Organizational Goals (FY 2020-2021)

1. **Innovation** - New initiatives that has not seen before in Thinknyx, must be measurable at least once per year (eventually more often), customer focused, and ultimately delivering value.

   Objective - Innovation involves new ideas or processes, better solutions to meeting customer needs, or achieving a goal in a new way. Combined, they are key to providing businesses with a competitive edge.
   KPI (metric) - No. of successful new value initiatives launched and related feedback by the stakeholders.

2. **Internal Knowledge Sharing** - Self Driven knowledge sharing sessions for internal Thinknyx team in order to build organizational skills and capabilities.

   Objective - Create a learning culture and build internal skills and capabilities.
   KPI (metric) - No. of internal sessions delivered and feedback received by the participants.

3. **Technical Documentation -** Publishing Technical Blog and Technical PPT (short video) one each every month.

   Objective - Blogging enables you to reach the billions of people that use the Internet. Blogging help you promote yourself or your business. It will in turn help an employee to enhance his/her writing and logical skills.
   KPI (metric) - No. of blogs and videos published.

4. **Internal and External Customer Satisfaction** (Internal Customers are Thinknyx's employees)

   1. Increase customer satisfaction scores by 10% over the next 2 quarters (Q3, Q4).

   Objective - Higher customer satisfaction scores = happier customers = less churn and more referrals.
   KPI (metric) - Customer satisfaction ratings on post-support survey.

   2. Improve number of "fully satisfied" customer ratings of the support they received by 10% over the next two quarters (Q3, Q4).

   Objective - Unless a problem is 100% solved, a customer will not be fully satisfied.
   KPI (metric) - A "fully satisfied" (or similar) rating on a post – support survey.

5. **Living by the Thinknyx's core values and behaviours** - Demonstrate company core values and behaviour on day to day basis while collaborating with internal and external customers.

   Objective - Alignment between organizational values and an individual values helps in seamless operations and maintains the company culture.
   KPI (metric) - Peer Feedback, Customer feedback.