

# Business Matters

Delivering progress in a rapidly changing world

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Welcome to the first of our occasional sharing of 'stuff' that might interest you and your colleagues ... and help you change for the better!

If you don't already know us, we can help you achieve sustainable improvements in your business performance by driving change initiatives to deliver genuine progress. It's honest input and real practical solutions, not airy fairy stuff!

## Making the Most of Your Customers

There is always so much to take away from a conference that features speakers such as Richard Branson, Stephen Covey, Ken Blanchard and Fred Reichheld, so for those of you that didn't have time to visit the European Conference on Customer Management, our 'Business Matters' updates will share these with you over the coming months.

Fred Reichheld's 'Net Promoter Score' is presented as arguably THE number that businesses need to grow. Reichheld explains that 20% of most businesses' customers provide three times more profit than the rest (these are the 'promoters'), 60% are break even ('passives') and 20% lose them money ('detractors').

Find out where you are by asking your customers 1 question – 'how willing are you to recommend us to a friend/colleague/family member?' From there you can categorise promoters, passives and detractors – Net Promoter Score is simply the number of Promoters minus Detractors – track this number.

So i) categorise your customers; ii) investigate the root causes that drive customers into these categories; iii) make the creation of more promoters and fewer detractors a top priority. Check it out [here](#).

There was a second learning point – Richard Branson on bringing up his children 'I was horrified to find him smoking cigarettes, ganja would have been fine!'

## Testing and the art of 'Getting It Right'

You have only to look at the recent problems experienced by the opening of Heathrow's Terminal 5 to the general public to appreciate how easy it is for a seemingly straightforward process to end in complete chaos and almost immeasurable damage to a business. Blame it on teething problems or unforeseen circumstances if you will, but the fact remains, had adequate and effective operational readiness testing been put in place prior to the grand opening, would Terminal 5 have experienced quite so many initial issues?

Most of the problems associated with testing generally arise from the mindset that is taken in defining the overall approach. And in our experience, the challenges transcend the particular business sector or technology. So if you are involved in a complex release, launch, migration or roll out, you might want to ask yourself whether your testing approach is just ticking boxes or ensuring that a robust solution is being tested and put into operation.

Our tips for testing seem to have struck a chord with many people, and have formed the basis of a number of recent articles including one in Construction Computing magazine.

Take advantage of our 'top tips' for testing [here](#).

Another useful reference site for testing is [Wikipedia](#).

**and finally** – if you are looking for a great outdoor gig for next year – check out Jools Holland at the [Hampton Court Festival](#). We had a great evening there – helped on by a picnic in the gardens with a few splashes of grape juice! The highlight was Marc Almond on vocals to the big band – awesome.

**and finally finally** – a customer sent an order to a distributor for a large amount of goods totalling a great deal of money. The distributor, noticing that the previous bill hadn't been paid, instructed the collections manager to contact the customer. The collections manager made the call and left a voice-mail for them saying, "We can't ship your new order until you pay for the last one." The next day the collections manager received a phone call from the customer who said, "Please cancel the order. We can't wait that long."

Thank you.

We are [Quortex](#) and we do important **stuff** (help set up change programmes) and great **things** (provide expertise to help deliver change programmes).

So why not give us a call **+44 (0) 118 942 8025** and let's see what we can do to help you progress your business!

### WHY DO I RECEIVE THIS EMAIL?

Because you are an interesting and important person. We'd love to keep you on our list, however it's really easy to unsubscribe; simply reply to [unsubscribe@quortex.com](mailto:unsubscribe@quortex.com) with UNSUBSCRIBE in the subject header.