



September 17, 2016

Scalable Human Resources

SCALABILITY



Continuing with our theme high-tech high-touch, today we are thinking about how to make sure we continue to be high touch as we grow. The people element of our business needs to be scalable.

What do I mean by that?

Let's say we are working with a client who owns a coffee shop, one of his unique selling propositions might be that he has the best barista in Melbourne. But is this scalable? Clearly not. It doesn't matter how good this guy is, he can't serve 20 customers at once. To deal with this, as he grows, the owner then needs to find the second-best barista in Melbourne just *before* demand requires it, and then he needs to add another, and so on, staying just ahead of the demand from customers.

As your business grows, the number of customer service staff, support staff, receptionists, call centre staff and all of your other customer functions, need to grow with it just slightly ahead of demand.

The high touch aspect of your business is also about making an emotional connection. For the coffee shop owner, this could be baking muffins at the front of the store, so that the smell greets people as they walk in. Or if you are a mechanic, have a nice reception area with a coffee machine and a full-time receptionist to make clients feel welcome; don't make them walk into your greasy and grimy workshop.

It's important to remember that being 'high touch' means that as your future clients work their way through your sales structure, they have regular contact with a living and breathing human being - simple really!

It is important to remember once they become clients your high touch customer delight system should have them being clients for life and bringing their best friends to your business as referrals.

Power to you this week.

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