RIT COMPANY.com

1600 W. Lake Street, Suite 103B #178
Addison, IL 60101

RIT COMPANY.com

Reliable Information Technology
Computer, Network, VOIP, and Backup that Works!

Inside This Issue

Give Your Customers Something To Talk About

3 Tips To Improve The Customer Experience

Every business leader wants to create an ideal environment and experience for their customers. More customers means more referrals, which often equals more sales and higher profits. Figuring out how to go the extra mile for your customers can be difficult at times, especially when you're working with someone who is unhappy. Luckily, there are a few strategies you can implement to help improve the customer experience at your business.

See the situation from the customer's point of view. It's your business, and you know how it operates, but that doesn't mean you know everything about every situation or can disregard your customers' concerns. Think about it from their perspective before you respond in a manner that could reflect negatively on you and the business. If you wouldn't want another business owner or manager to say it to you, don't say it to your customers.

Give your customers the attention they deserve. Your customers won't like being passed off to other associates or being treated disrespectfully. Give them your full, undivided attention, and take what they say

seriously. If you find this difficult, pretend you're talking to a relative, boss or someone else you hold in high regard.

Don't be afraid to ask for feedback. Sometimes, your customers won't tell you when you're doing something they don't like. Send out surveys or directly ask your customers for feedback. You'll be surprised by what they say and may even discover a few ways to improve your business.

ARE YOU USING AI TO GENERATE COPY? PROCEED WITH CAUTION!

During the last year, we have seen artificial intelligence appear nearly everywhere. One particular AI tool that has taken the world by storm is ChatGPT. ChatGPT and other language-processing tools can be incredibly

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The Mom Test
By Rob Fitzpatrick

When you develop a business idea you believe is good, you want to get feedback from others to ensure it's worth pursuing. Most people will tell you they like it, love it or hate it, but how do you know they're being honest in their response? Rob Fitzpatrick's *The Mom Test* has you covered. This book will teach you how to frame your questions to get honest, intelligent and relevant answers to questions about your product, business and ideas from anyone, including customers. If you're looking for practical advice to grow your business or get your start-up off the ground, look no further than *The Mom Test*.

Prepare Your Kids For A Successful School Year

Tech Tips To Maximize Learning Potential

August 2023

This monthly publication provided courtesy of Sid Rothenberg.

We have a simple mission:

To provide the most appropriate, reliable and durable technology solutions to meet our customers' needs and exceed their expectations. We listen closely to our clients and never use a one-size-fits-all approach or recommend unnecessary or flashy upgrades.

Back-to-school season has finally arrived, and it won't be long before our kids are back in the classroom, learning all sorts of different subjects. Although it's an exciting time for our kids, this transition back to school is often difficult. Many of them enjoy summer more than any other time of year because they get more freedom to participate in their favorite activities. When school starts, they have additional responsibilities to keep up with to ensure future success.

As a parent, you play a vital role in your child's success, and there are some tech strategies you can use to help give them an advantage. Whether we like it or not, technology plays a part in our children's education and lives, so it's in our best interests to get familiar with

the tech our kids use regularly and create guidelines to ensure they stay on task.

We've gathered some of our favorite back-to-school tech tips to help you prepare your children for a successful school year.

Protect Their Devices.
If your children have a smartphone, tablet or computer, they will likely use the Internet and visit various websites. Some of these websites may be unsecured and could download malware or a virus to their device, which can cause even bigger problems down the road. The device will likely stop working as efficiently as it should, and your family's personal

information may become compromised. It's imperative that you download some type of antivirus or security software. Most web browsers offer free security features, but you can also buy enhanced security plans if you want extra protection.

You should also look into restricting certain websites and apps on your network and your children's personal devices. You don't want them to stumble upon a website that's not age-appropriate or is unsecured.

Set Rules Around Screen Use.
Many experts agree that children ages 5 to 17 should not be on a screen for more than two hours per day. Screen overuse can lead

to mental and physical health problems that could hinder your child's development. That being said, the American Academy of Child and Adolescent Psychiatry reports that, on average, children ages 8 to 12 in the United States spend four to six hours a day watching or using screens, and teens spend up to nine hours.

As the parent, it's your responsibility to enforce guidelines around screen time usage. While you might have been a little more lenient during the summer months, now is the time to set ground rules. Give them a certain amount of time they're allowed to use their devices for personal use, and make it so they can only use the screens in public areas of the house,

not a bedroom. That way, you can monitor what they're doing and how long they use their devices. Keep in mind that you will have to follow these guidelines to a similar extent, or else your child will find your rules unfair.

Back Up Their Data And Update Software.
Your child likely has a lot of important information and documents on their laptop or personal computer. Make sure you're regularly backing up their data so they don't lose it if something happens to the hardware. It's also a good idea to store and save everything to a cloud storage service so they can access their homework and other important files from other devices.

Finally, check their devices to see if any software needs to be updated. Companies are constantly releasing updates to their software to plug any cyber security holes and ensure it runs to the best of its ability. Keeping your devices up-to-date will offer additional security and allow them to run faster.

Your children are probably very excited about the start of the school year. Help make this year is one to remember and set them on the path to success by implementing some of the above tech tips!

> "The American Academy of Child and Adolescent Psychiatry reports that, on average, children ages 8 to 12 in the United States spend four to six hours a day watching or using screens, and teens spend up to nine hours."

Help Us Out And We'll Give You A Brand-New Kindle Fire For Your Trouble

We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special "refer a friend" event during the month of August.

Simply refer any company with 10 or more computers to our office to receive a FREE computer network assessment (a $397 value). Once we've completed our initial appointment with your referral, we'll rush YOU a free Kindle Fire of your choice as a thank-you (or donate $100 to your favorite charity ... your choice!).

Simply call us at **847-348-3381** with your referral's name and contact information today!

Cartoon Of The Month

"Son, there are three things I want you to never forget ... never give up on a dream ... marry for love ... and use 8-digit complex passwords!"

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beneficial when used correctly, but too many business leaders are making common mistakes with these tools that are hurting their businesses. Here are some things to keep in mind if you're using AI to write articles for your blog and other marketing materials.

It's not always accurate. Most of these tools are just pumping out information programmed into their databases. This can result in inaccurate information. Always double-check the statistics and information provided to ensure everything is factually correct.

It's not personal. Most people don't want to read articles that weren't written by humans because they're generic. If you're using AI to write for you, go back through it after it's done and add your personal flair to the writing.

It won't be creative. These tools work by scanning through the Internet to provide you with the requested information. They can't produce unique and imaginative thoughts; they can only regurgitate what other people have already written.

Get Comfortable With Change
And Your Business Will Benefit

As your business grows, you'll experience new situations, need to hire additional staff and possibly experiment with new products. If you don't adapt to these inevitable changes, your business will quickly fall behind the competition.

There are two changes every business leader will face at some point as their business grows. The first is communication, as you'll have to learn how to communicate with various vendors, customers and new hires.

You'll also notice a change in your responsibilities. As your business gets bigger, it will become more difficult to handle all major responsibilities independently, meaning you'll need to delegate.

Adapting to these changes quickly will give your business an even better chance at further success.

The Secret To Motivating Your Employees?
Look At Your Management Systems

"How do I motivate employees?"

Academics and managers have pondered this question since the dawn of the study of management. After advising thousands of successful and unsuccessful leaders for nearly 30 years and analyzing their performance, I have observed a pattern that stands out.

Great leaders don't ask this question. First, the term "employee" sounds condescending and patriarchal, so great leaders call their coworkers "colleagues," "associates" or "teammates." Second, great leaders see management systems as the prime movers of colleague behavior and the resulting outcomes. They don't place the blame on "employee motivation." Below-average managers wonder how to motivate employees, and they are achieving below-average results typically due to one or more management system failures.

What brings managers to wonder how to motivate employees typically follows a breakdown in hiring systems, clarity of expectations or rewards/results alignment. Let me illustrate with an example first. Let's say Pat is an employee at a company that sells and installs solar panels on houses. The average employee sells and installs solar panels on three homes per week. But Pat is only completing one house per week. Why?

First, Pat doesn't like to talk with people but instead prefers to use tools and complete installation projects. Second, it's unclear whether Pat is expected to sell or not. Third,

Pat recognizes that the company's fixed salary pays the same no matter how many houses are completed in a week. Wise leaders can immediately see Pat doesn't have a motivation problem. In contrast, the manager has a management problem that can be fixed in three easy steps.

Hire Right: Poor hiring systems lead to hiring someone like Pat (who doesn't like talking to people) for a job that requires selling. Perhaps Pat would be a star performer if the job were designed to focus just on installations and not on selling.

Clarify Expectations: Is Pat supposed to sell or just install? This sounds like a ridiculous question, but many large and small organizations have poorly defined job expectations that result in a diffusion of energy by colleagues. A clear set of measurable outcomes, with results reviewed frequently, is an antidote to unclear expectations.

Align Rewards To Results: If it is more valuable to an organization for a colleague to deliver higher output, then it only makes sense for the organization to reward the person accordingly, if not proportionally. Attempts to "push" employees to deliver greater output without any increase in rewards they can expect is disrespectful and illogical.

If you're a manager wondering how to motivate your team, start by looking at your management systems. They could be causing your lack of morale.

Dr. Geoff Smart is chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times bestsellers. He stays active in his community and has advised many government officials.