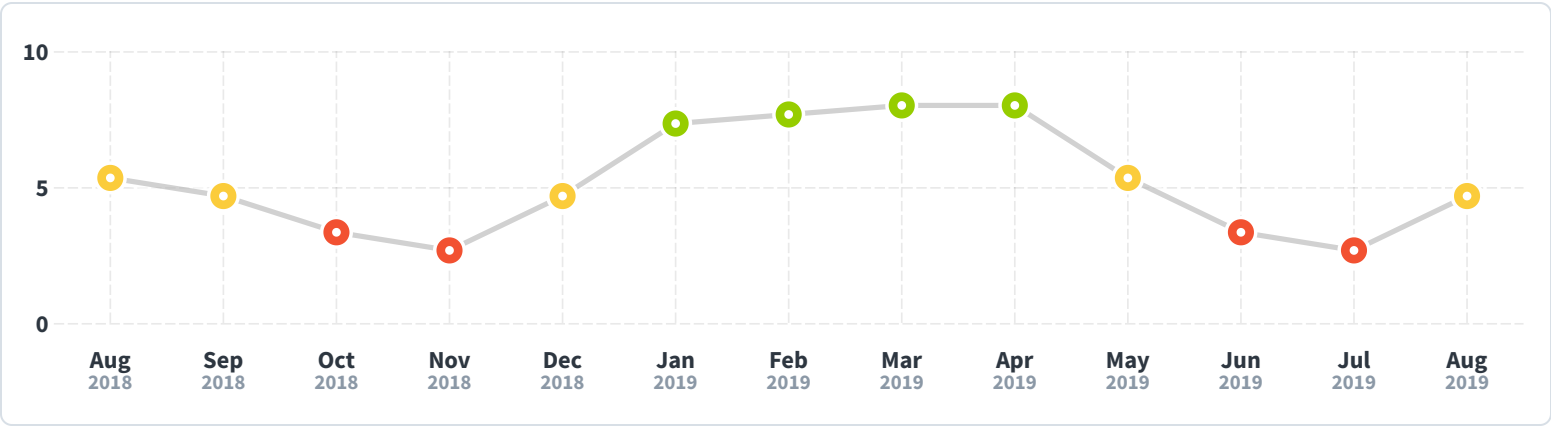
Actual Value: **43**

### % staff working with a mentor

The number of graduates mentored by a consultant, expressed as a percentage.

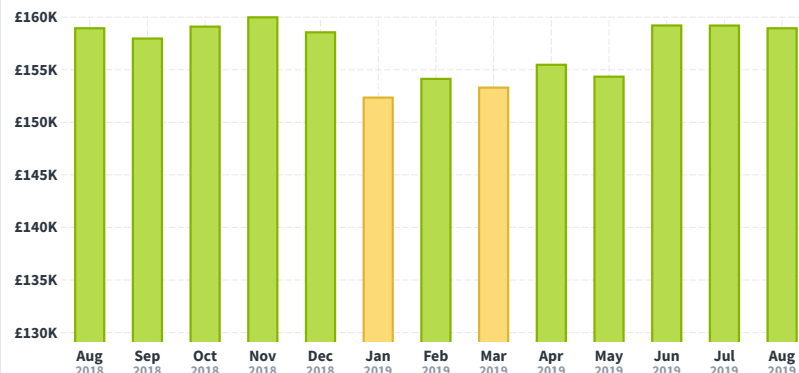
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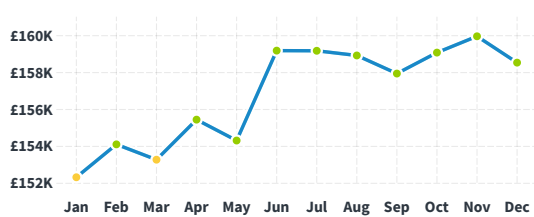


CUSTOMER SATISFACTION		
Aug 2018	<div></div>	5.3
Sep 2018	<div></div>	4.7
Oct 2018	<div></div>	3.3
Nov 2018	<div></div>	2.7
Dec 2018	<div></div>	4.7
Jan 2019	<div></div>	7.3
Feb 2019	<div></div>	7.7
Mar 2019	<div></div>	8
Apr 2019	<div></div>	8
May 2019	<div></div>	5.3
Jun 2019	<div></div>	3.3
Jul 2019	<div></div>	2.7
Aug 2019	<div></div>	4.7

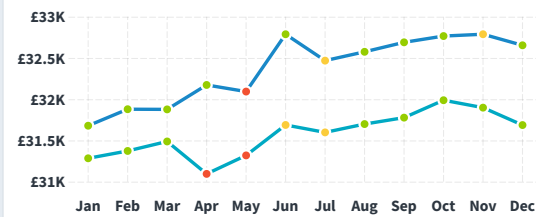
REVENUE



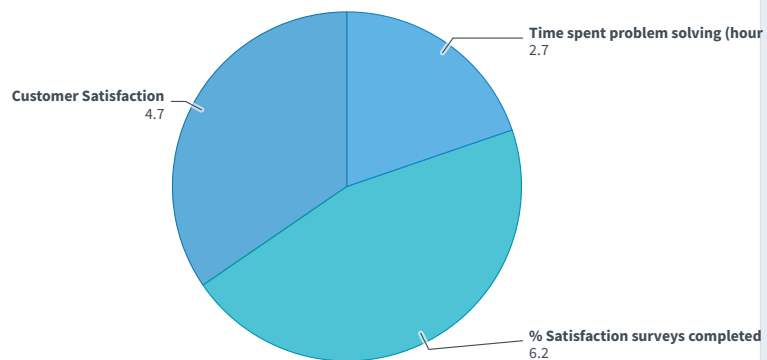
REVENUE



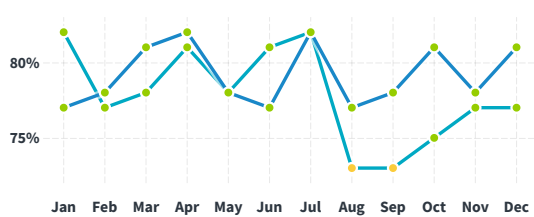
NET PROFIT



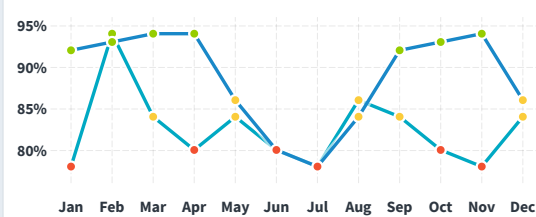
CUSTOMER SATISFACTION (SCORES)



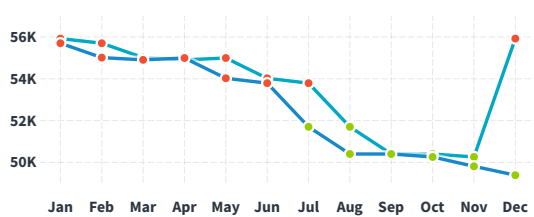
NET PROMOTER SCORE (NPS)



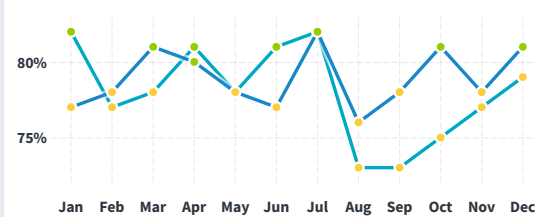
CUSTOMER SATISFACTION



ENERGY CONSUMPTION KWH



% STAFF TRAINED IN PRODUCT BASICS



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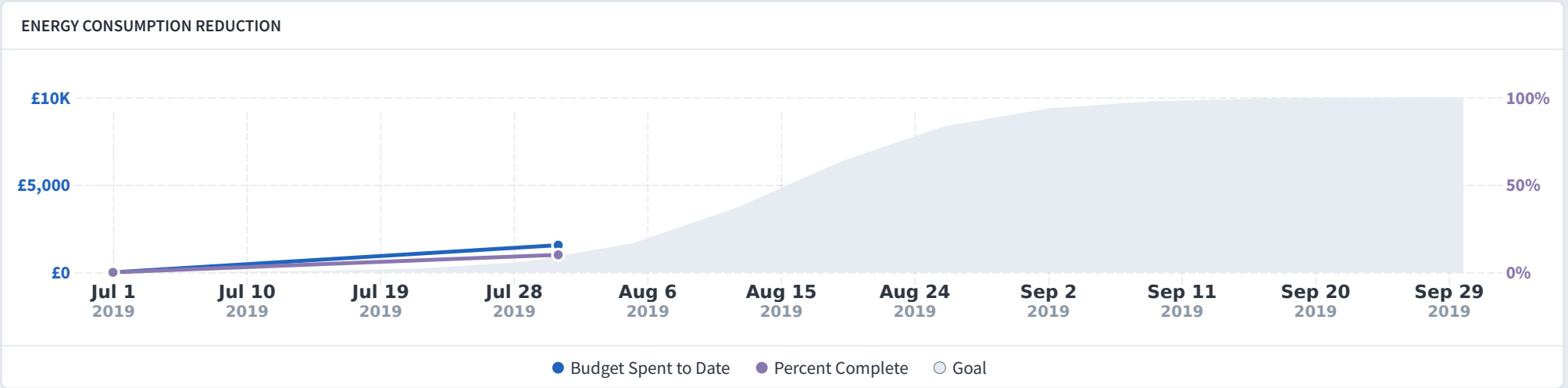
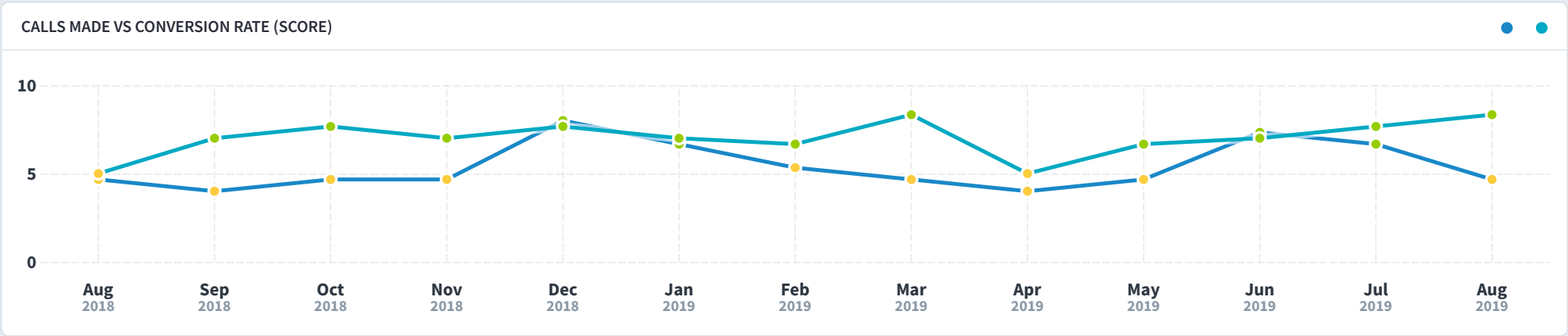
Number of articles specifically citing International Limited as a 'green company'

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Objectives Score Report - International Limited

SCORECARD SCORES REPORT	
NAME	AUGUST 2019
HQ Scorecard	<div><div></div></div>

SCORECARD PERSPECTIVE SCORES	
NAME	AUGUST 2019
Financial	<div><div></div></div>
Customer	<div><div></div></div>
Internal Processes	<div><div></div></div>
Organisational Capacity	<div><div></div></div>

SCORECARD OBJECTIVE SCORES	
NAME	AUGUST 2019
Financial	<div><div></div></div>
Increase Revenue	<div><div></div></div>
Increase Profitability	<div><div></div></div>
Reduce Sales Overhead Cost	<div><div></div></div>
Customer	<div><div></div></div>
Improve Overall Sales	<div><div></div></div>
Improve Customer Satisfaction	<div><div></div></div>
Improve Social Media Output	<div><div></div></div>
Improve Brand Image	<div><div></div></div>
Internal Processes	<div><div></div></div>
Improve Marketing Processes	<div><div></div></div>
Improve Knowledge Distribution	<div><div></div></div>
Improve Green Credentials	<div><div></div></div>
Organisational Capacity	<div><div></div></div>
Improve staff skills	<div><div></div></div>
Improve Knowledge Base	<div><div></div></div>
Reduce Energy Consumption	<div><div></div></div>



# International Limited

Thank You