

Script Content

Participants:

- Hannah as Project Manager
- Jake as Marketing Lead

Meeting Agenda:

1. Q2 KPIs and roadmap for the upcoming sprint.
2. Tracking against last quarter's OKRs.
3. Customer acquisition cost (CAC) and marketing spend.
4. Customer lifetime value (CLV) and A/B testing of onboarding funnel.
5. User acceptance testing (UAT) for new product features.
6. Quarterly business review (QBR) preparation.

Script

Hannah: Good morning, Jake. Let's dive right into the Q2 KPIs and the roadmap for the upcoming sprint. How are we tracking against the OKRs we set last quarter?

Jake: Morning, Hannah. We're on target with most of our KPIs, but the customer acquisition cost (CAC) has slightly increased. We might need to recalibrate our marketing spend.

Hannah: That's a concern. Have we looked into the customer lifetime value (CLV) to see if the increase in CAC is justified?

Jake: Yes, the CLV is trending upwards, which is positive. But we need to A/B test our new onboarding funnel to optimize the conversion rate.

Hannah: Agreed. Also, regarding the new product feature, have we completed the user acceptance testing (UAT)?

Jake: Not yet. We're waiting for the final feedback from the beta users. Initial responses indicate a need for better UX/UI enhancements.

Hannah: Let's prioritize that. We need to ensure the MVP is solid before the full launch. Can you sync with the UX team and expedite this?

Jake: Will do. I'll set up a meeting with the UX lead right after this. Anything else on your radar?

Hannah: Just one more thing. The quarterly business review (QBR) is coming up. We need to compile the performance metrics and prepare the slide deck. Can you take point on that?

Jake: Absolutely. I'll have the first draft ready by EOD tomorrow.

Hannah: Perfect. Thanks, Jake. Let's touch base again in a few days to review progress.

Jake: Sounds good. Talk to you later, Hannah.

Hannah: Bye.
