



**3 STEPS  
TO TAME  
OPERATIONAL  
COSTS - FAST**

Running an efficient and cost-conscious operation is important to the well-being and longevity of any organization. When a company goes through capital too quickly, they will eventually have a correction that could grind them to a halt. Dive into this article and level up with three fast steps to help you tame operational costs.

**OPEX SWOON™**

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Efficiency

Speed

Quality

Cost

Running an efficient and cost-conscious business is not sexy. It is, however, important to the wellbeing and longevity of any organization. We all know businesses that blow through capital faster than a rocket headed to the moon. And we've seen those same companies grind to a halt in order to course-correct. It's inevitable.


When working with retail clients, it's paramount to start with understanding the financial goals. Next, take out the magnifying glass to examine operational costs.



Clients love nothing more than to work with a partner that can help them save money and self-fund the project that started it all.

How do we do it? It starts with our OPEX Swoon principle and a focus on three core steps.

- Get Lean
- Automation FTW (For the Win)
- Bold Transformation



**Stay ahead of the competition.**  
Eliminate waste, make incremental improvements and you will uncover more value. All leading to a more pleasurable experience for your customers.

## LEAN PROCESS

Our no-wasted motion philosophy compels us to help our clients improve their internal processes. By enabling a culture of identifying, analyzing, and improving business processes you can optimize your business's performance.

It's all about the [Business of Experience](#). Eliminating waste and incremental improvements will lead to more value. Further, it will lead to a more pleasurable experience for your customers. This is how you stay ahead of the competition.

**Focus on culture and value creation at the start.**  
Robotics Process Automation (RPA) will speed up repetitive and mundane tasks all while bring compliance to near 100%.



## **AUTOMATION**

Introduce robotic process automation to speed up repetitive and mundane tasks. You will reap the beneficial side effect of bringing compliance to near 100%. Before jumping in, it is important to focus

on culture and value creation at the start to gain internal support from your team. Their new robot cohorts will free up time, empowering your team to perform at a higher level.



**Interact with your customers in inventive ways.**  
Digital transformation plus a focus on customer experience can generate a 30% jump in customer satisfaction.

## **TRANSFORMATION**

Drive digital capabilities into new areas to drive down costs. Digital transformation can lead to innovative ways of doing business and modern revenue models. Create opportunities to interact with

your customers in inventive ways. Digital transformation plus a focus on customer experience can generate a 30% jump in customer satisfaction, translating into economic gains of as much as fifty percent.

**TURN ON WHAT'S NEXT™**

[Schedule](#) a quick consultation to conquer operational waste and slay the competition.



## About TechSparq

We help the world's most innovative and leading brands Turn On What's Next™ in e-commerce with [Sparq Commerce](#). Our no wasted-motion policy means more efficiency and higher profits for our clients. Since our founding in 2007, we've been delivering software solutions, process improvement, and cost savings to the Fortune 500.

For more information:  
[www.techsparq.com](http://www.techsparq.com)

## About the Author

For over 23 years, Dedrick Boyd has been at the center of e-commerce. From marketplaces to procurement, to B2B e-commerce, to B2C e-commerce, Dedrick has helped drive costs down while increasing profit. With his no-wasted-motion philosophy, Dedrick brings a true focus on solutions that elevate the customer experience, without getting tech-widget-happy, to increase your market influence, market standing, and bottom line.

Dedrick has helped to modernize software, implement strategy, and drive customer loyalty for industry leaders like Nike, Columbia Sportswear, Home Depot, Walt Disney Company, Target, Mattel, Unilever, and more.

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