



Key Ways To Make Your Business More TRANSPARENT

Building trust is essential to a business's success, and being transparent is a huge element in building trust. These tips can help your business become more transparent.

PROMOTING TRANSPARENCY INTERNALLY



KEEP YOUR DOOR OPEN

Leaders who have an open-door policy signal to employees that their input is valuable. This encourages employees to share their thoughts and feelings more often. That, in turn, should help staff members be more forthright with one another, as well.



ENCOURAGE SHARING IN MEETINGS

A transparent company culture is one where employees are not afraid to speak up when they think it's necessary. Meetings should feature built-in opportunities for employees to say what's on their minds.



BE CLEAR WITH EMPLOYEES

Trying to hide behind corporate-speak and euphemisms puts a barrier between you and your employees. Although you should want to be professional at all times, it's also wise to cut through the jargon and be honest with your staff.



USE SOCIAL MEDIA RESPONSIBLY

Social media can be a great forum for business leaders to stay connected with employees at all times — as long as they stay on-message and remain clear in their communications.



FLATTEN YOUR ORGANIZATION

Companies with endless layers of management and rigid hierarchies have a difficult time communicating internally. Consider a flatter organizational structure to decrease the distance between employees and management. You'll find that both communication and achieving transparency become a lot easier.

HOW TO MAKE YOUR BUSINESS MORE TRANSPARENT TO CUSTOMERS

KEEP COMMUNICATIONS OPEN

Make sure you're always communicating with customers. Whether you stay in touch by phone or use GPS vehicle tracking to provide customers with accurate delivery or arrival times, giving your customers as much information as possible about their service is crucial for avoiding potential problems.



ALWAYS BE HONEST

The truth isn't just the easiest thing to remember, it's what you owe your customers. Always tell customers the unvarnished truth, even when you're afraid it may harm your relationship. In the long run, your customers will appreciate your honesty more than trying to cover for yourself or spare their feelings.



RESPOND IN A TIMELY FASHION

Whether you're communicating with customers through email, social media or by phone, it's important to respond to their questions and concerns quickly. Waiting too long to reply gives the impression that your business doesn't care about its customers.



OWN UP TO YOUR MISTAKES

Even if your customers don't catch it, let them know when your business makes a mistake. They'll appreciate the transparency, and your business will earn a reputation as one that can be trusted to do what's right.



SHOW YOUR APPRECIATION

Taking the time to thank your customers for their business strengthens the bond between you. It also helps your customers feel that your association is more of a two-way street.



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