



OPASTCO Presentation

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DRN Transformational Changes

- DRN has made several transformational changes over the past few years. These changes are reflected in the following categories.

Service

Sales

Cost Control



DRN's 10 Transformational Changes

Transforming today for a more efficient tomorrow!

Change #10
Service

Training Incentive Program for Employees

- DRN created an Employee Training Curriculum
- Employee cash incentive

Change #9
Service

Positive Work Environment

- Fitness Challenge
- Employee events – Baseball games, Picnics, family outings
- Employee Fun Committee

Change #8
Sales/Service

Employee Sales Incentive Promotions

- Seminar Trips
- Day after Thanksgiving off
- Cash Rewards



DRN's 10 Transformational Changes

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Change #7
Service

Customer Focused Events

- Customer offered Computer Classes – Microsoft Products, Facebook, etc.
- Customer Appreciation Picnics
- Open Houses

Change #6
Cost Control

Process Re-Engineering

- automation of processes via software to increase efficiencies
- implementation of auto provisioning of services
- creation of Technical Assistance Team

Change #5
Service

Community Involvement

- Monetary donations to Fire Depts., Schools, Parks, Libraries, etc.
- Computer donations to local groups
- Relay for Life Event
- Employee Community Donation Program



DRN's 10 Transformational Changes

Transforming today for a more efficient tomorrow!

Change #4
Cost Control

Employee/Company Financial Responsibility

- DRN offered employee financial incentive based on year end net margins
- Employees involvement and responsibility in managing expenses

Change #3
Service

Formation of Cultural Transformation Group

- DRN forms employee Cultural Transformation Group
- DRN surveys customers through customer focus groups

Change #2
Sales/Service

Computer Purchasing Program

- Sold 300+ laptops during promotion period
- Increase DSL customers

Change #1
Cost Control

Reduction of Overtime

- Manage company wide overtime - 3%
- Right job at the right time philosophy



Questions or Comments?



"Your success in life isn't based on your ability to simply change. It is based on your ability to change faster than your competition, customers and business."

— Mark Sanborn

"Change is the law of life and those who look only to the past or present are certain to miss the future."

— John F. Kennedy

