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

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

Background Statement:

* Office Green will promote the new service with a new marketing and sales strategy, a redesigned website with a new Plant Pals landing page, and a print catalog.
* With the publicity around the launch, Office Green projects that their customer base will grow by at least 15%.
* Website traffic has dipped slightly over the past three years, from 15K to 13K visits each month. The Marketing Manager wants unique page visits to increase by at least 2K each month by the end of the year, which is in line with the results of prior marketing campaigns.
* The project is scheduled to launch by the end of the third quarter. The project team will continue to collect data on the project’s progress through the rest of the year and assess how well it has met its goals at the end of the fourth quarter. (It is currently the start of Q1.)

| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: Boost brand awareness   * New strategy service “Plant Pals” * Create a new website landing page |
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| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***:   * Grow their customer base by 15% * Increase page visit 2k/month |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***:   * Time: a year to reach goal * Resource: prior with marketing campaigns * People: IT department, marketing department |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***:   * Greater brand awareness lead new customer support with company business model * Lead overall 5% revenue increase according to project goal |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: end of year |

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

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

Background Statement:

* Office Green’s customer retention rate was 80% last year, but the CEO wants that number to increase by at least 10% this year.
* Last year, 70% of customers who left Office Green for competitors said they did so because they wanted more extensive services. When surveyed, 85% of existing customers expressed an interest in Plant Pals.
* The Vice President of Customer Success expects Office Green to achieve a customer satisfaction rating of over 90% this year—a slight increase over last year. The rating has stayed between 85%-90% for the last five years.
* The company plans to create an Operations and Training plan for Plant Pals to improve on existing customer service standards and boost efficiency.

| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: raise retention rate, and have a high customer satisfaction rate |
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| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***:   * Reach 90% retention rate, last year was 80% * Customer satisfaction rate over 90%, current 85-90% |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***:   * Time: a year * Resource: launch new strategy service “Plant Pals” * People: marketing department * Result:   + 70% leaving customer require more service   + 85% interested in new service |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***:   * Customer retention lead more sales * Lead overall 5% project revenue |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: end of year |