

7 Results (450 pts.)

The **Results** Category examines your organization's **PERFORMANCE** and improvement in all **KEY** areas—product and service **outcomes**, **CUSTOMER-focused outcomes**, financial and market **outcomes**, **WORKFORCE-focused outcomes**, **PROCESS-EFFECTIVENESS outcomes**, and **LEADERSHIP outcomes**. **PERFORMANCE LEVELS** are examined relative to those of competitors and other organizations providing similar products and services.

Item 7.1: Product and Service Outcomes (100 pts.)

Results

What are your product and service performance results?

Summarize your organization's **KEY** product and service **PERFORMANCE RESULTS**.

SEGMENT your **RESULTS** by product and service types and groups, **CUSTOMER** groups, and market **SEGMENTS**, as appropriate.

Include appropriate **COMPARATIVE** data.

Provide data and information to answer the following questions:

7.1a. Product and Service RESULTS

What are your current **LEVELS** and **TRENDS** in **KEY MEASURES** or **INDICATORS** of product and service **PERFORMANCE** that are important to your **CUSTOMERS**?

HOW do these **RESULTS COMPARE** with the **PERFORMANCE** of your competitors and other organizations providing similar products and services?

Note:

N1. Product and service **RESULTS** reported in this Item should relate to the **KEY** product, program, and service features identified as **CUSTOMER** requirements or expectations in **P.1b(2)**, based on information gathered in **Items 3.1** and **3.2**. The **MEASURES** or **INDICATORS** should address factors that affect **CUSTOMER** preference, such as those included in **Item P.1, Note 4**, and **Item 3.1, Note 4**.

N2. For some nonprofit organizations, product or service **PERFORMANCE MEASURES** might be mandated by your funding sources. These **MEASURES** should be identified and reported in your response to this Item.

For additional description of this Item, see [7.1 Product and Service Outcomes Description](#).

2007 Criteria Item Links: [1.1](#) - [1.2](#) - [2.1](#) - [2.2](#) - [3.1](#) - [3.2](#) - [4.1](#) - [4.2](#) - [5.1](#) - [5.2](#) - [6.1](#) - [6.2](#) - [7.1](#) - [7.2](#) - [7.3](#) - [7.4](#) - [7.5](#) - [7.6](#) - [P.1](#) - [P.2](#)

[Blue Words](#) above are hyperlinks. [Yellow highlight](#) identifies words that are newly added to the 2007 Business and Nonprofit Criteria.

Baldrige Best Practice Processes and Application Information Capture Templates will be added here soon. Hyperlinks are also being updated. Check back.

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