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# HOW TO WRITE OKRS FOR CUSTOMER SERVICE

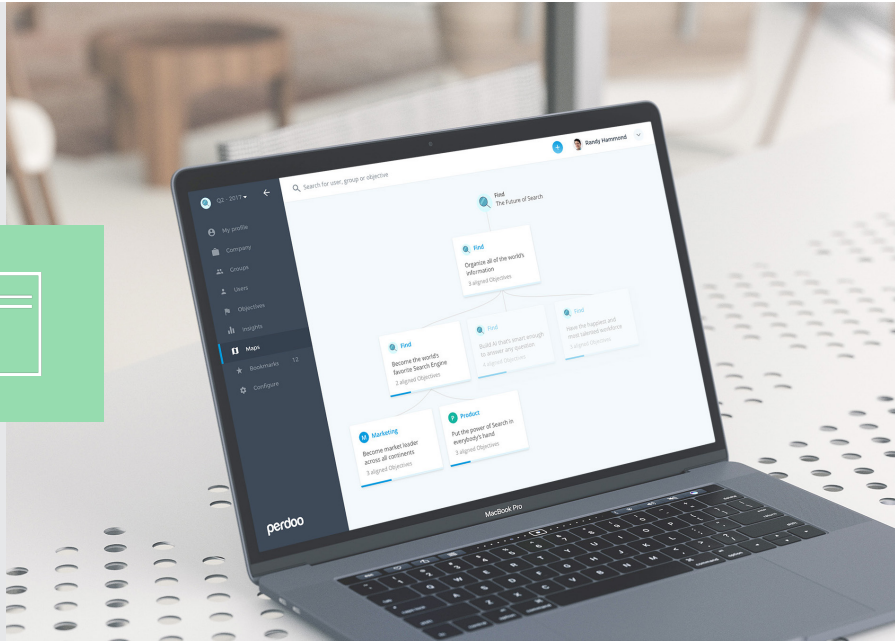
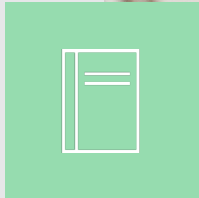
A QUICK GUIDE FOR  
SUPPORT TEAMS

# OVERVIEW

## HOW TO WRITE OKRS FOR CUSTOMER SERVICE

### WHY YOU SHOULD READ THIS GUIDE

The popularity of OKR is in large part thanks to the simplicity of the framework. However if you're new to OKR getting started can sometimes feel like a struggle. This guide has been written to help Customer Service teams manage the start of their journey with OKR and Perdo.



### THE PROBLEM

Let's face it, we all want to deliver outstanding Customer Service to our clients but we sometimes find ourselves struggling to actually achieve our desired results. When it comes down to human interactions, we have a bundle of variables that are hard to predict and we end up constantly trying to turn out fires, we become emergency fire fighters instead of true Customer Support representatives.

So the real question is, how do I stay focussed? How do I eliminate all the unnecessary noise and ensure I'm supporting the Team's and Company's progress?

### THE SOLUTION

Be reliable to both your team and your customers. By creating consistency (consistent service, consistent guidelines and support) you generate trust, and by generating trust you generate loyalty. OKRs and Perdo allows you to be consistent by transparently communicating the Team's and Company's top priorities resulting in a unified effort towards the same direction.

At the beginning of each quarter, you'll sit down with your team and decide 3 Objectives that will help you eliminate white noise. Key Results on the other hand, will ensure that you're staying on track with clear, measurable data.



### ABOUT PERDOO

The modern workplace is a complex collection of people and activities. Perdo is a goal management platform based on OKR that helps companies align work around team and company goals.

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# WHAT IS OKR?

## THE BASICS

**“IF YOU DON’T KNOW  
WHERE YOU’RE GOING,  
ANY ROAD WILL TAKE YOU  
THERE”**

### OBJECTIVE



Where do you need to go?

The answer is the Objective. It should set a clear Direction, like a destination does, such as New York.

- Beat last quarter's revenue growth
- Provide an awesome customer experience

### KEY RESULT



How will you know you're getting there?

The answers are Key Results. See them as a GPS device. They tell you if you are getting closer to your Objective.

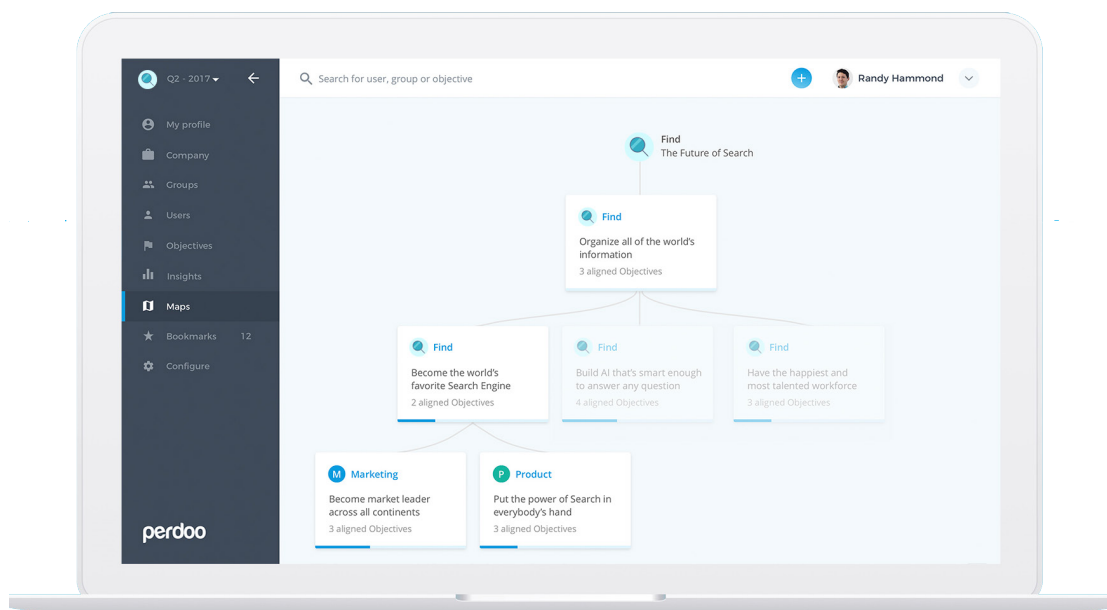
- Close €250,000 in sales
- Achieve an NPS score of 80

## BEFORE YOU GET STARTED

First thing's first. Check the Company profile in Perdoos and understand what the main focus will be for the year. Once you have a clear picture, sit down with your team and brainstorm what the Support team needs to do each quarter to help push the needle forward for the Company Objectives. To move as a unit, everything must be aligned.

## GATHER YOUR DATA

Key Results need to be measurable, therefore it's important to first identify what metrics will define if you're a successful Customer Support Team, in other words, what data will give you an accurate idea of whether your customers are happy or not. Once recognized, check where you're standing and decide where you want to be.



## 05 EXAMPLES

# CUSTOMER SERVICE OKRS



Below are a set of OKRs based on a fictitious eCommerce company.

More examples can be found at [perdoo.com/okr](https://perdoo.com/okr)

### Objective

#### CREATE A WORLD CLASS CUSTOMER SUPPORT EXPERIENCE



### Key Results

CSAT > 98%



First response time < 4 hours



Average Time to Resolve down 15%



### Objective

#### BUILD A HAPPY MOTIVATED TEAM



### Key Results

Team Satisfaction > 98%



> 80% of team achieve > 93% monitoring score

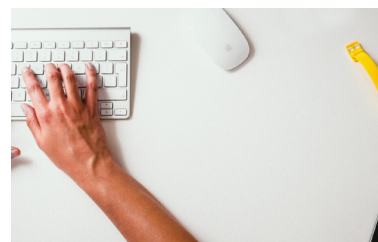


Number of Product Reviews > 50



### Objective

#### REDUCE TICKET VOLUME TO AN ALL TIME LOW



### Key Results

Increase knowledge base traffic by 20%



Deliver 2 best practice webinars per month



## MORE ON OKR

For more information on OKR visit our blog at [www.perdoo.com/blog](https://www.perdoo.com/blog)

Or download our eBook: How to Write Great Okrs at [info.perdoo.com/okr-ebook](https://info.perdoo.com/okr-ebook)

If you have any questions about this guide email us at [hello@perdoo.com](mailto:hello@perdoo.com)