

OKR Examples for Customer Success

Sample objectives and key results you can adapt to your own numbers

Good customer success is mostly about timing.

The best teams notice a problem, or a question that is about to come up, and deal with it before the customer has to ask. OKRs give that habit some structure. You agree on what matters this quarter, pick a few numbers that show whether you are getting there, and everyone on the team can see where things stand.

Below are eight sample objectives, each with three key results.

Sample OKRs

1	Keep customers happy so they stay
KR1	Lift NPS from 32 to 45 by the end of the quarter
KR2	Bring monthly logo churn below 1%
KR3	Renew at least 90% of accounts before their contract end date

2	Make the first contact a good one
KR1	Answer 85% of inbound calls within 30 seconds (up from 70%)
KR2	Return every missed call and voicemail within 4 business hours
KR3	Capture complete customer details on 95% of new tickets (up from 70%)

3	Fix problems properly, the first time
KR1	Raise first-contact resolution from 62% to 75%
KR2	Keep the ticket reopen rate under 5%
KR3	Get a “yes, this is fixed” from the customer on 90% of closed complaints

4 Make every conversation count	
KR1	Cut the average back-and-forth per ticket from 6 messages to 4
KR2	Fill in every field of the complaint intake form on 95% of tickets
KR3	Follow up within 48 hours on all resolved high-priority tickets
5 Resolve complaints faster	
KR1	Bring median resolution time down from 4 working days to 2
KR2	Log a root cause for every complaint and hit 98% accuracy in the monthly record audit
KR3	Hold feedback calls with our 10 largest accounts to check how the fixes landed
6 Spot trouble before customers do	
KR1	Give 100% of active accounts a health score, refreshed weekly
KR2	Reach out to every at-risk account within 5 working days of the flag
KR3	Resolve 30% of issues before the customer has to contact us
7 Give the team tools that save time	
KR1	Cut manual data entry per ticket by 50% through automation
KR2	Shrink weekly report prep from 4 hours to 1
KR3	Offer 24/7 chat support with a first reply in under 2 minutes
8 Know how customers really feel	
KR1	Raise CSAT from 7.0 to 8.2 (out of 10) by the end of Q3 across 4 surveys
KR2	Speak to 15 customers a week and log the top themes in a shared tracker
KR3	Earn a referral from 1 in every 4 happy customers