

Sierra Technology Solutions : Customer Service

Mission and Vision	Strategic Objectives	Corporate Goals	Performance Measures and Targets	Department Goals	Performance Measures and Targets	Team Member Goals	Team Member Actions
Mission Statement: The mission of Sierra Technology Software is to create technology solutions for forward-thinking organizations. Test.	3 New Customers: Increase new customer base.	3.1 Obtain one new client per day who has purchased Basic Package. (Customer Service) (12-31-2008)	M: # of Basic Packages T: 30	3.1.1 Explore and research habits of new customers to determine how best to deliver. (Customer Service) (12-31-2008)	M: % completed T: 100%	3.1.1.1 Compile names and industries of new customers to study.	
				3.1.2 Increase web traffic by 100%. (Customer Service) (6-1-2008)	M: Web traffic % increase T: 100%		
Vision Statement: To be known as the technology experts and resource center for small to medium-sized organizations.	4 Current Customers: Retain current customer base.	4.1 Obtain 4 new clients per month who have purchased Premium Software package. (Customer Service) (8-31-2008)	M: # of Premium Packages T: 4	4.1.1 Do email blast to current customers to explore their commitment of resources and time. (Customer Service) (7-29-2008)		4.1.1.1 Compile names and email addresses of current customers from Premium Software package new customer list. (Randall Scion)	4.1.1.1 Compose copy for email blast exploring commitment of resource and time by current customers (Randall Scion)
				4.2 To provide increased value to all existing online customers to enhance "stickiness." (Customer Service) (9-15-2008)	M: Retention rate of current customers T: 65%	4.2.1 Hold online focus group to explore pricing and value of Premium package (Customer Service) (6-30-2008)	
Values: To empower and inspire to entrepreneurial leaders. To be professional in our actions to our clients, partners, and each other. To effectively impact the marketplace. To help all organizations regardless of their resource constraints. To have honesty, integrity and respect for all individuals. To continually pursue knowledge and learn. To practice what we teach. To have enjoyment and fulfillment in our work.	5 Product Management: All web-based strategic planning sites and supporting products meet operational excellence guidelines	5.1 To develop webinars (IT Group) (9-30-2008)	M: # of webinars per month T: 4	5.1.1 Develop 15 minute "Basic Package" presentation (Customer Service) (3-31-2008)	M: Accomplish T: 100	5.1.1.1 Review existing presentations format for consistency (Sue Smith)	
		5.2 Update software "how-to" books. (Customer Service) (11-30-2008)	M: # of books updated T: 3	5.2.1 Accumulate and synthesize all corrections and revisions for books. (Customer Service) (9-30-2008)		5.2.1.1 Gather corrections and revisions for books from each department head	
				5.2.2 Hire editor/writer for updates. (Customer Service) (9-30-2008)		5.2.2.1 Review resumes on file (Sue Smith)	
				5.2.3 Increase sales by... (Customer Service) (12-31-2008)	M: \$ in sales T: \$200,000.00		
		5.4 To finalize New Software Plan with summary statistic pages (Web Specialists) (6-30-2008)	M: % complete T: 100%	5.4.1 Develop quantitative basis for all benchmarks (Customer Service) (6-30-2008)			
	6 Operations Management: Develop and maintain an infrastructure that allows for a virtual office and efficient overhead.	6.1 Set up computers to be accessed from any destination. (Customer Service) (12-31-2008)	M: # of computers T: 5				
	11 People: To be the employer of choice in our field.	11.2 To support individual staff personal development plans. (Administration) (7-31-2008)	M: % of staff with plans. T: 100%	11.2.1 Research facilitation training programs. (Customer Service) (6-30-2008)			
				11.2.2 Have all staff complete a 3 year development plan. (Customer Service) (7-31-2008)		11.2.2.1 Create sample development plan for reference (Mikey Houglund)	
	12 Culture: To align incentives and employee rewards with staff performance.	12.1 Increase the number of innovative ideas through an incentive program. (Administration) (9-30-2008)	M: # of innovative ideas implemented. T: 5	12.1.1 Develop a program to encourage ideas from everyone. (Customer Service) (9-30-2008)		12.1.1.1 Research best practices in building employee morale (Mikey Houglund)	
				12.1.2 Throw a party to kick off incentive program. (Customer Service) (9-30-2008)		12.1.2.1 Determine budget for party (Sue Smith)	
						12.1.2.2 Solicit ideas for theme, entertainment, catering (Sue Smith)	