



# **Work Less But Achieve More Growth**

Reimagining Business, Redefining Growth



Getting customers consistently and continuously is only the first step, it means nothing if your business is unable to fulfill their orders or satisfy their expectations. Once you get your strategy right, scaling your business up to achieve your growth goals is all about your business systems and your staff. Well-trained and motivated staff running well-designed and efficient business systems will allow you to work less and worry less but grow more and gain more.

In this Nebulex guide, we will discuss 2 key ideas on how to work less but achieve more growth:

- **Identifying the roadblocks** that are causing hiccups in your business operations and slowing down your business growth
- **Designing business systems** to upgrade your business capabilities, automate your business processes and delegate your business tasks effectively



## **Problems With Growth: Working Harder Is Not The Solution, Working Smarter Is**

**1**

**Problem #1:**  
Having more customer enquiries but not enough capacity to answer all of them

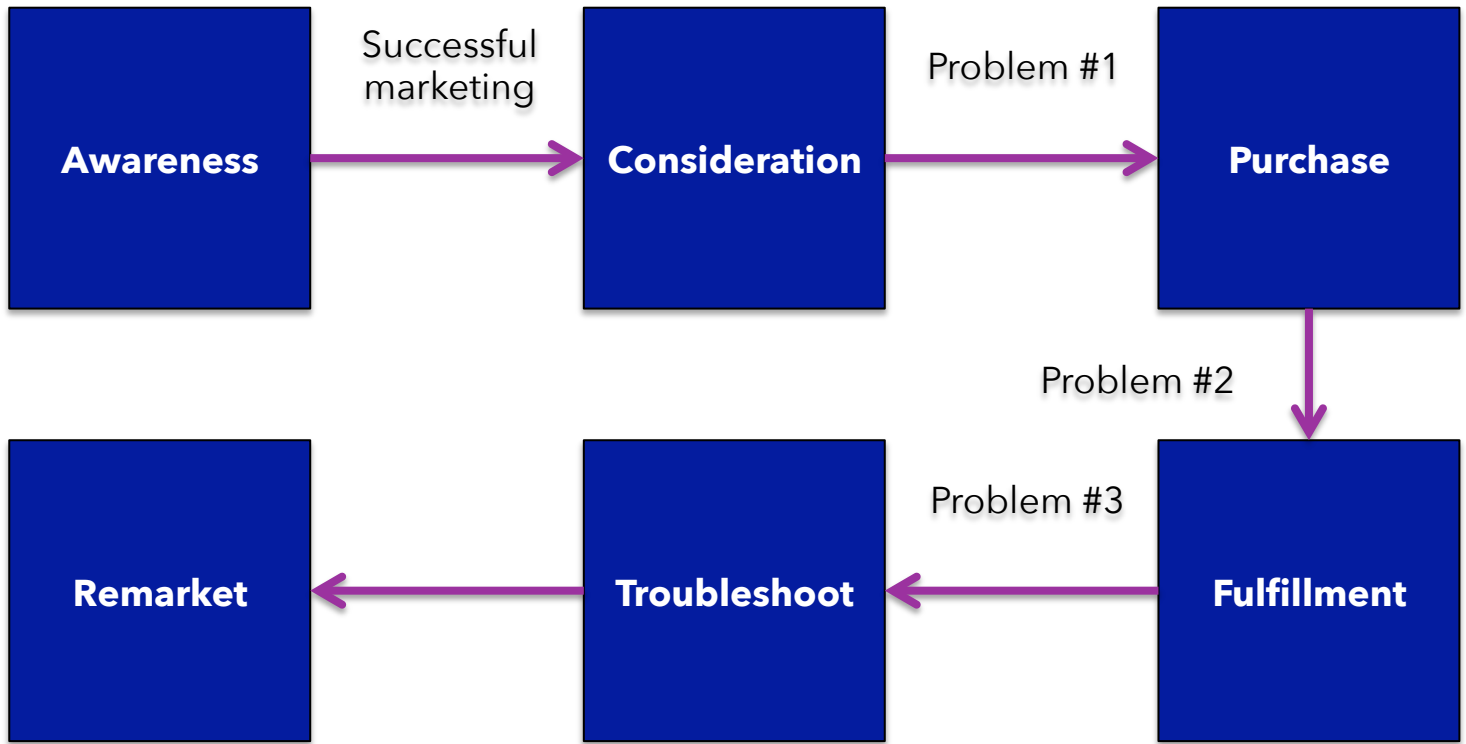
**2**

**Problem #2:**  
Having more customer purchases but not enough capacity to complete all of them

**3**

**Problem #3:**  
Having more customer complaints but not enough capacity to handle all of them

## Your Customer Journey



### **Problem #1: Having more customer enquiries but not enough capacity to answer all of them**

**Reason:** Your marketing is successful but you are unable to cope with the questions that customers have before they decide to purchase. The consequence is that impatient customers who do not feel confident to buy will either not buy or buy from someone else. **Your marketing dollars have been wasted.**

**Example:** You have marketed your fashion website successfully and received many enquiries on sizes, colours, washing instructions, delivery, how to pay, refund policy and such. You work longer and harder checking stock availability, raising invoices and other operational tasks. Some customers did not get their replies on time or at all and lost interest. **This is a conversion leakage issue.**

**Solution:** Reduce the number of questions you have to answer by setting up your website with user-friendly interface and automated functions. You will need structured data and software integration (chat bots, payment gateway, and others) for this to work. **But be ready to take over when a human touch is needed.**

### **Problem #2: Having more customer purchases but not enough capacity to complete all of them**

**Reason:** Your sales is successful but you are unable to cope with the delivery of goods and services. The consequence is that anxious customers who do not receive what they paid for will become increasingly irate awaiting fulfillment. **Your customer relationships will be damaged.**

**Example:** You have sold your interior design packages successfully and need to deliver projects involving a variety of carpentry, masonry, ceramic, electrical and other works. You hire more contract workers and your people rush to meet project deadlines. Some customers did not get their renovation completed on time or to their expectations and get angry. **This is a fulfillment failure issue.**

**Solution:** Enhance project management and workflow arrangement to minimize waiting delays between processes. You need centralized information distribution, stratified decision calls and decentralized shadow training for this to work. **But always include contingency planning in process optimization.**

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### **Problem #3: Having more customer complaints but not enough capacity to handle all of them**

**Reason:** Your fulfillment is successful but you are unable to cope with the after-sales service. The consequence is that unhappy customers who do not get their troubles fixed will start filing complaints or requesting refunds. **Your business reputation and profitability will be greatly affected.**

**Example:** You have installed your overhead cranes successfully and need to troubleshoot a variety of issues such as defective mechanical parts, electrical overloading, software malfunction and others. You make losses replacing parts and servicing the equipment. Some customers did not get their issues fully resolved and have a bad impression of your business. **This is a defects liability issue.**

**Solution:** Improve product design or shortlisting and troubleshooting capabilities. You need reliable and knowledgeable suppliers and after-sales service partners or personnel. **But take care of the customer state of mind too not just the defect.**



## **The Key Essentials To Working Smarter And Achieving More Growth**

**1**

**UPGRADE**

**2**

**AUTOMATE**

**3**

**DELEGATE**

**Growth is about increasing output faster than input. You have to upgrade your capabilities, automate your processes, and delegate your tasks to achieve that.**

### **1. UPGRADE**

**UPGRADE CAPACITY:** The most straightforward way of adding more units of resources - increase marketing budget, product range, factors of production, distribution points and staff. This is not the most effective method and will lead to diminishing marginal returns if not managed properly.

**UPGRADE QUALITY:** A more complex approach but more effective when done right - improve marketing material and tactics, product quality and functions, production equipment and tools, distribution planning and techniques, and staff expertise and morale. This is slower to develop but yield greater long-term results.

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### **2. AUTOMATE**

**AUTOMATE ENGAGEMENT:** Reduce the time and resources needed for non-essential engagement with customers - use digital marketing (such as SEO, CRM and SMM) to reach and acquire customers, use data analytics to understand customer behaviour and preferences or use chat bots or electronic kiosks to communicate or transact with customers.

**AUTOMATE PROCESSES:** Reduce the time and resources needed to produce goods and services. Example systems and tools include enterprise resource planning (for administrative or operational planning), computer-aided design software (for product or systems design), mechanization (for production), systems integration (for information transfer), robot pickers (for inventory management) and others.

### 3. DELEGATE

**DELEGATE DOWNWARDS:** When your business encounters decisional bottlenecks due to a particular staff or department, adequate training will need to be prepared for certain decisional powers to be delegated downwards to improve the overall efficiency of the business. You will need clear operational and decisional guidelines, structured classroom or on-the-job hard and soft skills training, fail-safe or contingency mechanisms, and effective information communication systems.

**DELEGATE OUTWARDS:** When your business requires capabilities that are highly specific but costly to develop, you will need to look outwards to supplement the shortfall. You will need good understanding of the topic, level-headed evaluation of suppliers, and clear scopes of work to integrate the external work with your business.

## Try It Yourself: Plan Your Own Growth

Knowing what are the roadblocks that are slowing down your business growth is the crucial first step. The next step is to identify the right solutions in order to work less but achieve more growth. **Try to design your own growth plan with the template next page.**



## Example:

Growth Challenge	Growth Solution
<b>Problem #1: Having more customer enquiries but not enough capacity to answer all of them</b>	
<ul style="list-style-type: none"> <li>- Customers feel that the price is too high</li> <li>- Employees are unable to give satisfactory answers</li> </ul>	<ul style="list-style-type: none"> <li>- Improve product value proposition and salesmanship (<b>upgrade</b>)</li> <li>- Set engagement guidelines and decentralize decision powers (<b>delegate</b>)</li> </ul>
<b>Problem #2: Having more customer purchases but not enough capacity to complete all of them</b>	
<ul style="list-style-type: none"> <li>- Supplier unable to meet lead times and caused delays</li> <li>- Too many deliveries to handle but not enough time</li> </ul>	<ul style="list-style-type: none"> <li>- Diversify supply source and redesign supply chain (<b>automate, delegate</b>)</li> <li>- Enhance distribution capacity and efficiency (<b>upgrade, automate, delegate</b>)</li> </ul>
<b>Problem #3: Having more customer complaints but not enough capacity to handle all of them</b>	
<ul style="list-style-type: none"> <li>- Product defects led to many customer complaints</li> <li>- Employees are unable to rectify problems for customers</li> </ul>	<ul style="list-style-type: none"> <li>- Expand servicing capabilities and reconsider supply source (<b>upgrade, delegate</b>)</li> <li>- Train employees holistically on troubleshooting and complaint handling (<b>upgrade, delegate</b>)</li> </ul>

## Try it yourself:

Growth Challenge	Growth Solution
<b>Problem #1: Having more customer enquiries but not enough capacity to answer all of them</b>	
<b>Problem #2: Having more customer purchases but not enough capacity to complete all of them</b>	
<b>Problem #3: Having more customer complaints but not enough capacity to handle all of them</b>	

**Send us your plan! Draw it on paper or use the attached worksheet - we will be happy to give complimentary advice to enhance your plan so you can get greater results!**



**Nebulex Consulting Will Help You Work Less  
But Achieve More Growth**



**We will help you  
build the most  
effective business  
systems**



**We will help you  
with automating  
your key business  
processes**



**We will help you  
develop a strong  
and motivated  
team**



**We will help you  
work less but  
achieve more  
growth**



# **Don't Just Run Your Business, Grow It!**

Talk To Us To Learn How We Can Grow Your Business  
Better And Faster Together!

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