



EXPERT INSIGHTS

Reports on Payroll Outsourcing
& Customer Support



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Businesses Find Payroll Outsourcing More Important Than Ever

The advantages of payroll outsourcing are more appealing than ever, judging by the number of businesses that now rely on an outside service. Paychex and ADP – the two largest national providers – are currently the choice of more than a million businesses, a total that has doubled in the last decade. The majority of their clients are companies with less than two dozen employees.

While outsourcing allows more time for concentrating on the moneymaking aspects of a business, freedom from compliance issues, safety, convenience, cost savings, and other factors are frequently mentioned by business owners as benefits.

However, payroll of a decade ago is not today's payroll. Larger providers have raised the bar with more product features, extensive support, performance insurance, and redundant processing (for example, following the Gulf Coast hurricanes, national providers helped clients stay in business by processing and delivering payrolls from unaffected areas). Selecting a national supplier with highly integrated payroll handling capabilities is of growing importance because payroll is increasingly linked to a number of other HR tasks.

- It is key to the management of workers' compensation and state unemployment insurance (SUI) costs.

- It is a vital step in collecting and remitting accurate health and dental insurance premiums.
- It is fundamental to the smooth administration of a company's retirement and section 125 plans.

This means as a business owner you have three basic choices. Select a desktop or online software solution with limited support and expansion capabilities, and arrange for services like 401(k) and insurance piecemeal. Go with a local vendor who will supply payroll and perhaps some limited third-party services, while you source others separately. Or, pick a single-source company like Paychex and receive a comprehensive solution far beyond just payroll. Your goal should be in line with other essential business decisions: define your needs and select answers that will best meet those needs . . . both now and in the future.

To read the full report, go to www.expert-insights.com/paychex.asp



Paychex, Inc. (NASDAQ:PAYX) is a leading provider of payroll, human resource, and benefits outsourcing solutions for small- to medium-sized businesses. The company offers comprehensive payroll services, including payroll processing, payroll tax administration, and employee pay services. Human resource services include 401(k) plan recordkeeping, workers' compensation administration, section 125 plans, time and attendance solutions, and other administrative services for business. Paychex has more than 100 offices and over 543,000 payroll clients nationwide. For more information about Paychex, visit www.paychex.com.

New Economy Web and Voice Tools Improve Customer Experience, Sales

It's no secret that customer service is a key challenge for companies doing business online. Now, new tools that marry Web and voice technologies can improve how your business connects with customers and increase the sales effectiveness of your Web site. Until recently, these technologies came with large price tags and lengthy contract commitments. But that's changing – and your business is the beneficiary.

The Internet is where most customers first go for product and service information. These days it's all about making your Web site more customer-centric. Therefore, the ability to solve sales issues and provide customer support through a live sales agent is a mission-critical initiative, not just an added feature.

Web-initiated "click-and-connect" technology now makes it easy to install a Sales Agent or Customer Service button on Web pages so customers can do business with you by phone – easily and conveniently. When customers click the button, they are instantly connected - via their regular home, office or mobile phone - with the customer service or sales agent. This level of access increases sales conversion rates and reduces shopping-cart abandonment.

The benefits of Web-initiated calling also extend beyond Web sites. For marketing and sales executives, public relations practitioners, and other professionals, adding a click-and-connect button to outbound emails improves response rates. In addition to

live phone leads, Web-initiated calling delivers robust online marketing analytics that enable advertisers to track the effectiveness of campaigns in real-time.



Click-and-connect technology requires no up-front cost and it's easy to install: simply set up an account online and paste HTML code into a Web site or email signature. You pay pennies per minute for calls. And the return on investment is almost immediate.

The more you improve the customer experience, the more you'll improve sales. Now all businesses can take advantage of Web-initiated phone technology and reap the rewards. Just click. . . and connect.

To read the full report, go to www.expert-insights.com/jaduka.asp



Jaduka provides tools and technology that empower businesses to acquire and retain customers. The company's Web-integrated telecommunications services enable customers and online community members to simply click a button to conveniently talk on the phone or privately exchange information. Dallas, Texas • Tel: 800.880.5910 • www.Jaduka.com.



EXPERT INSIGHTS

Reports on Sales Training & Customer Relationship Management



To read full reports and related information, go to the links listed below or visit www.expert-insights.com

SMART Sales Training Creates Competitive Advantage & Measurable Results

Traditional sales training consists of off-the-shelf programs that teach sales skills. Once training is complete, however, sales people typically go back to business as usual with little impact on sales. SMART Sales Training on the other hand assembles proven best sales practices into processes that are customized to the specific company. Sales training is then used for the installation and mastery of those sales processes. SMART Sales Training establishes clear competitive advantage and results.

SMART Sales Training establishes training as a strategic initiative with three phases.

Phase 1: Position the Initiative - Phase 1 is a diagnostic of the current sales system to assess the completeness and effectiveness of current practices. The

current system is also benchmarked against "best in class" sales systems. These assessments determine the gaps in the current system. A competitive analysis is also conducted to identify the differentiators and ascertain how to win competitive sales. These best practices are assembled into core sales processes from which the SMART Sales training program is developed.

Phase 2: Sales Training - Phase 2 positions the training as the installation and mastery of core sales processes. Managers are trained first so they can help train and coach their sales teams. Prior to training, sales people and managers select their top sales opportunities to work with during training. Participants are tested at the conclusion of the training on their knowledge and application levels of the processes. Results

from testing are used by managers for further training and coaching. The best applications from the training are used as models for sales mastery.

Phase 3: Sales Mastery - During Phase 3 managers are trained on "Managing & Institutionalizing the SMART Sales System". Managers conduct a diagnostic of each sales person's skill level. A series of "Sales Mastery" sessions is then conducted focusing on the high priority areas from the diagnostics. As sales people progress toward mastery, each achievement level is linked directly to improved sales results.

SMART Sales Training Results - SMART Sales training results are measurable with a significant increase in the win rate for sales opportunities worked on during and following the training. SMART Sales Training also results in: shorter sales cycles, increased account penetration and improved customer satisfaction which are measurable.

To read the full report, go to www.expert-insights.com/asi.asp



Advanced Sales Institute, Inc. (ASI) helps clients achieve record sales and profits while improving customer satisfaction. ASI provides sales, marketing and strategic planning services and training programs to companies with B to B sales. Each program is customized to address clients' specific sales environment and unique challenges. ASI programs focus on the client's most important accounts and sales opportunities which creates immediate results. ASI professionals are all highly successful in sales and executive management resulting in immediate rapport with management and salespeople. 770-992-0881 • www.advancedsalesinstitute.com

You've Bet on CRM: Now, Improve Your Odds for Success

Many companies have placed bets on Customer Relationship Management (CRM), investing thousands or even millions on new initiatives. With the anticipated benefits that CRM brings, there is no wonder why. The benefits to be realized by the effective implementation of CRM include:

- Increased revenue and profitability
- Improved customer and employee satisfaction and loyalty
- Increased operational efficiencies

Why then, do studies show that between 55% and 75% of all CRM initiatives fail to meet objectives? While companies are "sold on" the promises of CRM, there are many aspects of CRM initiatives

that must be addressed to ensure the anticipated return on investment (ROI) is achieved.

Once the fanfare fades away, contracts have been signed and the outpouring of cash begins, firms are often shocked with the realities of what CRM initiatives entail and the challenges that need to be overcome. Sound familiar? Too often, CRM is thought of as software, without considering process or people – both the employees and the customers – in the design. These challenges are not insurmountable, however. If there is awareness of these going from the start, the organization can be poised to address the common challenges head-on versus reacting to them as they materialize during the course of project execution.

Several of the key challenges that must be addressed up front include:

- Project sponsorship – Is CRM an IT or business project?
- Which organization (Sales, Marketing, or Service) goes first, and why?
- How to drive sales force adoption?
- Resisting the allure of technology as the "end-all"
- Avoiding overly aggressive timelines

After gaining executive sponsorship and buy-in, it is important to promote awareness and set expectations with regards to the realities of CRM initiatives. Once these realities are internalized, the organization can clearly outline the strategies necessary to mitigate the risk of these items impacting the project timeline, budget and outcome (ROI).

To read the full report, go to www.expert-insights.com/custcentricity.asp



Customer Centricity, Inc. is a business consulting firm that works with companies to maximize their CRM investment. By engaging seasoned professionals with numerous years of experience across multiple industries and vendor solutions, your odds of CRM success are greatly improved. In addition, with no ties to ANY CRM vendor, we can ensure that you leverage the best possible solution -- for you! To learn more about how we can help you jump start, or recover, your CRM initiative, contact Craig Bailey, President, 603-491-7948, craig@customercentricity.biz or visit them online at: www.customercentricity.biz.