

Quality, Responsiveness, and Your Bottom Line

If there were just one element that you had to choose to be the most important business element, what would that element be? There are many appropriate answers to the question, and the element of quality in business cannot be underrated.

Any business that achieves a degree of success clearly has a handle on quality – whether it be a service business or a retailer. If a business is to succeed over the long term, quality is an element that simply can't be overlooked.

How many times in your own life have you seen the quality of a product or service degrade to the point where you had to choose another to replace it? Did you speak up to the owner of the business, a customer service department, or a quality control division about the loss of quality, or did you simply move on to another choice?

Very often, as consumers, we'll simply move on, because it is the businesses responsibility to oversee quality control – not the consumer's responsibility to monitor it and give feedback. It pays to remember that this is how most consumers react when dealing with your own businesses' quality in products or services.

If you do detect a decrease in quality of products or services within your business, what steps can you take to rectify the situation? This is a perfect time to discuss responsiveness in business, and how being flexible and responsive can positively affect your bottom line.

Responsiveness

A discussion about responsiveness is a natural follow up to a discussion on quality. The ability to be responsive in your business will enable you to anticipate the changing wants and needs of your customers and clients and respond appropriately.

Not only can and will your customers wants and needs change, but the market segment your business occupies will constantly be changing as well. Being able to

review and change up your business model to accommodate market flux is simply smart business. Being rigid and stuck in one business model will cause harm to your business in the form of stunted growth, and a reduction in profits.

Being responsive allows you as a business owner to accept feedback from customers and clients, and integrate that feedback into future business plans. Being flexible with your business plan allows you to satisfy the changing needs of your customers as well as the always-changing market.