

# Turbocharging Toward Greatness

## You're Turbocharging Toward Greatness

For many businesses across the country, the good times have returned. After all, the economy is growing, and that's positive news not only for you but for your customers and clients. As they do better, so do you. So, to the relief of many, the question for a growing number of enterprises across the country is no longer whether business is good. Instead, the question is whether good is good enough.

The answer is no.

Good is not good enough when your business could be great. Good is not good enough when your competition doesn't think good is good enough. Good is not good enough when great is achievable. But the truth is, great doesn't just happen. You have to make it happen.

That's where we come in.

We know how to analyze your current state of operations, to look at it from all sides – from inside out, outside in, from a customer's perspective, from a supplier's perspective, from a vendor's perspective, even from your employees' perspective. We know what to do with that information, what it means, what it doesn't mean, how to prioritize it, how to translate it into a strategy for growth. Most importantly, we know how to turn that strategy into action that will make a real, lasting and beneficial difference for you.

Moving from good to great requires partnering with a team that's not only done it before, but that's done it successfully. It requires a team that offers the full gamut of services that can actually take a company from good to great. And it requires a team that understands not only how each of those services works to improve your business, but how they can work together, like pieces of a puzzle, to turbocharge your business into the future.

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## Welcome to your future.

Since 1978, when RDI Corp. was founded, we've been honing our services, learning what works for our customers. Detecting pain points while amping up passion points. Recognizing bottlenecks while seeing a new path forward. Identifying barriers while lowering risks. And creating greater value all around.

Today we're a family of four businesses whose expertise spans what it takes to create ongoing success for businesses like yours:

- Strategy Intelligence Research Services (SIRS) – market research and strategy
- RDI/A – digital design and development
- RDI Intuitive Technology – IT support services
- RDI Connect – call center development and administration

While each of the four has its own expertise, because they are part of the RDI family, their efforts can be integrated seamlessly to deliver powerful results. It's this unique integration of dynamic products, technologies, services and behaviors that have benefitted our clients. We take an MBA approach to our work that combines proven strategy with an exceptional track record for winning.



To set this combination of forces in motion, we've identified seven ways we can partner with businesses like yours that want to grow from good to great.

- 1. We make your business our business.** In other words, we learn your business as well as, and maybe even better than, you know it yourself. We listen to you. We hear you. We question you. We want to know what you think, why you think it and how that thinking has resulted in your current state of success (as well as that gnawing feeling you could be doing better).

Active listening allows us to recognize the things that are working and identify and analyze the things that aren't – or aren't working to their fullest advantage. We realize what could be optimized. Maximized. Even resized for a better fit. We look at what information you have about your customers and what information you lack. We assess your digital assets and how well your technology is working for you or, importantly, how it's slowing you down. We identify problems you didn't even know you had, and determine how to prevent future problems from arising.

In the end, we pull it all together into a no-holds-bar evaluation of your business. From there we identify opportunities you're missing and obstacles to achieving them.

And then ...

**2. We develop a fast-paced, comprehensive set of solutions.** Notice that word "set"? It's the operative word. Because there is no one solution, but always a suite of solutions that work in harmony with one another, that are tailored to your particular set of circumstances. They feed off one another. They support and drive one another. They lift all boats.

After all, having cutting-edge digital assets but a call center and customer service strategy stuck in 2004 isn't doing you – or your customers – any good. While we can improve any one of your services, assets, technologies, processes or gaps in knowledge, and that would improve your business in some ways, it will also only serve to make other areas seem less efficient, less successful, less unified.

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***There is never just one solution that's right for everyone, but always a suite of solutions that work in harmony with one another, that are tailored to your particular set of circumstances. They feed off one another. They support and drive one another. They lift all boats.***

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To truly turbocharge your business, we believe you need complementary transformation. Comprehensive, prescriptive, innovative across-the-board steps that when taken together are like a one-two punch. That doesn't mean you need to take advantage of every one of our offerings (your call center may be very 2016, after all), but we'll know which areas you do need help in, where there is room for improvement, and we'll include those in your custom-designed plan of turbocharged attack.

Once we know what needs to be done ...

**3. We define metrics for success.** The whole point of turbocharging your business is to succeed. So together with you we identify what success looks like. (More revenue? Expanded workforce? Happier workforce? Fewer customer complaints? Faster digital experiences? More entertaining digital experiences? Better insight into customer desires? Better scores on the alphabet soup of metrics, like CSAT, NPS and CES?).

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***We believe that our customers can't be more successful than ever if they don't have a baseline from which to work and metrics that tell a meaningful story.***

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Milestones are great – and reason to celebrate. But we pay just as much attention, if not more, to indicators that suggest we need to rethink what we're doing (sometimes to turbocharge you need to turbochange).

In other words, we don't wait around till the end or some random point along the way to learn if our strategy and efforts are working. We monitor constantly to enable us to retool in real time. You and us? We're in this race together. Failure is not an option. So we collect data, we share data, we analyze data. We want to know what's going on every minute.

We believe that our customers can't be more successful than ever if they don't have a baseline from which to work and metrics that tell a meaningful story.

Before we can measure anything, however...

**4. We get to work.** We implement that set of solutions we identified in step 2. Some are launched concurrently, some on parallel tracks, some may be phased in. Some may start and stop as needed. Each set of solutions is tailor designed, tailor created and tailor implemented to meet your unique set of circumstances.

This step is probably the most complicated (and exciting) but there's just less to say about it right now. It's where it all starts. It's where the action is. It's where change begins to happen.

It's where turbocharging becomes real.

Now that we've begun...

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***It is not only possible but absolutely doable to take a good business and make it a great one. We think big and act broadly because turbocharging your business is serious stuff.***

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**5. We help you understand what's happening – and why.**

Turbocharging your business is by its very nature a collaborative effort. We're used to it, of course, but you may not be used to the fast pace of change and to how that change will impact you and your business. It may be that in the past you've introduced new processes or services, or tinkered with the ones you already have. But implementing a set of solutions that work in concert with one another to accelerate and change your business is a whole other thing.

It can be exhilarating, but it can also be nerve wracking, yet thrilling, though perplexing, and even all of those things at once. We call it turbocharging for a reason.

Once we're in the midst of it all...

**6. We measure, measure and then, for good measure, we measure some more.** All those metrics we defined earlier? We started with them the minute we implemented the very first change. We use them not only to keep track of what is going on, and how well, but to know whether we are optimizing the optimizeable, maximizing the maximizeable and resizing the resizeable (see step 1). Best-case scenario? When an

improvement over here makes it possible to optimize something over there you never even thought possible.

And while this is certainly no time to relax, here's something we always like to remind our clients (and we hope you're always reminding yours) ...

**7. We are on your side.** Our team is your team. We are partners with you. Our success is defined solely by your success. We put our skills, know-how and expertise to work for you.

Now, to recap.

We believe it is not only possible but absolutely doable to take a business that's doing well and transform it into a business that's doing great. We have experience doing just that. We understand the challenges along the way and how to overcome them. We think big and act broadly because turbocharging your business is serious stuff.

And we do it in seven steps:

- 1. We make your business our business.**
- 2. We develop a fast-paced, comprehensive set of solutions.**
- 3. We define metrics for success.**
- 4. We get to work.**
- 5. We help you understand what's happening – and why.**
- 6. We measure, measure and then we measure some more.**
- 7. We put our skills, know-how and expertise to work for you.**

It all starts with step one – an evaluation. And that's no cost to you because we're so certain that if you become more familiar with what we can do, our approach and our experience, you'll want to work with us. You'll see that you can go from good to great – and that we'd be a great partner in that great quest.

Call us and start to turbocharge your future today.