



Head of Call Center Management

Goals

As measured by

Secure office space for new call center by end of March

1. Select a region where the call center should be located by end of January
2. Sign a lease on new office space by end of February
3. Completely furnish and set up office space by end of March

Rollout new customer service process to support the business by end of March

1. Get agreement from key stakeholders on an appropriate SLA by end of January
2. Create new program for gathering and monitoring feedback by February 15
3. Develop and train employees on a new script for the top 10 reasons customers contact the call center by end of March

Hire and train 12 new customer service employees by end of March

1. Hire 2 new managers for the Customer Service team by January 25
2. Hire 10 new Customer Service Representatives by February 5
3. Ensure all new hires attend employee on-boarding program by February 20
4. Attend customer service meetup by end of March

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

betterworks.com

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*.](#)



Call Center Manager

Goals

As measured by

Develop and train employees on a new script for the top 10 reasons customers contact the call center by end of March

1. Work with Analytics team to identify top 10 reasons customers contact the call center by end of January
2. Work with Marketing team to create 3 new scripts by end of February
3. Ensure all Customer Service Representatives are trained and certified on new scripts by end of March

Create a program for gathering and monitoring feedback from customers by February 15

1. Meet with 3 vendors to identify a new feedback gathering platform by January 15
2. Sign a new vendor to gather feedback by end of January
3. Launch new program and begin tracking results by February 15

Ensure 95% of all calls are answered within the new SLA within Q1

1. Conduct efficiency training with all Customer Service Representatives by end of January
2. Update online FAQs to reduce incoming call volume by end of January
3. Adjust schedules of employees to ensure peak hours are well staffed by end of February

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Call Center Representative

Goals

As measured by

Become certified on 10 new scripts by end of March

1. Attend training on new scripts by February 15
2. Practice new scripts with 5 different co-workers by end of February
3. Receive certification from manager on new scripts by end of March

Receive a 90%+ rating in customer satisfaction for Q1

1. Answer 95%+ of calls within defined SLA in Q1
2. Offer a free discount to 50 customers who call in with a complaint in Q1
3. Have manager shadow 10 calls and provide feedback by end of January

Develop new process for inbound customer calls by end of March

1. Meet with co-workers to identify 10 pain points or inefficiencies by end of January
2. Review the 20 calls that took the most time to assist a customer by end of January
3. Present new process to manager by end of March

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