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

SMART Goal One: Office Green wants to increase brand awareness by growing their customer base by at least 15% within the following 12 months after launching Plant Pals, which will be promoted with a new marketing and sales strategy, a website redesign that includes a Plant Pals landing page, and a print catalog. The expected result is a monthly website traffic increase of 15,000 unique visits.

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

There is no doubt about what is needed to accomplish during the project, which makes it specific, mentioning expected growth numbers in a range of time with the steps to take to do it.

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

This goal has several metrics, the first would be to grow the customer base by 15% in the next 12 months. The second measurement would be the website traffic increase of 15,000 visits.:

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

Given that the goal is to be completed during the next 12 months after the project launch, it will be constantly monitored after launch, continuously gathering data to improve. It is attainable with the resources available for the project.

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

70% of the clients that left Office Green for any of their competitors, mentioned they did it because they wanted more services. After applying a survey, 85% of that 70% of customers expressed an interest in Plant Pals, which will likely re-engage these customers. Re-engaging these customers will improve brand recognition, as well as an increase in sales.

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

The deadline is at the end of the fourth quarter of next year. The timeline is the next 12 months after launch. During the project, data will be constantly collected to assess if the planned goals are being met, and if not, make modifications.

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

SMART Goal Two: "Office Green wants to raise the customer retention rate by 10% and a customer satisfaction score by over 90% in the next 12 months by creating a new offering called Plant Pals, which will be backed by an Operations and Training plan to improve customer service standards and enhance their efficiency."

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

The goal is specific: Creating an operations and training plan to improve customer service standards, which will raise the current retention rate by 10% and the customer satisfaction score to over 90%.

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

The metrics used to gauge success for this goal are easily appraisable: An increase in the customer retention rate of 10% and a customer satisfaction score of over 90%

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

Plant Pals will undoubtedly be a big part of the retention strategy, as it provides a service most customers leaving for competitors want, and, having 12 months to complete with constant monitoring should be enough

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

Survey results mention that new services like Plant Pals will retain a large part of those clients that leave for competitors. This project will support the business objectives by improving retention numbers to the desired rate.

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

There is a deadline of 12 months after the project has begun, which makes it time-bound. By the completion of the project, we should have a 10% increase in retention rate and over 90% customer satisfaction scores.: