okr
INTERNATIONAL

OKR EXAMPLES

Functional

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Functional

SALES

OBJECTIVE
Win in new market.

Key Result 1	Achieve Net Sales of $12 Mn
Key Result 2	Improve the Cross Sell Ratio by 15%
Key Result 3	Average Revenue $275 per Unit Sold
Key Result 4	Reduce Customer Churn Rate from 35% to 15%
Key Result 5	Increase Revenue / Sales Staff from $1200 to $2000

FINANCE

OBJECTIVE
Make our company most profitable, ever.

Key Result 1	Improve Operating Margin 45%
Key Result 2	Improve Net/Gross Profit Margin to 65%
Key Result 3	Achieve working capital turnover ratio of 2
Key Result 4	Decrease COC (Cost of Capital) by 10%
Key Result 5	Reduce Operating Expense Ratio from 80% to 70%

MARKETING

OBJECTIVE
Be the brand leader in the category.

Key Result 1	Increase Share of Market from 25% to 40%
Key Result 2	Improve Top of Mind from 40% to 65%
Key Result 3	Reduce Cost of Customer Acquisition by 10%
Key Result 4	Grow Share of Voice from 40% to 65%
Key Result 5	Grow Share of Wallet from 25% to 60%

HR

OBJECTIVE
To be the employer of choice in the given industry.

Key Result 1	Improve Employee Engagement Score from 75% to 85%
Key Result 2	Increase Employee Retention Rate from 45% to 70%
Key Result 3	Reduce Time to Fill from 60 Days to 45 Days
Key Result 4	Reduce Cost Per Hire from $1500 to $900
Key Result 5	Improve Diversity Ratio (M:F) to 50:50

CORPORATE

OBJECTIVE
To be the growth engine of the industry

Key Result 1	Grow Customer Life-Time Value from X to Y
Key Result 2	Increase Revenue from X to Y
Key Result 3	Improve Return on Assets from X% to Y%
Key Result 4	Improve Return on Capital Employed from X% to Y%
Key Result 5	Increase Return on Equity from X% to Y%

DIGITAL MARKETING PLATFORMS

OBJECTIVE
To provide the most powerful marketing solutions ever.

Key Result 1	Reduce Cost Per Lead from X to Y
Key Result 2	Improve Return on Advertising Spends (RoAS) by 45%
Key Result 3	Improve Average Time to Conversion from X to Y
Key Result 4	Increase Engagement Rate by 20%
Key Result 5	Improve Click Through Rate from 0.85% to 1.5%

IT

OBJECTIVE
To provide the most stable and profitable IT support.

Key Result 1	Improve Ticket Resolution Rate from 75% to 90%
Key Result 2	Reduce Server Downtime from 12 Hours to 3 Hours
Key Result 3	Grow IT ROI from 20% to 35%
Key Result 4	Improve IT Costs to Revenue Ratio by 25%
Key Result 5	Reduce Average Handle Time from 5 minutes to 3 minutes

PROCUREMENT

OBJECTIVE
Win in procurement

Key Result 1	Supplier Availability from X% to Y%
Key Result 2	Procurement Cost Reduction from X to Y
Key Result 3	Reduce Partner Defect Rate from X to Y
Key Result 4	Reduce Lead Time from X to Y
Key Result 5	Reduce PO Cycle Time from X to Y

SUPPLY CHAIN & LOGISTICS

OBJECTIVE
Become the industry leader in Supply Chain & Logistics

Key Result 1	Reduce Shipping Time from X to Y
Key Result 2	Reduce Warehousing Cost from X to Y
Key Result 3	Inventory Turnover Ratio from X% to Y%
Key Result 4	Inventory to Sales Ratio from X% to Y%
Key Result 5	Improve Order Accuracy from X% to Y%

R&D

OBJECTIVE
Win the most innovative team award, globally

Key Result 1	Grow % Sales from Product Release from X% to Y%
Key Result 2	Reduce Claim Related Litigation by 50%
Key Result 3	50% of New Product Releases are Profitable
Key Result 4	Reduce Time to market from X to Y
Key Result 5	Reduce Development Cost from X to Y

CUSTOMER SERVICE

OBJECTIVE
Win the Golden Bridge Award for Innovation

Key Result 1	Reduce Cost of Customer Acquisition from X to Y
Key Result 2	Reduce Average Response Time from X to Y
Key Result 3	Improve NPS from 60% to 75%
Key Result 4	Reduce Customer Churn Rate from X to Y
Key Result 5	Improve First Call Resolution from X to Y

ENGINEERING & TECHNOLOGY

OBJECTIVE
Be the most loved/used product on the planet

Key Result 1	Improve On Time Delivery from X to Y
Key Result 2	Number of Releases
Key Result 3	Reduce Developer Delta from X to Y
Key Result 4	Reduce Number of Bugs from X to Y
Key Result 5	Reduce Average Downtime from X to Y

LEGAL

OBJECTIVE
Help our company win through ground-breaking legal practices

Key Result 1	Reduce Legal Spend Per Department from X to Y
Key Result 2	Improve Compliance Rate to 100%
Key Result 3	Reduce Cost Per Litigation from X to Y
Key Result 4	Reduce Issues Per Contract from X to Y
Key Result 5	Achieve a score of 90% on Legallense.

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