Stanford eCorner

Bringing Metrics into the Daily Routine

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Active users, engagement time, and revenue per user. Every Cooliris employee is issued a toothbrush with reminders of these metrics printed on the back, designed to motivate them to think about how to achieve the company goals as part of the daily routine. All of these metrics are critical yard sticks for gauging success for the start-up, and the kind of development that Cooliris CEO Soujanya Bhumkar wants his workforce to think about every day, morning and night. In this clip, he explains the company's powerful efforts to prevent decay in these signposts for success.

Transcript

What kind of metrics did they set out for you and where they metrics that were easy or challenging to reach? Soujanya Bhumkar: Taking a step back, the way the investment was made, it was a traunched investment which is basically, I don't know if you guys know traunch investment. But in effect a particular piece is given to you, a million basically is what we had done on the traunch mechanism, and say you need to hit a couple of metrics there and the metrics were active users. I mean that's a very simple metric in our business. As simple as much as we have it printed on the backside of a toothbrush that everybody all over. Tina, this one is for you although it maybe it was on the floor so you better wash it. But the metrics are imprinted at the back and it says, "Weekly core metrics are active users, engagement time, and revenue per user." Tina Seelig: Who gets these toothbrushes? Soujanya Bhumkar: Everybody in the company. Tina Seelig: So basically every morning when they brush their teeth, every night when they brush their teeth, they know exactly what the metrics are. Soujanya Bhumkar: That's the point.