



# 10

## **Ways to Improve Your Company's Communication**

## Ten Ways to Improve Your Company's Communication

With this year already blazing by at the speed of business, it seems as though we will just blink and it will be over. We already know that there aren't enough hours in a day to do what needed to be done yesterday, so businesses should always be on the lookout for better ways to streamline their operations. An open communication policy isn't just a one way street – it's a two way street that also includes employees. Better communication is imperative in helping retain both customers and employees.

According to Buzz Marketing, **85%** of business buyers believe companies shouldn't just present information via social media – they should also interact and engage with them<sup>(1)</sup>. Technorati also estimates that employee dissatisfaction and disengagement costs American businesses between **\$254 billion** and **\$363 billion** every year<sup>(2)</sup>. Furthermore, a recent Gallup poll showed that companies with large numbers of unsatisfied workers experience greater absenteeism and lower productivity, as well as a **51%** higher employee turnover rate<sup>(2)</sup>. With better external and internal communication, these statistics could be significantly reduced.

Here are ten essentials that you can use to become a better leader to help your company improve its communication while making your business more accessible and accountable:

- |                                      |                                  |                                |
|--------------------------------------|----------------------------------|--------------------------------|
| <b>1</b> INTERACTIVE WEBSITES        | <b>5</b> UNIFIED MESSAGE         | <b>9</b> CUSTOMER SELF-SERVICE |
| <b>2</b> OUT-OF-OFFICE NOTIFICATIONS | <b>6</b> MANAGE & ANALYZE DATA   | <b>10</b> TRAINED WORKFORCE    |
| <b>3</b> CRM SOFTWARE                | <b>7</b> INSIGHT BASED MARKETING |                                |
| <b>4</b> SOCIAL MEDIA PROFILES       | <b>8</b> STREAMLINE MARKETING    |                                |

01  
Interactive  
Websites

# The face of your business

An interactive website is the face of your business and its most important communication tool. However, the “interactive” aspect is often overlooked or erroneously implemented. Basic elements such as the contact page and recently asked questions are often disregarded - these are the elements that give your viewer the opportunity to get to know your company better and clear up any questions they may have.



**02**  
Out-of-Office  
Notifications

## Clarify potential miscommunication

Your clients and colleagues should be able to reach you quickly through email. If you are unavailable for a day or more, make sure to set up an auto-response message letting people know your response will be delayed. This little effort will help clarify any potential miscommunication that may arise in your absence and set appropriate expectations from people who have reached out to you.

**03**  
Customer  
Relationship  
Management

## Manage interactions more efficiently

Customer relationship management (CRM) software can help you manage interactions more efficiently with important data-gathering tools. These tools help you organize your communication and save time. The data will be effective in leading your team because it has all the important information needed to help accomplish team and organizational objectives.

*The following are some  
commonly used CRMs:*



**04**  
**Social Media Profiles**

# Let people know they have reached you

Make separate professional social media profiles for yourself and your business. This opens the door for them to “Like” or comment on your company in a genuine, authentic way. Make it a point to respond to comments in a timely manner so people know they have reached you.



( Your Company Profile )



( Your Profile )

**05**  
**Unified  
Message**

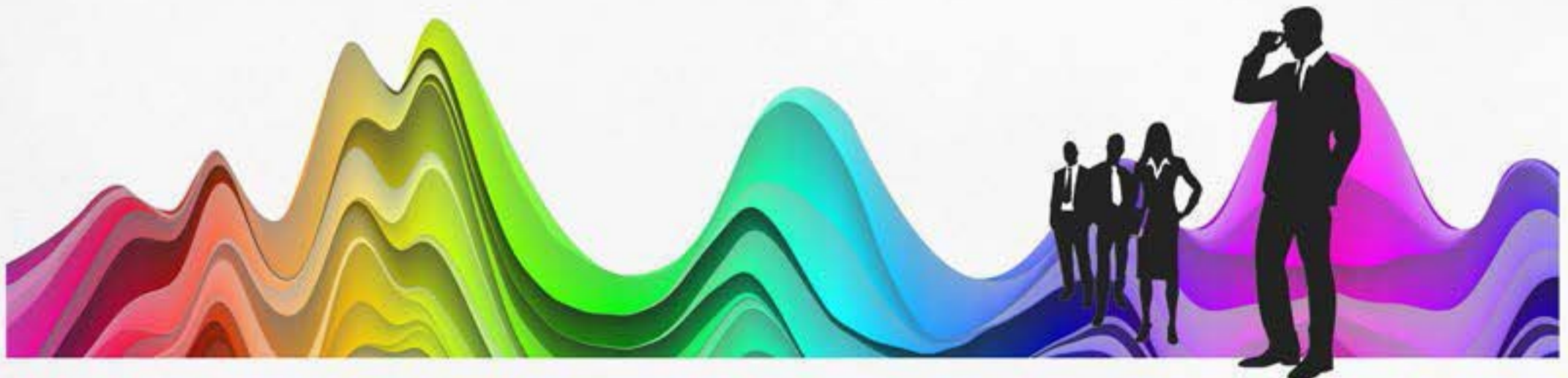
## *Get organized to save time and stress*

Unify communication efforts so that you can keep track of who you have been in contact with before and who is a new client. The more organized you are, the more time and stress it will save you, and the more on top of things you will appear to be to your customers.

**06**  
**Manage &  
Analyze  
Data**

## *Manage interactions more efficiently*

Understand your customers' preferences by looking at previous data. Use this data to map trends and grow/shape your business. Also use it effectively as part of your overall communication strategy to ensure your team is on the same page.



**07**  
Marketing  
Based on  
Insight

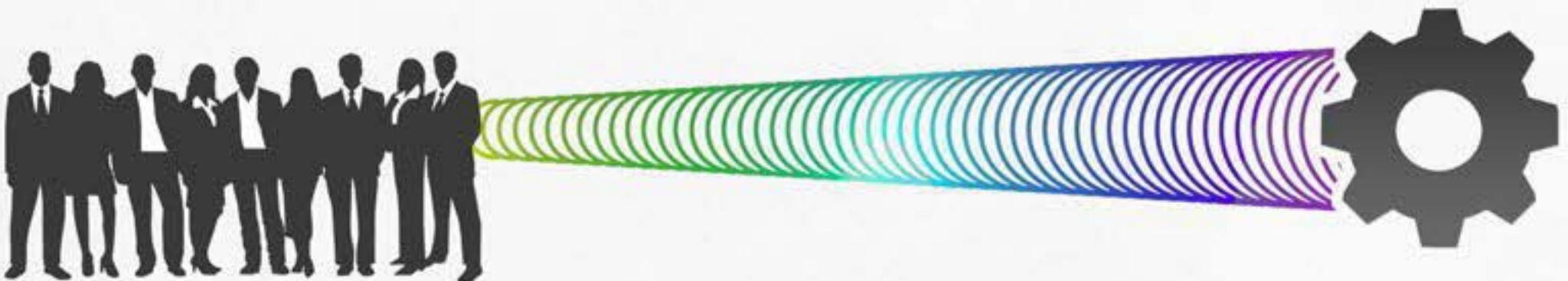
## *Highly personalize your marketing*

Use customer data to more effectively target your marketing. By understanding and predicting customer motivations, you can deliver highly personalized marketing. This will keep wasteful and speculative initiatives down and help your team move with efficiency.

**08**  
Streamline  
Marketing

## *Have an automated system in place*

Automate your business practices based on customer responses. This will cut time and costs while still generating sophisticated campaigns. Your team will be encouraged when they know that a strong system is in place that helps them achieve their personal and professional objectives.



**09**  
Customer  
Self-Services

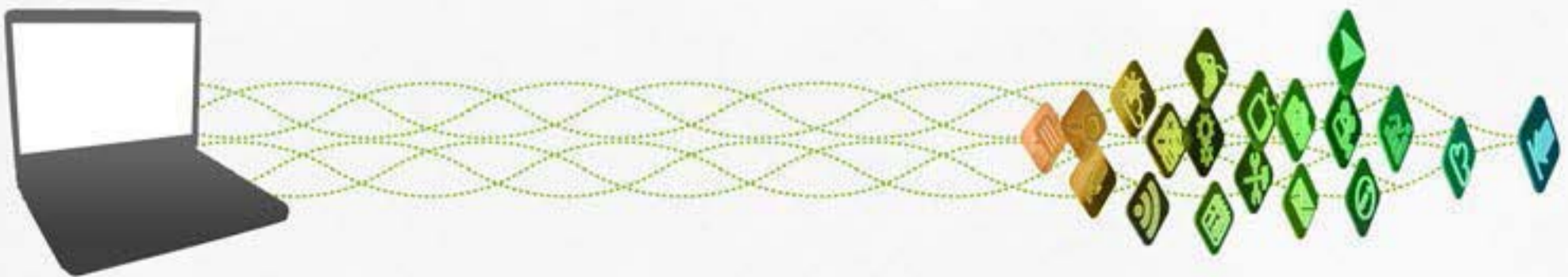
## *Empower customers to find answers*

Help customers interact with your business when and how they want. Create opportunities for customers to find answers to their questions independently. Be sure to provide a means to get in contact with the company at any point along the way.

**10**  
Trained  
Workforce

## *Provide tools to deliver better service*

Train your staff to embrace new ways of improving customer treatment by providing tools to deliver better service. Provide them with technologies which speed up collaboration and ease daily tasks. When done right, these steps will go a long way in building and maintaining morale and positive reinforcement.







## **Conclusion: Bridging the gap**

These are just some ways that new technology can help bridge the gap between you and your customers. These strategies will not only make your business more efficient, but will also generate a strong feeling of loyalty among your customers and employees.

Technology has the ability to enhance your quality of service, save time, give a competitive advantage, improve relationships and increase profits. As a business leader, it is imperative to use the tools and techniques at your disposal to adequately equip your company and your team. Not only will these practices help in becoming a better leader, they will increase the productivity and morale in your company. An environment where employees and customers can communicate effectively will lead to a company that is accessible, accountable and successful.

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### **Sources**

(1) Rosenberg Facts & Stats:

[http://www.shop.org/c/document\\_library/get\\_file?folderId=164&name=DLFE-951.pdf](http://www.shop.org/c/document_library/get_file?folderId=164&name=DLFE-951.pdf)

(2) The Carnegie Management Group, The High Cost of Disengagement:

<http://www.carnegiemg.com.au/blog/the-disengagement-crisis/Success Factors, The Incredible>

(3) Power of Company-Wide Goal Alignment & Organizational Business Goals:

<http://www.successfactors.com/articles/corporate-goal-alignment/>