**A1 WRITTEN ACTIVITY**

**Task 1**

**1st GOAL**

*Description:* Reducing customer complaints

As a store manager of Bang on Bikes, an essential component of my job is to make sure there are no complaints from customers in order to improve the business. Reducing customer complaints can help Bang on Bikes make more progress and reduce costs, increase business profitability and enhance the satisfaction of customers. Achieving this goal will make sure that the customers of the business are happy with the services and products and do not have any complaints. Thus, it will mean that the customers will stay loyal to the business. Better management of customer complaints and providing solutions for them will improve the business processes and retain customers. The goal is relevant for the business as customers will return to the store when they feel their complaints are being heard and resolved. The goals can be achieved through up-gradation of products and services, improvements in-store policies, and boosting communication with the customer. The continuation of the business depends upon reducing customer complaints and making them feel valued. This will help me maintain competency in my role by building a positive impression of the store through customer experience.

*Measurement*:

I plan to measure this goal by bringing a reduction of % in customer complaints in the first four months of my role as a store manager of Bang on Bikes. I aim to measure this progress by reviewing and comparing the customer complaints that were received in the previous four months. This will help me in the identification of trends and ways to prevent them by providing training to the staff and ensuring that customer dissatisfaction is removed.

*Importance*: **Essential** Important Desirable

**2nd GOAL**

*Description*: Improving customer service and productivity

A productive team for customer service can help the business and lead it to success. My goal focuses on enhancing the productivity of the team so that customers receive efficient services and responses, which would enable their loyalty to the business. The goal is relevant to the business as productivity in customer service can result in increased conversions of sales and a number of recommendations. My competency in my role at Bang on Bikes can be maintained through this goal if productivity is increased. To achieve this, I plan to clear roles for all employees from day one. The goal is realistic and achievable through embracing competition, minimising employee distractions, and using the right automated tools to complete manual tasks. I plan to achieve this goal by making sure that customer service agents are providing timely responses to the customers and measuring the amount of time it took to resolve the customers' issues.

*Measurement*:

I plan to measure the progress of this goal by achieving a target of 20% productivity improvement by the month of August. This will be done by a re-examination of the existing procedures and processes to help improve service quality and reduce waiting time for the customers. The customer waiting time will be measured by assessing the number of calls service agents complete per hour and the amount of time that is spent on a single call.

*Importance*: **Essential** Important Desirable

**3rd GOAL**

*Description:* Increasing employee engagement

As a store manager, one of my personal work goals is to increase the engagement between employees of the business. Effective engagement strategies can help create a better culture in the business, increase employee productivity, reduce turnover rate, build better work relationships, improve customer relations, and increase business profitability. The goal would also result in employee satisfaction and increased retention. The goal can help maintain my professional competency in my present job role as employee engagement can increase their involvement and investment in their professional role, making them more likely to stay with the business. Employee engagement is important to keep them working efficiently for the benefit of the store, while lack of engagement can result in the employees leaving. The goal is relevant for the business and my role, as highly engaged employees are easier to work with and provide fewer distractions. They also provide examples for an effective employee engagement work culture.

*Measurement:*

I plan to measure the progress of my personal goal by setting a target of 70% to 80% increase in employee engagement. This target is to be achieved within six months of my new role at Bang on Bikes. To make sure that the goal is achieved in the set timeframe, I plan to conduct annual surveys for employee engagement twice every year. These surveys would help to ensure that the employees are engaged in the specific areas of achieving organisational goals, leadership management, career goals, performance rewards, and effective communication with the management.

*Importance:* Essential Important **Desirable**

**4th GOAL**

*Description:* Increasing net revenue

The goal of increasing the business revenue can result in lower profit margins and higher costs. Cost-cutting can also result in a decrease in sales and low-profit margins for the store if it loses its market share over time. My goal as a store manager is to focus on quality and branding and, therefore, help sustain sale prices while ensuring high margins of profit in the long term. I plan to start working on this goal by defining a clear strategy that aligns with the store’s revenue goals. I will identify what the success of this goal would look like and then develop ways to get to that point. The goal is realistic and achievable as revenue goals for each stage of the business will be defined. Specifically, I plan to bundle complementary services and products to increase sales without adding to the overhead costs. It is easier and more cost-efficient for the business to bundle rather than provide discounts. Another one of the ways through which this goal will be achieved is by improving business marketing. Customer Data will be analysed to identify product preferences and purchases.

*Measurement:*

I will measure the progress of the goal by meeting a target of a 27% increase in the net revenue of the business. The timeframe for this target is set to the first week of September. The progress will be measured by creating and documenting milestones for each week and monitoring the team for how much of the target has been achieved during team meetings every Monday.

*Importance:* Essential **Important** Desirable