



GBS Benchmarking and Best Practices

Internal and external benchmarking identifies improvement opportunities:

Internal Benchmarking:

- Compare current performance vs past results
- Analyze trends by location or team
- Share best practices across regions
- Identify performance gaps

External Benchmarking:

- Utilize industry reports to compare costs, service levels, user satisfaction
- Analyze competitor practices
- Consult with advisors on emerging innovations
- Join professional associations to access resources

Benefits:

- Provides competitive comparisons to energize stretch goals
- Uncovers capability gaps to target
- Validates value delivered to stakeholders
- Prioritizes investment opportunities
- Enables knowledge sharing across the organization
- Promotes networking and innovation

Instilling a benchmarking mindset and discipline encourages teams to continuously evaluate themselves against the best globally. This motivates excellence.