

Solving the Problem of 'Limited Resources' In a World of Increasing Demands



Intended Audience: Consumers

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Introduction

The National Association of Professional Standards in Industry (NAPSI) is a professional business association.

It provides members with a 5 Point Business Approach that helps them provide better customer support, even though their resources are limited and customer demands for speed and quality are increasing.

Objective

To show how your NAPSI-equipped vendor is better able to provide you with excellent customer support by using a professional ‘5 Point Business Approach’ and its tools.

The way we’ll do this is, first we’ll review the current situation describing the impact of limited resources and how it is increasingly difficult to provide excellent customer support. Then we’ll describe how vendors measure up to key criteria that comprise excellent support. Then we’ll summarize.

Beginning with the first item talking about the “Impact of Limited Resources”...

Background Situation

It’s widely known that technology is increasing at an exponential rate. In turn, the speed of business transactions is also increasing faster than ever before.

Instead of handling 5 pink message slips like we did in the 1980’s, now we handle 80 to 100 emails a day...

Instead of customers expecting responses within 1 to 2 days, now they expect replies within hours. If the vendor can’t keep up, there are many others to choose from.

On top of this, with everything going digital, the barriers to market entry have been torn down, so there is much more competition than ever before...

And everything is happening at a frenetic pace which is only going to get busier.

As this frenetic pace continues to increase, what is happening is that effective customer support is suffering... vendors no longer have the bandwidth or the staff to handle all the requests... with quality, if at all.

Then add the pressure to keep costs down and profits high, and this makes it even more difficult to provide effective customer support.

As a result, customers are getting increasingly frustrated. Long term customer relationships are being strained to the point where customers are going to other vendors.

There is an emerging trend where customers are no longer looking at just the technology advantage a vendor can deliver, but instead, are increasingly looking at the vendor's ability to deliver 'old fashioned, effective, customer support'.

A vendor may offer a great technology advantage, but if they can't provide effective support, the solution will never get off the ground, resulting in a very unhappy customer and lost business.

So this is where NAPSI helps out. NAPSI solves these challenges by

equipping its members with a professional 5 Point Business Approach. This approach equips your vendor with the tools, training, and accelerated wisdom to provide timely, high quality support no matter how much the pace of business increases.

The benefit to you, the end-user customer is... when dealing with a NAPS-equipped vendor you can enjoy highly effective support ranging from pre-sales, ordering, delivery, billing, to long term customer care.

NAPSI Solution

In the next few sections we'll describe this 5 Point Business Approach in more detail with specific examples and benefits to you.

We'll talk about how your NAPS-equipped vendor measures up to the criteria, or 'building blocks' of our 5 Point Business Approach.

As we go through these, you may wish to compare how your current vendor measures up to these criteria.

The first building block refers to the **Training and Standards** a vendor abides by...

The second refers to the **Tools** a vendor has instant access to, in order to provide a higher level approach...

The third building block refers to how a vendor gains accelerated **Wisdom** to serve you better...

The fourth building block examines how **Sustainable** and consistent is the vendor's approach... is it a flash in the pan, or sustainable no matter how large your business grows or where it's located.

And the fifth and most important building block is **Results for Customers**.

Building Block #1 Criteria

Starting out with the first building block, **Training and Standards**, the criteria include:

Does the vendor have ongoing training in areas that really make a difference in terms of providing excellent customer support?

Is there a mechanism in place to verify that training is being completed?

Is the training easy to access?

Very important, is the training bite-size? For example, if it takes too long, people will not do it long term.

Does the vendor have a written code of standards they are motivated to abide by?

Do they make a personal investment in continuously enhancing their skills?

Is there a professional seal the vendor can display that lets you immediately know their capabilities?

How does the NAPSİ-equipped vendor measure up to these criteria?

How the NAPSİ-Equipped Vendor Measures Up To Building Block 1:

With regards to the first criteria, does the NAPSİ-equipped vendor have

access to ongoing training on topics that make a difference?

The answer is YES. For example, at anytime, they can access NAPSİ Online Training Modules on a variety of topics.

The benefit to you is you enjoy highly trained support. Your NAPSİ-equipped vendor has deep knowledge and expertise to serve you better.

Regarding if the training is measurable?

The answer is YES, your NAPSİ-equipped vendor receives a Certificate of Completion they can show you at anytime documenting their completion of NAPSİ Online Training Modules. You benefit by having the confidence that your vendor is continuously honing their skills and keeping pace.

Regarding the online training being 'bite size'. For example, can it be done in about 50 minutes anytime, anywhere?

For the NAPSİ-equipped vendor the answer is YES. NAPSİ training modules are designed to be completed in 40 to 50 minutes and can be accessed via the internet 24x7. You benefit by enjoying a vendor whose skills are constantly improving.

Does the vendor have a professional code of standards they must adhere to?

For NAPSİ members, the answer is YES. They must abide by NAPSİ standards in order to retain membership and access NAPSİ time-saving tools. You benefit by having a vendor who is consistently professional in all they do.

Along with this, NAPSİ-equipped vendors tend to be individuals committed to a higher standard because they have made a personal

investment via a membership fee to be a part of NAPSİ.

Also, regarding if your vendor has 'branding' that your firm can immediately recognize nationwide, that the vendor has the tools, training, and commitment to deliver better results.

The answer for NAPSİ-equipped vendors is YES, because they are authorized to display the NAPSİ seal on their collateral, business cards, and proposals. It's like a good housekeeping symbol for better equipped vendors.

So this completes the criteria review for Building Block #1. How do your other vendors measure up to the criteria? As you can see, your NAPSİ-equipped vendor is able to answer YES to each one. As a result, you enjoy smoother, more effective transactions.

Building Block #2 Criteria

As we continue to build the 5 Point Business Approach, we are on Building Block #2 called, **Tools** to do daily tasks better and the criteria are:

Does the vendor have instant, well organized access to hundreds of professional tools to help them do daily tasks more quickly and with a higher level of quality?

Are those tools continuously updated?

How the NAPSİ-Equipped Vendor Measures Up To Building Block 2:

And the answer for the NAPSİ-equipped vendor is YES.

As you will see on the NAPSİ.org site, your vendor has access to hundreds of tools to perform better.

For example, sales reps can download professional proposal templates and ROI tools... management can download the latest tools on the art of being a great boss, and much more. The benefit to you is, when you work with a NAPSİ-equipped vendor you can enjoy an approach that keeps pace, and provides quick response with high quality.

Another important criteria especially in this age of information overload is, does your local rep have their own webpage which they can keep you updated on local events, besides their corporate website?

Your NAPSİ-equipped rep does have this. They have a personal member listing in the NAPSİ Resource Directory that they can update without needing any webmaster skills. They can use it to keep you informed of new product launches, educational seminars, promotions, etc. The benefit to you is you'll stay informed of pertinent local events, without having to make a lot of phone calls or email exchanges. You save time.

So this completes the criteria review for Building Block #2. Your NAPSİ-equipped vendor is able to answer YES to each one. As a result, they are better able to provide you with a professional approach because they have all the tools they need just 1-click away.

Building Block # 3 Criteria

As we continue building the 5 Point Approach, we are now on Building Block

#3, called business **Wisdom** and the criteria are:

Does the vendor have instant access to expertise from industry experts?

Do they receive real-time feedback on what works and what doesn't?

How the NAPSI-Equipped Vendor Measures Up To Building Block 3:

The answer for the NAPSI-equipped vendor is YES. As you will see on the NAPSI.org site, your vendor has instant access to quick-reading, How-To articles.

These articles take only minutes to read, but provide a lifetime of wisdom on the do's and don'ts for almost every business situation. The benefit to you, is you enjoy a vendor approach which gets better at an **accelerated** rate.

What may have taken some vendors years to learn, your NAPSI-equipped vendor can learn more quickly.

Regarding if the vendor has real-time feedback on the best approaches to serve customers, the answer for your NAPSI-equipped vendor is YES.

This is because they have access to NAPSI's private Discussion Forum.

It enables them to ask questions and receive immediate answers from NAPSI staff and our worldwide community of professionals dealing with similar situations.

The benefit to you is you enjoy a vendor who has accelerated knowledge and is better equipped to give you excellent support.

So this completes the criteria review for Building Block #3. Your NAPSI-equipped vendor is able to answer YES to each one. As a result, they are better able to provide you with more than just pricing and brochures. Instead, they have wisdom to give you innovative ideas to help you take your organization to a new level.

Building Block # 4 Criteria

As we continue building the 5 Point Approach, we are on Building Block #4, which is called **Sustainability** and the criteria is:

Is your vendor's approach sustainable as you and they grow?

How the NAPSI-Equipped Vendor Measures Up To Building Block 4:

And the answer for the NAPSI-equipped vendor is YES. This is because NAPSI resources are 'bite size' and are always available anytime, anywhere, no matter how many people are using the NAPSI site. Also, our website instantly converts to multiple languages to serve international members.

The benefit to you is you enjoy consistency and dependability no matter where your organization is located worldwide.

So this completes the criteria review for Building Block #4. Your NAPSI-equipped vendor is able to answer YES to each one. As a result, you enjoy a consistent and dependable vendor approach regardless of your location.

Building Block # 5 Criteria

And finally, to complete the building of our 5 Point Approach, we are on Building Block #5 which is the most important one because it's '**Results** for Customers' and the criteria is:

Does your vendor's approach consistently provide you with excellent results?

Do they ask you how they can do better in a systematic way, so that you actually see improvement?

How the NAPSI-Equipped Vendor Measures Up To Building Block 5:

And the answer for a NAPSI-equipped vendor is YES.

Regarding does your vendor ask you how they can do better? The answer for a NAPSI-equipped vendor is YES. This is because NAPSI equips them with a portfolio of surveys to gather feedback.

In addition, NAPSI continuously surveys its members to see how it can help them better serve you.

The benefit to you is you enjoy a vendor whose processes continuously improve and serve you better.

So this completes the criteria review for the fifth and final Building Block. Your NAPSI-equipped vendor is able to answer YES to each one. As a result, you enjoy an approach which consistently drives results.

Summary

To summarize, we discussed how technology is increasing exponentially which is making the speed of business transactions faster than ever before.

Most vendors have limited staff which makes it very difficult to consistently provide excellent support. This lack of support causes customer frustration and lost business opportunities for everyone.

Your NAPSI-equipped vendor solves this challenge by using a '5 Point Business Approach' and its tools:

They continuously enhance their effectiveness through ongoing training.

They have instant access to professional tools for quicker, higher quality response.

They develop wisdom at an accelerated rate so they can give you innovative ideas to help you take your business to the next level.

Plus, their approach is sustainable no matter where your business is located.

And finally, their approach is continuously strengthened because they consistently ask customers how they can do better and act on that feedback.

Your NAPSI-equipped vendor can be an excellent alternative to meet your needs. By using the professional '5 Point Business Approach' they can help make your transactions smoother while helping you build your business to the next level.

Implementation

To find your nearest NAPSI certified vendor, please see the NAPSI Resource Directory at www.napsi.org.