



Director of Support

Goals

As measured by

Create and enable an industry leading support team

1. Achieve SLA fulfillment greater than 95% by the end of Q1
2. Reduce escalations by 15% by the end of Q1
3. Increase NPS score from 30 to 40 by end of Q1
4. Promote 2 customer support representatives to new customer support manager positions by the end of Q1

Maintain support expertise and ensure team has latest tools

1. Implement Zendesk Embeddables within product's existing help center by end of Q1
2. Apply for 5 and secure 1 speaking position at UserConf by end of Q1
3. Submit an article about ROI of strong customer communities to HBR by end of Q1
4. Initiate live chat pilot programs with LiveChat and ClickDesk by end of February

Betterworks Can Help Your Business Create a Goals Process That Drives Results

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Adopting OKRs for goal creation ensures employees in every department and function are aligned and working toward the organization's top priorities.

Every organization is unique and there is no one-size-fits-all approach to Continuous Performance Management. You want to understand all the learnings and best

practices, and then use them to craft the unique program that best fits your organization's culture and business needs.

If you're ready to learn more about OKRs within Continuous Performance Management, [see Betterworks in action and get your free copy of John Doerr's *Measure What Matters*.](#)



Customer Support Manager

Goals

As measured by

Ensure that CS is giving our customers an excellent experience

1. Achieve a customer satisfaction score greater than 85% for all escalated tickets
2. Maintain a team customer satisfaction score greater than 90%
3. Get 10 customers champion of our support team by the end of Q1

Enable high performance and remove major blockers

1. Review current resource allocation strategy with Director of Support by January 31
2. Implement new resource allocation strategy by the end of February
3. Reduce average ticket turnaround time by 30% by end of Q1

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Customer Support Representative

Goals

As measured by

Make our customers' experience with support enjoyable and helpful

1. Respond to new tickets in less than 10 hours, on average
2. Resolve initial questions in less than 24 hours, on average
3. Maintain a personal customer satisfaction score greater than 90%

Grow and acquire necessary skills to advance through the support team

1. Surface 2 pieces of constructive feedback for the team each week
2. Find a mentor external to the company and meet with him/her 2 times by the end of Q1
3. Hold weekly 1:1s with new support intern to improve managerial skills

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Community Manager

Goals

As measured by

Grow a vibrant customer community

1. Publish 7 training blog posts by the end of the quarter
2. Increase forum participation by 50%
3. Increase successful customer referral rate to 9%
4. Develop strategy to engage company's leading online evangelists

Be the company expert on the competitive landscape

1. Attend 5 competitor webinars by the end of January
2. Review top 3 competitors' websites 3 times by the end of January
3. Research and publish internal report on competitor premium package by end of Q1
4. Scout 5 candidates for support positions from top 3 competitors

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