**Goal One:** “Office Green wants to increase brand awareness.”

**SMART Goal One:** “Office Green wants…”

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| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***:  The company wants to improve existing customer service standards and boost efficiency |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***:  Increase web traffic visibility by 2k per month |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***:  Office Green will redesign their website with new Plant Pals landing and print catalogue |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***:  This will help Office Green to introduce new and existing service to their customers |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***:  The project is scheduled to launch by the end of the third quarter |

**Goal Two:** “Office Green wants to raise the customer retention rate.”

**SMART Goal Two:** “Office Green wants…”

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| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***:  The CEO wants to increase customer retention rate by 10% this year |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***:  To achieve customer satisfactory rating of over 90% this year |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***:  The company plans to create Operations and Training plan for Plant Pals to improve on existing and sales strategy |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***:  Retention of this customers will increase revenue by 5% |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***:  The duration of this project is one calendar year. |