

# **NextWave Technologies – Q1 2025 OKR Document**

Company Mission: To empower teams to work smarter through intelligent automation that reduces manual tasks and boosts productivity.

## **Objective 1: Strengthen Product Market Fit and Expand User Adoption**

KR1: Increase Monthly Active Users (MAU) from 10,000 → 25,000.

KR2: Achieve ≥ 40% user retention after 3 months of onboarding.

KR3: Conduct 20 structured user interviews and implement insights into product roadmap.

KR4: Reduce churn rate from 12% → 7%.

## **Objective 2: Build a Predictable and Scalable Sales Engine**

KR1: Generate \$1.5M ARR in new business from mid-market clients.

KR2: Implement automated lead scoring system to qualify 90% of inbound leads.

KR3: Launch two targeted outbound campaigns with ≥10% response rate.

KR4: Reduce sales cycle time from 45 → 30 days.

## **Objective 3: Elevate Customer Success and Retention**

KR1: Increase Net Promoter Score (NPS) from 45 → 60.

KR2: Roll out customer success playbook for top 50 accounts.

KR3: Achieve >95% SLA adherence for support tickets.

KR4: Conduct quarterly business reviews with 100% of enterprise clients.

## **Objective 4: Strengthen Team Culture and Operational Excellence**

KR1: Maintain employee engagement score ≥ 8.5/10 in pulse survey.

KR2: Implement OKR system company-wide with 100% department participation.

KR3: Reduce decision turnaround time by 30% via new async communication processes.

KR4: Launch leadership development program for all team leads.