PHILIPPINE RETIREMENT AUTHORITY

		Component				Baseline			Target	
		Objective/Measure	Formula	Weight	Rating System	2012	2013	2014	2015	2016
Social Impact	SO 1	**Generate Investment and Foreign Exchange**								
	SM 1	Annual Foreign Currency Generated from Visa Deposit	Gross Visa Deposit – Visa Deposit of Cancelled Membership	5%	Actual / Target x Weight	$22.770 Million	$28.486 Million	$38.81 Million	$38.25 Million	$50 Million
	SM 2	Establish a System that will Monitor the Actual Expenditures of Retirees (spend on conversion, household, services medical, etc.)		5%	All or Nothing	n/a	n/a	n/a	Management-approved Monitoring System	Establish Baseline
		Sub-total		**10%**						
Stakeholder	SO 2	**Retirees with Excellent PRetA Experience**								
	SM 3	Customer Satisfaction Rating		5%	Below Satisfactory = 0%	n/a	n/a	n/a	Satisfactory or its Equivalent Percentage	Satisfactory or its Equivalent Percentage
	SO 3	**Improve Customer Loyalty**								
	SM 4	Retention Rate for the Year	[1-(Withdrawal at the end of rating period / Net Enrollment Beginning Balance)] x 100%	10%	<95% - Poor = 0% / 95-96.9 – Good = 5% / 97 and above – Excellent 10%	95.95%	95.99%	96.00%	≥97%	≥97%

		Component				Baseline			Target	
		Objective/Measure	Formula	Weight	Rating System	2012	2013	2014	2015	2016
Stakeholder	**SO 4**	**Increase Total Enrollees**								
	SM 5	Net Enrollment for the Year	Net Enrollment at the End of Rating Period	15%	Actual / Target x Weight	2,573	3,076	3,956	4,250	5,100
	SO 5	**Increase Number and Productivity of Industry Partners**								
	SM 6	Number of Principal Retirees enrolled by Marketers at the end of the rating period	Absolute Number	5%	Actual / Target x Weight	1,409	1,614	2,209	2,000	2,500
		Sub-total		**35%**						
Financial	**SO 6**	**Maintain Financial Viability**								
	SM 7	Revenue Generated	Absolute Amount	10%	Actual / Target x Weight	₱346.23 Million	₱413.42 Million	₱525.36 Million	₱588.32 Million	₱660.73 Million
	SO 7	**Maximize Revenues**								
	SM 8	Net Operating Income	Revenues + Interest Income from Visa Deposit – Operating Expenses	10%	Actual / Target x Weight	₱218 Million	₱280.05 Million	₱356.77 Million	₱373.58 Million	₱414.41 Million
		Sub-total		**20%**						
Internal Process	**SO 8**	**Intensify Marketing and Promotion Campaign**								
	SM 9	Percentage of Marketing and Promotion Activities Conducted based on the Board Approved Marketing Plan	Marketing and Promotion Activities Conducted/ Total Marketing and Promotion Activities Programmed for the Year	5%	Actual / Target x Weight	n/a	n/a	n/a	95% (Marketing Plan based on PPMP)	95% realization of targets set in the marketing plan

		Component				Baseline			Target	
		Objective/Measure	Formula	Weight	Rating System	2012	2013	2014	2015	2016
Internal Process	**SO 9**	**Improved Marketing Process**								
	SM 10	Percentage Increase in the number of Walk in Principal Member with Approved Applications	(Current year actual – Prior year actual) / Prior Year Actual x 100	5%	Actual / Target x Weight	-9.09%	24.13%	6.67%	10%	16%
	SO 10	**Improved After-Enrollment Services**								
	SM 11	Number of Retirees availing of Post-enrollment Services	Absolute Amount	5%	Actual / Target x Weight	9,240	11,069	13,960	16,592 (ID Renewal & Re-stamping)	90% of requests with complete documents are processed
	SM 12	Number of New Services/ Programs/Activities Introduced/Launched	Actual Amount	5%	Actual / Target x Weight	2	2	2	2	*for replacement in 2016*
		Average Number of Post Enrollment Services availed of per Retiree	Average Number of Post Enrollment Services availed of per Retiree							Establish baseline
		Sub-total		**20%**						
Learning and Growth	**SO 11**	**Quality Management System**								
	SM 13	ISO 9001 Accreditation		10%	All or Nothing	n/a	n/a	n/a	ISO Certification all sites all processes	Maintain ISO Certification

Component					Baseline			Target	
	Objective/Measure	Formula	Weight	Rating System	2012	2013	2014	2015	2016
SO 12	**Improve Competency of the Workforce**								
SM 14	Development of Board-approved Competency Framework		5%	All or Nothing	n/a	n/a	n/a	Submission of Competency Framework and Tables not later than December 2015	Implementation of Competency model and establishment of baseline
	Sub-total		**15%**						
	TOTAL		**100%**						

Row label (vertical): Learning and Growth