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

**SMART Goal One:** “Office Green wants to raise customer retention rate by 10%, from 80% to 90%, by offering new services and increasing customer satisfaction. It is aimed at the end of Q3.”

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| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: The team knows why most of customers are leaving the company to a competitor. This project is focusing on this shortcoming by increasing customer satisfaction and providing new services. |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: The goal is to increase the retention rate by 10%. |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: This goal is not far away from the current customer retention (80%). |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: The goal is targeting the main source of income for the company, i.e. office plants for the customers. |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: The deadline seems reasonable. |

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

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

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| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: |