# Project Office Green OKRs

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|  | **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 |  |

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|  | **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 |  |

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|  | **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 |  |