

The chauffeur business KPIs that show whether you actually make money.

Use a familiar job. Mark what you have checked, note the gaps and agree the next step with your team.

1. Pick a small set of numbers and a review rhythm.

- ☐ Write down the six or seven numbers you will review.
- ☐ Fix a review day and a date range.
- ☐ Record the definition of each number once.

2. Measure enquiry conversion and lead sources.

- ☐ Track conversion at every stage, not only the total.
- ☐ Record the source of every enquiry.
- ☐ Chase stalled quotes weekly.

3. Compare revenue by vehicle class and by client.

- ☐ Compare revenue for each vehicle class over the same dates.
- ☐ Check what share of revenue your largest client provides.
- ☐ Review clients whose bookings are falling.

4. Work out profit per job from the costs behind it.

- ☐ Calculate profit for a sample of jobs each month.
- ☐ Use real partner prices and your own cost per hour or mile.
- ☐ Check that costs are recorded before trusting a margin.

5. Read utilisation carefully before acting on it.

- ☐ Find out what time counts as available for each vehicle.
- ☐ Read the data coverage note before the percentage.
- ☐ Compare against the same period last year.

6. Watch unpaid invoices and repeat clients.

- ☐ Group unpaid invoices by age and chase the oldest.
- ☐ Count clients who booked more than once.
- ☐ Contact repeat clients whose bookings have stopped.

Our next step / owner / date

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