



KPI	Strategic Aim / SMART objective
<p>1. Increase the number of active users by 20% within the next 6 months.</p>	<p>Strategic Aim: Increase user engagement and retention.</p>
<p>2. Reduce the customer churn rate by 15% over the next 9 months.</p>	<p>Strategic Aim: Improve customer satisfaction and loyalty.</p>

3. Achieve a Net Promoter Score (NPS) of 40 or higher by the end of the year.