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| Goal One   * Original Goal: "The Smart Customer Experience Improvement System will enhance customer service at Xcc Telecom." * SMART Goal: "The Smart Customer Experience Improvement System will reduce complaint resolution times by 50% and increase customer satisfaction by 30% by the end of the year through the development of an intelligent complaint management system." |

**Goal one questions**

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| 1. What makes this goal specific? Does it provide enough detail to avoid ambiguity?    * Response: The goal is specific because it clearly states the desired outcomes for Xcc Telecom, which are to reduce complaint resolution times and increase customer satisfaction through an intelligent complaint management system. 2. What makes this goal measurable? Does it include metrics to gauge success?    * Response: The goal is measurable because it specifies metrics, such as a 50% reduction in complaint resolution times and a 30% increase in customer satisfaction. 3. What makes this goal attainable? Is it realistic given available time and resources?    * Response: The goal is attainable because the company has a full year to implement the system and train customer service representatives. The proposed improvements are based on analyzing complaint data, making the targets realistic. 4. What makes this goal relevant? Does it support project or business objectives?    * Response: The goal is relevant because improving customer service and increasing customer satisfaction can lead to higher revenue, supporting the project's objective of enhancing the company's reputation and increasing market share. 5. What makes this goal time-bound? Does it include a timeline or deadline?    * Response: The goal is time-bound because it sets a deadline for achieving the desired outcomes by the end of the year. |

**Goal Two**

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|  Original Goal: "Xcc Telecom will improve its customer service operations."   SMART Goal: "Xcc Telecom will develop an intelligent complaint management system within 10 weeks, enabling the company to improve operational efficiency and increase customer satisfaction." |

**Goal Two Questions**

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| 1. What makes this goal specific? Does it provide enough detail to avoid ambiguity?    * Response: The goal is specific because it clearly outlines the objective of developing an intelligent complaint management system and its expected impact on operational efficiency and customer satisfaction. 2. What makes this goal measurable? Does it include metrics to gauge success?    * Response: The goal is measurable because the success of the new system can be evaluated through improvements in complaint resolution times and customer satisfaction ratings after the system is implemented. 3. What makes this goal attainable? Is it realistic given available time and resources?    * Response: The goal is attainable as the project duration is set for 10 weeks, which is a reasonable timeframe for designing, developing, and training employees to use the new system. 4. What makes this goal relevant? Does it support project or business objectives?    * Response: The goal is relevant because enhancing operational efficiency and increasing customer satisfaction will positively impact the company’s reputation and market share. 5. What makes this goal time-bound? Does it include a timeline or deadline?    * Response: The goal is time-bound as it is based on a specific timeframe of 10 weeks for completing the development of the system. |