

THE TECH CHRONICLE

Insider tips to make your business run faster, easier and more profitably



WHAT'S NEW

Happy New Year from our team to yours! As we enter a new year, we want to take a moment to reflect on the past and look towards the future. We are grateful for the opportunities and challenges that we faced in the previous year, as they have helped us grow and learn.

As we move forward, we are excited for what's to come. Our team is committed to providing the best service possible to our clients, and we look forward to continuing to do so in the new year. We have some exciting projects in the works, and we can't wait to share them with you.

We wish you all a happy and prosperous new year. May it be filled with joy, love, and success. Thank you for your continued support, and here's to a great year ahead!



A "CULTURE OF APPRECIATION" IMPROVES WORK AND CLIENT LOYALTY:

Here's How To Make It Your Own

The desire to feel valued, recognized and appreciated is universal in Western culture, not only in our personal lives but also in the workplace. According to Great Place To Work's 2023 discretionary effort study, 37% of respondents said that more recognition at work "would encourage them to produce better work more often." Additionally, employees who feel consistently recognized are 2.2X more likely to innovate and bring up new ideas and 2X more likely to say people at work go above and beyond. Working harder, smarter and happier - that's a significant ROI.

Similarly, customer appreciation drives loyalty, engagement and company growth. A Forrester survey of 85,000 consumers found that the top three emotions that "inspire or discourage loyalty" among people are to feel valued, appreciated and respected. Appreciation isn't a one-and-done event.

We can all agree that appreciation is important, but how you show it matters. (Sorry, but your annual Christmas party or Facebook client appreciation post doesn't cover it.) To reap the benefits of appreciation in your organization, you must weave it into company culture.

Tips To Create A Culture Of Appreciation

A culture of appreciation is about being consistent. While significant events like anniversaries, birthdays and holidays are great opportunities to recognize and appreciate employees and customers, you need to do it in small ways throughout the year.

Here are a few important tips to help you create your own meaningful culture of appreciation...

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This monthly publication is provided courtesy of Gino Choucair, CEO of ERGOS.

OUR MISSION:

Ensuring your technology success, securely & simply.

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Tips for meaningful employee appreciation and recognition

It's important to note that there is a difference between appreciation and recognition. Appreciating an employee is to acknowledge their value as a person to your organization. Recognition is related to performance and effort. Consider both when you are planning your acts of thanks:

- **Find out what's meaningful to them.** Everyone has preferences for how they want to be appreciated. So ask! Food, a note, a personalized gift – there are many simple ways to show appreciation.
- **Create more opportunities for recognition.** You can't see everything, so ask for submissions from your entire team and post the shout-outs on an office bulletin board or internal team e-mail.
- **Be specific.** Did they put in extra effort for the presentation? Are they always on time for team calls? Specific comments are more genuine.
- **Don't wait.** Don't recognize an employee for their work on a presentation a month after the

conference. The sooner you say it, the more impact it will have.

- **Align with the bigger vision.** Recognize how employees contribute to your organization's mission during team meetings. You could even offer to pay for a training course or industry conference to invest in their professional growth.

Appreciating Clients

In a study by the Rockefeller Corporation, 82% of customers will stop doing business with you if they feel they're undervalued. Here are tips for creating a culture of customer appreciation in your organization:

- **Personalize their experience.** A handwritten thank-you note is meaningful to customers, but personalizing the customer experience can go even further. Figure out how they like to be reached (via e-mail or phone, for example) or set up marketing campaigns relevant to their unique preferences.
- **Follow up.** After a service or purchase, check in with your customer to ensure they're happy. Proactively showing up and addressing questions or problems

before clients get frustrated helps them feel valued and respected.

- **Create loyalty programs.** Programs (like Starbucks' Rewards or Perkbox) where clients earn points for purchases or get discounts for loyalty milestones help express how important their business is to you, ensuring you keep getting it!
- **Offer perks or gifts (especially when something goes wrong).** Clients love getting perks on their birthdays, on holidays, as a surprise or to celebrate a significant purchase from you. But gifts like a free product, gift card or discounts are essential if there's a problem. Once solved, gifts provide a way to recognize and rectify the inconvenience.

Infusing appreciation and recognition into your organization isn't just a pleasant gesture – it's a strategic move that yields tangible results like improved employee effort and innovation, stronger relationships and loyalty.

Whether acknowledging an employee's hard work or sending a personalized note to a customer, let's make every interaction a testament to our appreciation and respect for them – not just this month, but all year-round.

Learn the ABCs of MALWARE

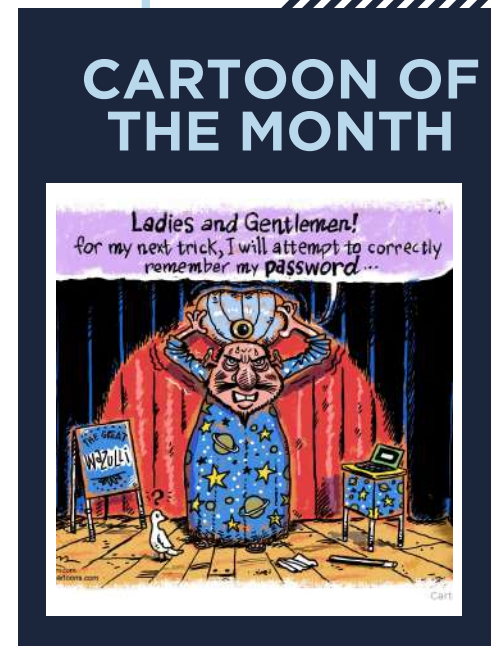
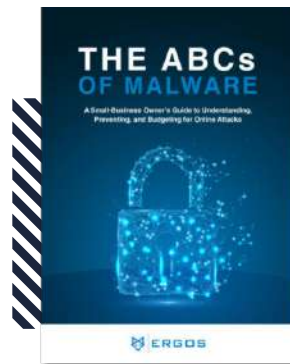
You don't need a computer science degree to steer clear of viruses - anyone can master the basics with the free ERGOS e-book now available on our website.

Software that alters, steals, or destroys the information your business depends on is a threat you can't afford to ignore. But keeping it out of your office is much harder than it used to be.

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START JANUARY WITH A CHAMPION'S VISION:

Emmitt Smith's Humble Advice For Success

After 15 seasons in the NFL, and holding the record for leading rusher, Emmitt Smith won season three of the hit show *Strictly Dancing* and today is a successful real-estate entrepreneur. Though his accomplishments may feel like the stuff of dreams to us, his advice remains remarkably grounded.

January is often when we contemplate our goals and visions, whether in business or personal endeavours. By embracing Smith's advice, we can realize our own meaningful aspirations.

Hold Yourself Accountable

Smith has had many coaches, teammates and other entrepreneurs challenge him in his career, and they've played a critical role in holding him accountable both as an individual and as part of a team. "Who made the most mistakes and who did not? What marketing plan is working, which one is not, who's not communicating upstream or downstream? All these things are important to the level of success you're trying to get to," Smith explains.

Accountability helps you improve, especially if you surround yourself with people who are more experienced. "It's a beautiful thing to have wisdom... Some of your accountability partners have a little bit more experience than you do, so never

be afraid to ask and seek guidance and help."

You Do Not Become Successful By Yourself

It takes everybody to succeed in every organization; nobody can shoulder all the weight by themselves. The people who are not the most recognizable in the organization are often the ones who are doing a lot of the grunt work behind the scenes to make you look good.

"Success is there to be shared. Not reserved for just you. It's enjoyable when you have others to share it with," Smith says.

Be In It For The Process

People often ask Smith how he became an all-time leading rusher. "Well, you got to be consistent. So, you can't be missing work. There aren't any shortcuts in life," he says. Fulfilling a vision is about taking small steps consistently so actions become habits and habits become sustainable routines.

"At the end of the day, when you get done, you will look up and you will look back on your journey. And you will see the process. And the things you put in to become successful work out for your good."

Emmitt Smith

THE DIGITAL ART OF SAYING "THANK YOU"

In today's digitalized world, showing gratitude goes beyond a simple e-mail. Video messages, personalized with tools like Cameo, offer heartfelt thank-yous that resonate. E-gift cards tailored to recipients' interests or even digital badges or writing endorsements for employees on platforms like LinkedIn can make appreciation tangible.

Gamified employee recognition systems, like Reward Getaway, and gamified customer reward programs where clients earn points or badges for milestones, foster engagement and gratitude simultaneously. In our modern hybrid workforces, sometimes we can't say "thank you" in person, but by embracing the power of digital tools, we can reimagine our expressions of thanks in 2024, blending warmth with technology.



CLIENT SPOTLIGHT:

Orange Genie

Orange Genie is a service provider - handling payroll, admin, invoicing and cash collection to more than 8,000 contractors and freelancers nationwide. This volume processing requires robust, secure IT that can keep up.

"ERGOS are as close to being our own staff as possible - they understand what we do and how we do it."

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