

## Memo

To:  
Subject: Ideas we've found for furthering your business  
From: Michael and Sharon  
Date: January/February

### How You Can Reinvent Your Customer Service to Reduce Turnover

Turnover rates for customer service workers are a whopping 27% annually. Why? Reasons include: lack of challenging work, inadequate recognition, limited career paths, and too little flexibility. And for customers, the experience is hardly better. Should they reach a live person they are handled robotically and passed from agent to agent. To reinvent your customer service, automate your pattern responses and save employees for more interesting problems, letting them work in groups to develop more personalized solutions. And have them deepen their understanding of your customers.



### How Can You Use Privacy as a Competitive Advantage?

Only 55% of customers understand how companies use their personal data, yet 95% say that if they trust a company's privacy constraints, they are more likely to be loyal. Translated: Be clear about your privacy policies and go out of the way to protect your customers and your customers will love you.

1. Know Yourself and Your Data. Understand exactly what data you need to collect and how it is being shared.
2. Write your own privacy first draft. Lawyers will do it for you, but only you know your business. When it comes to privacy no two companies are alike.
3. Put your privacy policy on paper. When you bring it to your lawyer, get an up-front quote on what it will cost.



## Are Workers Perks Worth It? Let's Ask the 8-Ball

Yes, no and maybe are all acceptable. Some say it is a waste of time, that employees want flexibility more than perks. Others feel that millennials will change jobs for the perks, and that providing perks is an instant ROI. At Performance Business Design we know that dissatisfaction in the work place has been shown to be caused by problems mentioned earlier. Once primary needs are being met, then perks can be the whipped cream on the sundae. As an example, in our office employees working over a certain number of weekly hours have refillable coffee cards. The cost is small, but who doesn't like knowing your company is buying you some of your lattes?



"What if, and I know this sounds kooky, we communicated with the employees."

## In closing

As we enter 2019, we have several opportunities for business owners to improve performance. If you'd like a profit boost, ask us to review your company as it is now. We'll put together a Business Performance Report (discussed in our upcoming book 12 Months to Maximum Performance) for you, free of charge. We will then meet over coffee to discuss what areas need improvement and our ideas for improving those areas at prices no one has ever found unreasonable.

Regards,

Michael Emerald, CFA  
Wall Street Analyst, Consultant

Sharon Kania  
Marketing Director

### OFFICES:

WORCESTER COUNTY  
12 Intervale Road  
Dudley, MA 01571ffices

MIDDLESEX COUNTY  
83 Walnut Street  
Winchester, MA 01890

www.PerformanceBusinessDesign.com  
617/968-0627