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The latest news for Avaya HoldingsPage 2Lists ranking Maximus Opinions expressed by entrepreneurs investors are their own. You read Entrepreneur India, the international media entrepreneur franchise. Markets are now highly competitive and almost every business owner knows it's like a throat-like circus out there. Keeping in tow with this analogy, the ringleader is a client. No matter how much hard work artists put in, circuses can't survive if they fork out an almost flawless experience for their clients, aka the audience. Much, however, businesses are not too different when it comes to their dependence on customer experience. What led to the evolution of customer communications management or CCM? Businesses, today, are aware that any snag in providing good customer service leads to the loss of customers of a competing company, and ultimately reducing their own share of the wallet. However, in trying to create customized communications, organizations often end up using multiple platforms that are expensive and create difficulties in real-time communication with customers. Traditionally, organizations have followed the old approach when it comes to interacting with customers. For years together, they have stuck to sending out monotonous-looking paper documents, whether for client accounts, statements, or any other documents related to communication with customers. Since the advent of digital technology, customer expectations and behavior have evolved, as has technology. Customers began to demand smart, personalized, consistent and real-time information. Any gaffe in the range dialogue loses loyal customers, increases outflow and ultimately restrains revenue. Purchasing a new customer is five times more expensive than saving an existing one. It is here that an effective CCM platform makes its much-needed entry and reins in the ringmaster, by consolidating all customer messages within a single solution. Communication with customers is a cunning domain for tread. How to simplify it? With customers becomes a force that decides the fate of the business, ignoring them is not an option. Communication with customers, however, remains complex, and what adds to this area is the fact that the term takes into account more than one type of communication. With different types of communication come a diverse set of problems. Ensuring that documents are sent through all channels, maintaining consistency in templates, ensuring document security, and adhering to brand guidelines are some of noteworthy. In a market as unforgiving as one currently is, businesses may have to pay a hefty price for not being able to cope with any of these problems. While all of this provides context, the question is: how does a business keep up with these expectations and survive? The answer lies in CCM's solid platform. What brings with it another question: what makes the CCM platform an ideal companion for businesses wanting to keep and acquire customers, and happy at the same time? Allow these pointers to guide you through this response. Leave no Channel Un-Engaged - The CCM system should allow you to interact with customers through multiple channels - print, fax, email and social media. Customers use multiple channels of communication, and it hardly makes sense to be inaccessible at all. Personal Touch Matters - The new-age CCM platform should create ultra-personalized communications based on the customer's profile. Maybe even generate outgoing messages in local languages that comply with local rules. Each customer deserves equal attention - the CCM will help you achieve a 360-degree view of customers present in product lines or departments, and supports information and data at the corporate level. This, in turn, helps track customer relationships around the world. Security is paramount - this remains a key requirement for outgoing communications, especially in the financial services sector. The CCM solution must provide security features in documents such as password protection, barcodes, digital signatures, and must meet security standards. Legacy With Modernity integration - Most organizations store data in a variety of legacy systems. Thus, an effective CCM system will easily integrate with the main outdated systems, obtain data from them and help create consolidated statements and documents. Finally, the CCM plays a key role in achieving the personalized and interactive experience that customers require today. Use the capabilities of this unsung hero and improve your client's share in your wallet. January 14, 2019 4 min read The Opinions Expressed by Entrepreneur Contributors are their own. I have always played the role of mediator in relationships in my life. From breaking up playground feuds or acting as an impromptu therapist between couples during high school, it's no surprise that I end up studying internal communications. From my life experience and study, my biggest pick was that to communicate for work, everyone needs to know what is expected of them and, more importantly, why these expectations exist. Related: How to connect with your employees without compromising your credibilityIt is especially true in the workplace. And let me tell you, my friend's fight over who got to keep a signed Nirvana poster after their breakup has nothing over some of the office dramas I've seen come down between employees and managers for improper communication. Employees and managers. In most companies, there is a large gap in communication between managers and employees, and has a strong impact on employee engagement. Employee engagement in the U.S., according to data Gallup, about 34 percent. This means that most people are dissatisfied or emotionally invested in their workplace. You can work to fix this. Managers need time to understand their employees. Employees should be aware of their company's goals. As a leader, you can make sure that your employees trust you and know why you lead them the way you do. This will keep all parties engaged. The scale of communication is wrong. Transparent communication in a team is something for which you, as a leader, should be personally responsible. Jordan Wyner of Bonfyre writes: When C-Suite or mid-level executives choose not to participate, it sends an equally loud message to employees. Whether or not your team is aware of this, communication with management and participation directly influence the way employees perceive and value corporate initiatives. Related: As a leader, you have to be both positive and aggressive As you measure your impact. The obvious advantage here is that both employees and managers get that they are working towards the same goal. Because, after all, everyone, from the CEO to the sales intern, is working on the same thing - the success of the company. This will have a strong impact on your employee involvement and happiness. Google is a perfect example of this approach to goals and communication. They used the Goals and Key Results (OKR) methodology because the company had 40 people before. OCD solves one of the main problems between managers and employees. This gives both sides enough information about what is going on. And yes, managers care more about this information. It is their job to class and analyze this information. But employees will also be able to stay in the know-know - and this will help many of them. Goals and Key Results: The book says that there are three main advantages to the system: Always knowing that people are working on enough information to make decisions Focusing on a job, which also matters There are also three aspects that make sure you can reduce the gap between your employees, managers and C-suites. If everyone has enough information about other people's work, they'll realize that they're all in it together. Related: Want to be a great leader? That's why personal skill is the best place to start. Gaining edge. If you're not sure what the best way is to measure your team's participation, there are a lot of resources out there. For example, Eric van Lupin writes in detail on this topic in his blog AIHR. And if you're one of the organizations that's actually working on this issue, you're in luck because you have a clear advantage over those who don't. Although this gap between different levels of the organization is not a big problem, it can turn into one very quickly, especially when people with the wrong attitude are in charge or when the company is growing very fast. Sooo Sooo if your company doesn't care enough to understand its employees, you will face disconnection, slow communication and, worse, people leave. You can avoid it. You enter your boss's office with more confidence than you've ever had before. You've never been so prepared. You know exactly what you're going to say and what you're going to say. Shut the door, sit down. But after your performance, you leave without the attraction you asked for. Without the approval you wanted for this new initiative. Without a raise you have been shooting for a year. What happened? Intensive training and practice can make you confident, but confidence and a big smile are not always enough. If you want to make the most of these make or break opportunities, you need to understand how your boss thinks. These six rules for up communication, that is, with superiors in your organization, can improve your chances of getting what you're after. Confidence and a big smile are not always enough.1 Focus on impact, not ProcessOne of the keys to a successful upstream message should emphasize outcomes rather than background processes and details. The higher the level of person you turn to, the less they are likely to worry about your methodology. When you talk up, your audience wants you to actually address the issues that are most relevant to them, not how you got here, so your connection is clear and accurate. For example, instead of explaining how you came to the conclusion that your sales staff should be expanded, focus on the impact of more staff on labor costs and sales targets2. Look to the future, not PastShow from your vision of what lies ahead, not your ability to rationalize the past. This is not that precedent, and past experience doesn't count at all, but those in top management are thinking about the future- from the next quarter to the next decade. If you are not asked to directly protect past actions or tell you how your plan compares to something that has already been tested, stay laser-focused on what comes next. When you're seriously talking to high-ranking people making decisions, anecdotes and explanations are not enough. You need to have a strong understanding of the facts and data behind your claims. While you can make broad statements and predictions, you should keep an eye on the quantitative information that supports your findings. But don't just use the data to use data, make sure it's relevant to both the short-term and long-term effects of any changes you're pushing for.4 Avoid the business idioms Think outside the box. Hit the nail on the head. Run it up the flagpole. What do these phrases have in common? Aside from being cliches, they are too informal, euphemistic, and empty of actual meaning. The word matters. don't waste your time tired of phraseology. Moreover, business idioms are not always well translated for a global audience. If the bosses you are addressing are not native English speakers, some expressions may even cause confusion, certainly not the impression you want to leave.5 Getting to PointAnother is the key to a successful ascending link to get to the point immediately. Speak with precision and clarity. Time - that money has become a cliche, but it's true. The higher the level of your listeners, the less patience they will have for the big windups before you throw your pitch. Don't set your conclusion last from the start, and then spend the rest of your energy explaining why it's correct6. Focus on management's core tasks, don't just use data to use data.Communicating with senior management requirements showing how your goals are aligned with the vision and priorities of your listeners and then the company. It's great to have innovative ideas, but if they don't square up with the goals of the people you're talking to, they won't go very far. For example, if your company is focused on cutting costs but you want approving an expensive program, don't just talk about how amazing the features are. Instead, explain how this will have a quick return on investment and continue to save money in the long run. Whether you're talking to your manager, CEO, or board, the ability to communicate with strength and precision is critical to doing something. Using these six strategies, you will maximize your chances of getting the support you need to score big on your approvals, and even more in moving your career forward. Related: Do you know the best way to ask for a raise? 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