

# KPI | KRA | KFA Playbook

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Quietly Driving Performance, One Role at a Time

## How to Use This Playbook

This playbook helps business owners and senior leaders set clear performance expectations.

Each page provides role-specific KPI, KRA, and KFA suggestions that you can edit based on your business context.

## Steps:

1. Go to your industry page.
2. Identify roles that match your team.
3. Customize KPIs and targets.
4. Print, share, or plug into your HR, ERP or manual review system.

Need a custom version? Drop a mail to [hello@varadabiz.com](mailto:hello@varadabiz.com)

## Retail Roles

Role	KFA	KRA	KPI	Target	Timeline	Owner
Shop Manager	Store Operations	Increase daily footfall	No. of walk-ins/day	200+	Daily	Branch Head
Floor Executive	Display & Cleanliness	Ensure aisle readiness	% of aisle compliance	100%	Daily	Shop Manager
Customer Service Lead	Customer Satisfaction	Reduce complaints	Customer complaint count	<= 3/month	Monthly	Shop Manager
Inventory Assistant	Stock Replenishment	Avoid stockouts	No. of stockouts	<= 1/week	Weekly	Inventory Manager
Cashier Supervisor	Billing Accuracy	Minimize billing errors	No. of errors	0	Daily	Accounts Head

## Manufacturing Roles

Role	KFA	KRA	KPI	Target	Timeline	Owner
Production Manager	Production Efficiency	Increase machine uptime	Uptime %	>= 95%	Monthly	Plant Head
Quality Controller	Product Quality	Reduce defects	Defect Rate	<= 1%	Weekly	QA Manager
Storekeeper	Raw Material Control	Avoid stock mismatch	Mismatch Incidents	0	Weekly	Purchase Head
Maintenance Lead	Equipment Uptime	Reduce breakdowns	Breakdown Frequency	<= 2/month	Monthly	Engineering Head
Dispatch Supervisor	Timely Delivery	Improve dispatch timing	% on-time delivery	98%	Monthly	Logistics Head

## Healthcare Roles

Role	KFA	KRA	KPI	Target	Timeline	Owner
Medical Admin	Staff Coordination	Ensure duty coverage	Duty Roster Compliance	100%	Weekly	Hospital Manager
Public Relations Officer (PRO)	Patient Relations	Improve feedback score	Avg. Feedback Score	>= 4.5/5	Monthly	Admin Head
Billing Staff	Accurate Billing	Reduce billing complaints	No. of billing complaints	<= 2/month	Monthly	Finance Officer
Reception Manager	Front Office Service	Reduce wait time	Avg. patient wait time	< 10 mins	Daily	Operations Head
Lab Technician	Sample Accuracy	Minimize retests	Sample rejection rate	<= 2%	Weekly	Lab Head

## Sales & After-Sales Service Networks Roles

Role	KFA	KRA	KPI	Target	Timeline	Owner
Service Manager	Customer Service	Improve first-time fix rate	FTF Rate	>= 85%	Monthly	GM Service
Sales Coordinator	Sales Process	Ensure lead follow-up	% follow-up completed	100%	Weekly	Sales Head
Technical Support Lead	Support Quality	Resolve escalations quickly	Avg. resolution time	<= 24 hrs	Daily	Support Head
Inventory & Parts Controller	Parts Availability	Reduce stockouts	% fill rate	>= 98%	Monthly	Warehouse Head
CRM Executive	Customer Retention	Increase repeat visits	Repeat customer rate	>= 40%	Quarterly	CRM Manager

## FMCG Distribution Roles

Role	KFA	KRA	KPI	Target	Timeline	Owner
Sales Supervisor	Territory Performance	Increase sales volume	Monthly Sales Volume	Rs.50L+	Monthly	Sales Head
Warehouse Picker	Order Accuracy	Ensure accurate picking	Pick accuracy %	99%	Daily	Warehouse Lead
Billing Assistant	Invoice Quality	Reduce billing errors	Error count	0	Daily	Accounts Manager
Delivery In-Charge	Timely Dispatch	Improve delivery punctuality	% on-time dispatch	>= 95%	Daily	Logistics Head
Route Planner	Efficiency	Optimize delivery cost	Cost/km	< Rs.5/km	Weekly	Distribution Head

## Hospitality Roles

Role	KFA	KRA	KPI	Target	Timeline	Owner
Marketing Manager	Online Presence	Boost reviews & visibility	New reviews/month	20+	Monthly	GM
Guest Experience Manager	Service Excellence	Improve guest rating	Guest rating	>= 4.7/5	Monthly	GM
Housekeeping Supervisor	Room Cleanliness	Ensure room readiness	% timely clean-ups	100%	Daily	Operations Manager
Service Captain	Food Service	Speed up service	Avg. service time	< 15 mins	Daily	F&B Manager
Inventory Controller	Stock Management	Prevent wastage	Food wastage %	< 2%	Monthly	Purchase Head

## Logistics & Transport Roles

Role	KFA	KRA	KPI	Target	Timeline	Owner
Operations Head	Fleet Efficiency	Increase route efficiency	Cost/delivery	< Rs.80	Monthly	MD
Fleet Coordinator	Vehicle Readiness	Minimize idle time	Idle vehicle hours	<= 10 hrs	Weekly	Logistics Head
Booking Assistant	Booking Accuracy	Ensure data accuracy	Booking error count	0	Daily	Booking Manager
Route Optimizer	Delivery Planning	Reduce delivery time	Avg. delivery time	<= 2 hrs	Weekly	Planning Lead
Client Support Agent	Customer Communication	Resolve tickets	Resolution TAT	<= 12 hrs	Daily	Support Head

## Construction / Contracting Roles

Role	KFA	KRA	KPI	Target	Timeline	Owner
Site Supervisor	Execution Control	Reduce rework	Rework %	<= 2%	Weekly	Project Manager
Project Billing Officer	Billing Accuracy	Timely submission	% on-time billing	100%	Monthly	Accounts Head
Purchase Officer	Procurement Efficiency	Timely material procurement	Lead time (days)	<= 3	Weekly	Purchase Head
Safety In-Charge	Worker Safety	Reduce incidents	Safety incidents	0	Monthly	Safety Head
Store Assistant	Material Handling	Avoid pilferage	Pilferage cases	0	Monthly	Store Manager

## IT & Support Services Roles

Role	KFA	KRA	KPI	Target	Timeline	Owner
Service Delivery Executive	Client Delivery	Meet SLA targets	% SLA compliance	100%	Monthly	Delivery Manager
System Admin	IT Infra Health	Maintain uptime	Uptime %	>= 99%	Monthly	IT Manager
Network Support	Connectivity	Resolve issues quickly	Avg. TTR	<= 1 hr	Weekly	Infra Head
Helpdesk Coordinator	Issue Management	Minimize open tickets	# open tickets	<= 5	Daily	Support Lead
Asset Manager	IT Asset Control	Track usage	% asset tagged	100%	Quarterly	IT Head

## Shared Services & BPO/KPO Roles

Role	KFA	KRA	KPI	Target	Timeline	Owner
Team Lead	Team Output	Meet processing targets	Daily transactions	500+	Daily	Process Head
Process Trainer	Training Quality	Ensure zero escalations	Escalation %	0%	Monthly	Training Lead
Quality Analyst	QA Score	Improve accuracy	QA score	>= 95%	Weekly	Quality Lead
Service Desk Agent	Client Tickets	Resolve within SLA	Avg. TAT	<= 2 hrs	Daily	Desk Manager
MIS Executive	Reporting Accuracy	Timely submission	% timely reports	100%	Daily	MIS Lead

## General Roles

Role	KFA	KRA	KPI	Target	Timeline	Owner
General Manager	Business Control	Meet monthly targets	% targets achieved	100%	Monthly	MD
Accounts Manager	Finance Control	Ensure timely payments	% on-time bills	100%	Monthly	Finance Head
Sales Executive	Lead Conversion	Convert inquiries	Conversion Rate	>= 30%	Monthly	Sales Manager
Customer Relations Manager	Client Handling	Increase satisfaction	Avg. feedback score	>= 4.5/5	Monthly	CRM Head
Marketing Assistant	Campaign Execution	Execute on time	% on-time campaigns	100%	Monthly	Marketing Lead
HR Assistant	Recruitment	Timely closure	Avg. days to hire	<= 10	Monthly	HR Manager
Office Administrator	Facility Support	Reduce downtime	Incident resolution time	<= 1 day	Weekly	Admin Head
Receptionist	Visitor Handling	Reduce wait time	Avg. wait time	< 5 mins	Daily	Admin Manager
Delivery Staff / Driver	Timely Delivery	On-time delivery	% on-time	100%	Daily	Logistics In-Charge
Procurement Assistant	Order Placement	Timely PO issuance	Avg. PO time	<= 2 days	Weekly	Procurement Head

## BONUS – AI PROMPTS TO CUSTOMIZE TEMPLATES

**Want to create your own version? Use these.**

Just copy and paste into GPT, Gemini, or any AI assistant and fill in the blanks based on your business.

### Prompt: For Founders / Business Owners

"Create 5 KPIs for me as a founder of a \_\_\_\_ (industry type) business with \_\_\_\_ employees, focused on \_\_\_\_ (strategic goal, e.g., growth, profitability, expansion)."

### Prompt: For CEO / VP / GM

"Design KPI/KRA/KFA for a CEO/General Manager of a \_\_\_\_ company handling \_\_\_\_ crore in annual turnover, responsible for \_\_\_\_ (e.g., revenue growth, leadership, cross-functional alignment)."

### Prompt: For Department / Operations Managers

"Generate role-specific KPIs and KRAs for a \_\_\_\_ Manager in the \_\_\_\_ department of a \_\_\_\_-employee firm, focusing on \_\_\_\_ (e.g., cost control, quality, delivery)."

### Prompt: For Team Leads / Supervisors

"List 3 KRAs and related KPIs for a Team Lead managing \_\_\_\_ (team size) people in a \_\_\_\_ (process/team), responsible for \_\_\_\_ (e.g., service output, training, coordination)."

### Prompt: For Associates / Executives

"Give sample KPI/KRA/KFA for an \_\_\_\_ (job title) working in \_\_\_\_ department, reporting to \_\_\_\_ (manager role), with a focus on \_\_\_\_ (e.g., accuracy, timeliness, productivity)."

Need help building role-specific KPIs?

[Book a free Discovery Session at varadabiz.com](https://www.varadabiz.com)