
Brainless Activities

By Vin D'Amico, Principal
DAMICON, LLC

This brief article was published in the September 2005 edition of *Sales and Service Excellence*.

Tracking revenue per employee provides an interesting view into how well a company is run. The best run companies have high revenue per employee figures. What about yours?

Pay your employees to think and enhance value. Let computers perform the brainless activities. Here's what you need to do.

1. Eliminate redundancy. Information should be entered once. Multiple departments should use a single software application making information retrieval simple. You can improve efficiency further by enabling customers to enter their own information through your web site or an in-store kiosk.

2. Share information. Create a knowledge base. Provide access to marketing materials, sales literature, proposal templates, samples, procedure manuals, organization charts, and employee directories.

3. Abolish approval cycles. Free your management staff to focus on their jobs. Process purchase orders electronically and generate nightly reports showing who spent what. Such a system is self-policing. Because all purchases are tracked and measured, people will naturally watch their spending and justify their purchases.

4. Leverage relationships. Identify your key vendors and suppliers. Don't just place orders and send money. Have them track order history down to the line item. They should tell you when it's time to reorder relieving you of the responsibility.

5. Automate sales and distribution channels. Allow buyers of your products and services to place their own orders on your web site whenever possible. Provide options to have the item shipped, picked up at a local store or downloaded. Offer special deals as an incentive to place orders there.

6. Develop customer self-support and self-help systems. Many customer problems can be handled through "Frequently Asked Questions" or knowledge base articles. Make these systems easy to use and attractive.

7. Move your employees to self-help systems too! Train employees to answer their own questions regarding benefits by using an intranet knowledge base. Benefits literature, forms, and provider contact information should be available online. Free up your staff to deal with real business issues.

Once you eliminate *brainless activities*, you can focus on being the best you can be. Relieved of the mediocre, your team will be positioned and empowered to add and drive that revenue per employee statistic higher.

Vin D'Amico is President of DAMICON, LLC. He specializes in Freelance Technical Writing, Disaster Response Planning, and Network Security Management. Vin can be reached at vin@damicon.com or by visiting www.damicon.com.
