

**Review the scenario below. Then complete the step-by-step instructions.**

**Office Green, LLC, is a commercial landscaping company that specializes in plant decor for offices and other businesses. The company is getting ready to introduce its new Plant Pals service, which will provide high-volume customers with small, low-maintenance plants for their desks. You are the project manager assigned to manage the Plant Pals launch.**

**Office Green's main goal for this project is: "Increase revenue by 5% by the end of the year by rolling out a new service that provides office plants to high-volume clients."**

**You recently met with the project sponsor (the Director of Product) to discuss two additional goals for the Plant Pals project:**

- 1. Boost Office Green's brand awareness**
- 2. Raise Office Green's customer retention rate**

**In order to help your team achieve these two additional project goals, you need to turn them into SMART goals. The notes from your meeting with the Director of Product are below. You can use this information to create SMART goals:**

- 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.**
- 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.)*

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

**SMART Goal One:** "Office Green wants to increase brand awareness by promoting the new service with a new marketing and sales strategy, a redesigned website with a new Plant Pals landing page, and a print catalog thus enabling the customer base to grow by at least 15%. There will be 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 company plans to create an Operations and Training plan for Plant Pals to improve on existing customer service standards and boost efficiency. The project is scheduled to launch by the end of the third quarter "

**What makes this goal specific? Does it provide enough detail to avoid ambiguity?**

**Response:** Office Green wants to increase brand awareness by enabling the customer base to grow by at least 15%

**What makes this goal measurable? Does it include metrics to gauge success?**

**Response:** The metric in this case is the customer base.

**What makes this goal attainable? Is it realistic given available time and resources?**

**Response:** There will be unique page visits to increase by at least 2K each month by the end of the year

**What makes this goal relevant? Does it support project or business objectives?**

**Response:** 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 time-bound? Does it include a timeline or deadline?**

**Response:** The project is scheduled to launch by the end of the third quarter

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

**SMART Goal Two:** “Office Green wants to raise the customer retention rate by at least 10% this year from 80% which was last year. The project is scheduled to launch by the end of the third quarter.”

**What makes this goal specific? Does it provide enough detail to avoid ambiguity?**

**Response:** Office Green wants to raise the customer retention rate by at least 10%

**What makes this goal measurable? Does it include metrics to gauge success?**

**Response:** The metric is the customer retention rate. Since the retention rate was 80% last year, then Office Green expects to achieve a customer satisfaction rating of over 90% this year

**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:** The project is scheduled to launch by the end of the third quarter.