

COMMUNICATION BREAKDOWN



HOW TO BOOST CUSTOMER SATISFACTION



TIGER & GARNET
T&G CONSULTING



Welcome!



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At Tiger & Garnet Consulting, we understand that true, sustainable growth comes from a harmonious blend of strategic business decisions and a thriving, engaged workforce. We specialize in helping organizations optimize their performance while recognizing the critical importance of corporate investment in work-life balance. Our approach goes beyond traditional consulting; we partner with you to cultivate a workplace culture where individuals can excel professionally and personally, ultimately leading to greater innovation, productivity, and long-term work-life balance for everyone.



Communication Breakdown

A communication breakdown occurs when a message is misinterpreted, obscured, or fails to connect entirely. This can lead to operational inefficiencies, such as delayed deliveries, budget overruns, and quality issues, as well as decreased employee morale and increased turnover rates.

In this guide, we will explore how to identify communication breakdowns, analyze their root causes, and implement strategies to foster clearer, more effective communication. You will learn actionable tools, such as healthy people-based management, improved project planning, and enhanced visualization.

By proactively addressing communication challenges, organizations can not only improve internal workflows but also strengthen client relationships, paving the way for sustainable growth and success.

Broken Pieces

→ **Customer Satisfaction**

Are customers taking longer to return your calls or emails? This is one of the first signs of dissatisfaction. This could be due to unsatisfactory products or services or mixed messages from your company.

→ **Deadlines/Deliverables**

Are deadlines continuously slipping? Has it been difficult to get deliverables on time and on budget? This could be due to conflicting direction, ineffective management, or lack of team cohesiveness.

→ **Product Quality**

Have you received feedback that product quality is waning even though you have your best people on the team? This could be due to missing team key team roles, faulty expectations, or unclear direction.

→ **Employee Morale**

Are the number of sick days taken by your team on the rise (and it is not flu season)? Is your team getting short with you? These are indicators that morale may be suffering. This could be due to unhappy customers, conflicting expectations, or mixed messaging.



Take A Look

EXPECTATIONS

Expectations are on many different levels - corporate, management, project, and task. It is not a good idea to inject corporate expectations at the task level. This work is very granular and corporate expectations will not translate. Further, it is not needed at this level.

DIRECTION

Clear direction is critical to success. However, direction from too many sources is a recipe for disaster as they can be conflicting. For example, corporate has future roadmap details. If they apply this to the project level, the project may get thrown off target.

MESSAGING

Without a clear messaging policy, there can be conflicting messaging. For example, if corporate has decided to go in an opposite direction starting next quarter and that message gets out in the current quarter, it can have a disastrous impact.

COMMUNICATION

A clear and consistent communication policy must be in place and active to achieve success. If it is not, miscommunication is guaranteed (both internal and external), employee frustrations will rise, and customer satisfaction will suffer.

Gather Tools

MANAGEMENT

Management sets the tone for the company. If there are infighting and power struggles within management, this will flow through to all levels of the organization. It is important to regularly monitor and adjust. A great way to do this is with continuing education courses.

DELEGATION

Delegation is a necessary management tool. The key is to assign a task or project and have confidence in your team's ability to handle it effectively. Encourage autonomy and trust in your team's ability to perform tasks independently while providing regular updates.

MISSING MEMBERS

A full team enhances the quality of any project or service. Understand what is needed and make sure you have enlisted the most knowledgeable and best qualified team members. For example, you would not want a star football player in an all star golf tournament project.

TEAM COHESION

There is always more than one person who can perform a task. However, care should be taken to stick with the same team members throughout the project. Even one day with a substitute team member could impact the project and sacrifice quality and satisfaction.

Create Better



→ Complete Team

- All Positions Filled
- Expert Knowledge
- Understands Role
- Has Availability

→ Management Delegation

- Delegate Project/Tasks
- Allow Autonomy
- Secure Report Protocol
- Do Not Micromanage

→ Direction

- Clear Expectations
- Tight Specifications
- Consistent Messaging
- Clear Communication

→ Trust

- Team Members
- Existing Processes
- Project Creation
- Service Implementation



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