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COMPLEXITY KILLS: 3 HIGH-IMPACT WAYS TO SIMPLIFY CORE BUSINESS OPERATIONS

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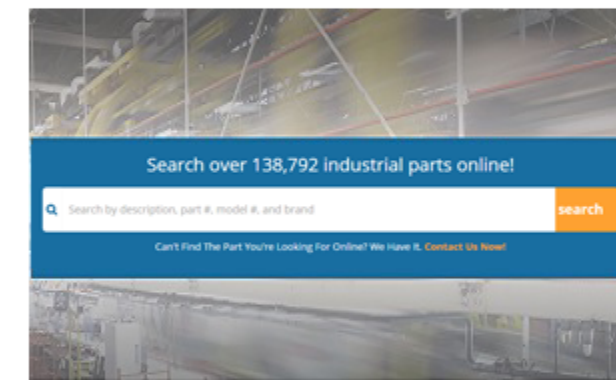
As companies grow, complexity seeps further into the business at every level of the operation. Executives experience this in spades as they increase revenues, earnings, market share, employee base and product or service offerings. Communicating effectively gets harder and "priorities" tend to grow exponentially as each group and department wants to contribute to the company's success. And, all too often, internally-focused issues start to dominate the leader's dialogue.

Amid the chaos that can ensue as a business burgeons, it's wise at that very tumultuous time to renew your commitment to a customer-centric and frontline-team focus. Complexity is an enemy and, the faster a company grows, the harder it is to eliminate it. Staying focused on customers and frontline teams will help drive great service, increase customer retention and referrals and, in doing so, help foster and sustain double digit growth. Of course, this requires a continual focus on simplifying some key operational areas.

Here are three areas where operations can be simplified with immediate impacts to the organization:

1. Enhance your automated distribution operations.

Sure, you're automated, but is it enough? Are you suffering opportunity loss by leaving well enough alone? By utilizing technologies like routing software and IoT sensors, businesses can enable dynamic scheduling of deliveries that boost the bottom line. For example, delivering only when your customers need it, enhancing that service touch point, also eliminates administrative costs and management concerns from customers while helping drive efficiencies for all involved. Simplicity for drivers in their



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