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

**SMART Goal One:** “Office Green wants to increase unique page visits by 2K each month and to grow their customer base by 15% by the end of the year by launching a redesigned website with a new Plant Pals service landing page, and a print catalog in 9 months ”

| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: The team knows what they’re launching: a redesigned website and a print catalog. |
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| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: Is includes two main metrics: unique page visits and customer base growth. |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: The company has the knowledge, time, resources to launch the website and print the catalog. |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: Office Green’s new Plant Pal service is supporting their business model that relies on customers caring for their plants successfully. |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: The goal includes a 9-month timeframe. |

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

**SMART Goal Two:** “Office Green wants to increase their customer retention rate by 10% and achieve a customer satisfaction rating of over 90% by the end of the year by creating an Operations and Training plan for Plant Pals to improve on existing customer service standards and boost efficiency, adding more extensive services and promoting the new service with a new marketing and sales strategy on a redesigned website in 9 months.”

| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: The team knows what they’re creating: an Operations and Training plan for new Plant Pals service. |
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| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: It includes two main metrics: customer satisfaction rate and customer retention rate. |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: The company has the knowledge, time, resources to add more extensive services and promote the new Plant Pals service with a redesigned website. |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: Office Green’s new Plant Pal service is supporting their business model that relies on customers caring for their plants successfully. |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: The goal includes a 9-month timeframe. |