



THE HUMAN FACTOR

WHY ARE PEOPLE CRITICAL TO SUCCESS?

Two of the elements for business success, **Customer Service** and **Employee Satisfaction**, are driven by internal operations, people and relationships. Great Customer Service produces repeat business and Employee Satisfaction reduces employee turnover. Employees are responsible for customer service, especially when there is direct interaction with customers. An employee that is happy in their job and has a good attitude will project that when interacting with customers.

First let's look at the human aspect of Customer Service and Employee Satisfaction that are based on personal relationships. Relationships are based on attitude, trust and respect and starts with the business owner. How business owners interact with employees affects how employees interact with customers and how employees interact with each other.

Other important factors that affect Employee Satisfaction are internal training or job orientation, a well-defined job description, appropriate compensation and benefits. One of the most underestimated factor is having a good job description. Often job responsibilities include "other duties as required". If that is in your job description, then don't be surprised when employees say, "not my job" when asked to do something they don't want to do. To avoid this situation, define job responsibilities in terms of what's required to execute your business processes.

Having well defined business processes is key to a good job description, which then leads to appropriate training, and is the basis for compensation. One of the main focuses of Six Sigma is defining your business processes.

For your company to have great customer service you must understand who your customer is and what's important to them. The first is Market Analysis is defining your customer. This can be both physical and intellectual attributes. If your customer is a 25 year-old college graduate, then the use of technology and social media is important, however if you customer is a retiree, then other things may be more important.

Listening to customer feedback is critical also. Feedback can be direct, in the form of a direct complaint; or indirect, in form of lost sales. You may never know why a customer leaves you.

At Metamorphism our goal is to aid the small business owner in the use of Six Sigma tools and methodologies to create a positive work environment. We will help you to define your customer's needs and wants; and how to create better job descriptions to avoid employee turnover.