

## Shopping Experiences with the Millennials...Customer Service?

### The Millennials are HERE

The Millennials, a vast group of today's youth deciding the future growth, and placement of today's enterprises...

Is it reality, or just a fallacy?. Like it or not it IS a reality, which all business owners, and operators must face head-on, or face being left behind. "We are not our fathers, we are our Fathers children" an expression bearing light on the state of mind of the current over gratified youth, and their coddled existence. Sound harsh, maybe, however the emphasis on making sure that little Johnny gets a trophy even though he lacks the ability(or will) to perform in an area he has no interest, has been a highly accepted practise for many years, in the systems trusted to help grow our children into happy, healthy, well adjusted, contributing adults. I am not a therapist, so I will move on to the effect this has on today's business.

Customer Service, Career Goal Achievement, Self Motivation, Respect, Value, Initiative, Productivity, Hierarchy Importance, are all of a dying breed, unless you can meet (or exceed) the seemingly extortive whims of the Millennials, our current and up and coming workforce. The reality is that it is too late to change the reason why the Millennials are the way they are, but moreover adapt your company's ability to draw the best of the Millennials to perform, and exhibit the fore mentioned qualities, for a price (as painful as it may be). Have you considered an on staff massage therapist, or a video games room, or maybe a serviced buffet, if you haven't maybe you should as this is a sample of what is most likely to attract the top performers of the Millennials.

Remember, to a Millennial the first question is always "what's in it for ME". Typically you are being interviewed, while you are interviewing a Millennial. Self expression is a stumbling block, if that \$150 eyebrow ring is not accepted by company policies, your policies will be considered obtrusive (lame). Flexibility, of work hours and the further from dictatorship the better. Tickets, to a rock concert is an acceptable reason to ask for a day off. As unbelievably challenging and ridiculous as it sounds, it is the reality of working in the mind of a Millennial.

What does your company offer, are the bonus programs, attendance programs, performance bonuses, discounts, benefits, growth opportunities, entertainment, timeouts, recognition programs, travel, training...or just an opportunity to earn a pay check?. If all you offer is a pay check than you will probably be less interesting than the last commercial that the Millennial watched, even if it was a feminine hygiene commercial. Finding ways to be innovative and providing outlets for the Millennials can make the difference in finding trainable, quality prospects for your business. The bottom line is that if you do not adapt to the next generation and all their faults, your competitors will, thus leaving you in the dust wondering what happened to your bottom line.

Upcomming, are the Millennials all bad...No, there are many potential management candidates...

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### About the Author

Robert Balwin has been active in management, and retail sales including all aspects of human resources for over twenty years, selling everything from games to household renovations, with a primary focus on internal, and external customer service. Included in these accomplishments are markets, and businesses in some of the most volatile, and competitive markets in North America[href=shopperswholesaleoutlets.com](http://shopperswholesaleoutlets.com)>games shopping gifts wholesale

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