



International
Trade
Centre



INDONESIA

Ministry of Trade

The World Bank

International Trade Centre (ITC)

FTR PERFORMANCE MEASUREMENT & EVALUATION

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Why monitor and evaluate?

INTEREST FOR STAKEHOLDERS

To justify the role of FTR

To support and justify requests for additional resources

To provide inputs to presentations to stakeholders

INTEREST FOR FTR NETWORK COORDINATORS

To prioritise services and activities

To clarify the inputs and outputs of the FTR services

To contribute to planning and evaluation

INTEREST FOR FTR STAFF

To streamline the use of resources

To recognize the achievements of the staff

Performance can be a reference point in facilitating dialogue between stakeholders, coordinators and the staff

What the system should be

OBJECTIVE

Based on objective facts and criteria

FAIR AND TRANSPARENT

*Implemented in full consultation with the concerned staff
Including recognition of all staff achievements
giving value to quality, not just to quantitative objectives*

CONTINUOUS

*Built-in process to collect the necessary measures
Ongoing dimension of the daily work*

EFFECTIVE

*The application of findings should result in changes and decisions
It should also lead to clear recognition of positive achievements*

What can be measured and evaluated

ACTIVITIES AND RESULTS

a) TRADE INFORMATION

- *Nr of Queries attended?*
- *Nr of customers attended?*
- *Nr of alerts disseminated?*
- *Nr of bulletin issued per year?*
- *Nr of market briefs? etc*

a) TRADE PROMOTION

- *Nr of business introductions?*
- *Nr of trade missions?*
- *Nr of participations in trade fairs?*
- *Nr of buyers' missions? etc*

a) OTHER SERVICES

- *Business facilities provided to visiting exporters*
- *Conflicts solved , etc*

What can be measured and evaluated

USER SATISFACTION

Filled by the user after service (filling a brief form)

Email messages; letters; faxes of acknowledgement (?)

Feed back forms on web pages

Sample surveys

OUTCOME AND IMPACT

! Very difficult to measure !

“Impact” is always the result of a high number of

- variables*
- actions and interventions, by various players*
- external factors not under the control of FTR*

Fundamental tools for performance measurement

ENQUIRY FORMS (Systematic use of --)

See printed copy of a standard enquiry form

CRM – Customer Relationship Management system

Medium term solution to integrate the necessary

- Monitoring of activities*
- Follow up with clients*
- Coordination between FTR, HQ (MoT), and major TSI*