

Scenario

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 boost brand awareness by increasing website visits by at least 2K each month by the end of the year by leveraging new marketing and sales strategy and Plant Pals launch.

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

Response: They have a specific to launch a web site, sales and marketing strategy, and landing page.

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

Response: Success is measurable due to analytics.- Having a clear goal of 2K views per month

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

Response: The goal aligns with past growth and performance

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

Response: Higher traffic affects customer engagement and sales. It also aligns with business objectives.

What makes this goal time-bound? Does it include a timeline or deadline?

Response: The goal is time-bound as it includes an end-of-year deadline. This helps focus on roles and resources given by the period.

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

SMART Goal Two: “Office Green wants to raise the customer retention rate from 80% to 90% this year by creating an Operations and Training plan for Plant Pals to improve customer service.”

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

Response: The company has a clear goal of creating an Operations and Training plan for Plant Pals to improve customer service.

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

Response: It includes metrics by having its goals increase from 80% to 90%

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

Response: It is attainable due to a realistic goal of increasing 10%, which is challenging but achievable. They have plans and solid strategies to make it to success. In addition, existing customers are interested in this goal.

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

Response: This is goal-relevant because it supports project and business objectives for growth and stability.

What makes this goal time-bound? Does it include a timeline or deadline?

Response: This goal is time-bound with a deadline of end-of-year. This makes the team focus on resources effectively to meet their target goal within a specific period of time.