

## Project Office Green OKRs

**O1**

**Increase brand awareness.**

KR1

Reach 20% more customers via social media by the end of 3rd quarter

KR2

Run 30 second tv advertisement by the end of the 3rd quarter

KR3

Increase new customer onboarding by 10% at the end of the 4th quarter

KR4

Increase awareness of new program by current customers by 10%

KR5

Establish relationships with large corporations who sponsor program for their employees

**O2**

**Increase customer retention rate.**

KR1

Current customer retention rate increased by 5% by end of project

KR2

Customer service escalation team members increased by 10% by end of project

KR3

Response time lowered to 1.5 rings per call

KR4

Number of voicemails lowered by 2 per day per employee

KR5

Paid customer survey offered

KR6

Results of survey delivered to stakeholders by the end of the 5th quarter

KR7

Forms and commonly used emails are accessible to customer care team

**O3**

**Create a landing page.**

KR1

Copy is complete for each section by end of 1st month

KR2

Copy is complete for a testimonial section by the end of the 2nd month

KR3

Design copy is complete for the page by the end of the 3rd month

KR4

Landing page is coded by the end of the 2nd quarter

KR5

Quality tested for 90% accuracy

KR6

Landing page published by the end of 3rd quarter