

Soaring high at SLI !

SLI is pleased to announce the promotion of the 10 employees after the completion of the 2014 Performance Review. We also acknowledge all the employees for their zest and conscientious effort in handling each task given to them. Keep up the good work!



Villas, Jennifer
(Production Planner)
Office Staff 1 - Office Staff 2



De Castro, John Carlo
(Operator)
RF1 - RF 2



Dela Cruz, Mary Rose
(Operator)
RF1 - RF 2



Regala, Creselyn
(Operator)
RF1 - RF 2



Ruga, Mary Grace
(Operator)
RF1 - RF 2



Villanueva, Arnold
(Operator)
RF1 - RF 2



Yeso, Marvin
(Operator)
RF1 - RF 2



Garra, Melvin
(Operator)
RF1 - RF 2



Mendoza, Mark Archibald
(Facilities Cadet Engineer)
Technical Staff 1 - Technical Staff 2



Rosales, Marvin
(Graphic Artist)
Technical Staff 1 - Technical Staff 2

Let us congratulate them on their promotion and wish their continued success in SLI.

Keep Them Coming Back

Contributed by Chito A. Meneses

Ten Tips to Build Customer Loyalty

as Published in AllBusiness.com

One of the keys to maintaining a thriving business is a steady customer base. A successful company typically sees 80 percent of its business come from 20 percent of its customers. Add to this the fact that the cost of attracting new customers is significantly more than that of maintaining a relationship with existing ones, and you have a powerful incentive to keep that core group of customers happy. Yet too many businesses neglect this loyal customer base in pursuit of new customers.

If your business's goal is to live long and prosper, then any efforts toward building customer loyalty will certainly pay off. Following are 10 tips to increase and maintain greater customer loyalty.

1. Communicate with Customers

Whether it's an email newsletter, a monthly flier, a reminder card for a tune-up, or a holiday greeting card, set up a system for reaching out to the customers you already have. Dedicate time to creating and maintaining a database of contact information, including phone, email, and snail mail addresses. If there's a social media element to your business, invite people to your page or website and keep that online element fresh.

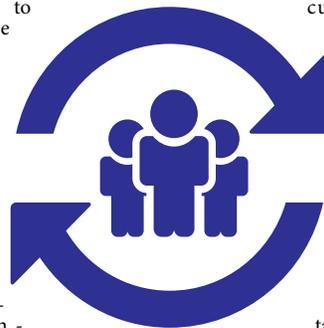
Remember that all of your messages don't need to be advertising -- some can be useful information or can serve the community. In the long run, communication will pay off.

2. Provide Great Customer Service

Good customer service means going the extra mile

to meet customer needs. Customers remember being treated well, and positive customer experiences result in repeat business. Pay attention to customer concerns and complaints. By letting you know when they're dissatisfied, your customers give you an opportunity to resolve their issue and to improve your service.

Make sure that there's a clear and accessible way for customers to communicate with you, whether it's in person, by phone, or by email, and that you have someone assigned to service customer on an ongoing basis.



Remember to maintain a positive attitude toward your customers; the reputation of your business is at stake.

3. Build Employee Loyalty, Too

There's an old saying that "fish stinks from the head down." Put in a more positive light, loyalty starts at the top and works its way throughout the company. If you're competent, you'll earn your employees' respect. If you have integrity in all of your dealings, your

employees will be proud to work for and with you. If you're consistent in your decisions and actions and display a willingness to protect your employees, you'll earn their trust.

All of these qualities will build your employees' loyalty to you and the business. And if you're loyal to your employees, they'll feel good about their jobs and pass that loyalty along to your customers.

4. Train Employees Thoroughly

Your employees are the face of your company, and training can empower them to make your company prosper. Training sessions should be a positive experience; boring training sessions are a waste of time and money and foster a negative attitude toward the company.

Encourage your employees to engage in training and explain how it will help them on the job and why it's good for business. An excellent way to teach is on-the-job training, which facilitates on-the-spot demonstration of best practices.

5. Provide Customer Incentives

Customer incentives give people a reason to return to your business. They come in a variety of forms; buy two and get one free, frequent shopper points, rebates, adding a free service to the sale, gifts, and gift cards all offer enticement for people to choose your business when they decide to spend their hard-earned dollars.

Coordinate your incentive program with your marketing efforts and make sure the incentive is appropriate for your target audience. You can use the incentive program to boost business during slow seasons and to promote new products.

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6. Promote Product Awareness

It may seem obvious, but sometimes it's forgotten in the competitive hustle of the marketplace that knowing your own product or service is essential to growing your business. Make sure that your staff understands everything they can about your products and service, including old standbys that just keep selling.

Break the business down into categories and show what's selling well, who it's selling to, and what's not working. Talk about the history of the company, which products were hits, and why. Know what your steady patrons purchase and keep these items in stock. Talk about how new products grow out of the old ones, and encourage brainstorming on ideas for the future.

7. Build a Reputation for Reliability

Your company's reputation is closely related to the reliability of your products and service. The more reliable these are, the more likely your company is to have a favorable reputation.

If you say a purchase will arrive on Wednesday, deliver it on Wednesday. If you say that a service will be

provided by 3 p.m. on Thursday, do your best to make that happen.

Be reliable, communicate clearly, honor your promises and warranties, and be considerate of your customers' time and concerns. If something goes wrong, let customers know immediately and compensate them for the inconvenience.

8. Be Flexible with Policies

Remember that each customer is an individual with unique circumstances and needs. Do everything within reason to solve customer problems or complaints. Don't assume you understand the situation before you have heard the customer out and made an effort to see things from their perspective.

If you demonstrate that you're listening, you have a better chance of retaining their business, even if you can't fully solve the problem. Responses such as "That's our policy" will ensure customers never come back.

9. Don't Hide Behind Technology

Make sure that you clearly communicate to customers how they can get a real person to help them. The frustra-

tion of not being able to reach a human being at a business is such a universal experience that it has long since become material for comedians.

All of us have experienced poking numbers on our phone as we try to reach someone to help us, or listening to endless recorded music and finally giving up. The harder it is for a customer to speak to a real person when they have a problem, the less likely it is you'll see that customer again.

10. Address Customers by Name

Make sure that you and your employees get to know the names of regular customers. This kind of treatment makes people feel important and respected, and is one of the reasons they'll return to your business.

Whenever possible, make a habit of sharing your name with customers right away, and encourage your employees to do the same. People feel a greater connection when they know each other's names, and it sets the stage for the trust that's required for a long-term relationship. Name recognition also shows customers that you're willing to be accountable.



SPI joins DSAP 1st Cavite Pharmacy Business Conference

By: Maila Robles

SPI recently joined the 1st Cavite Pharmacy Business Conference organized by the Drugstores Association of the Philippines (DSAP) – Cavite Chapter last July 24-25, 2014 held at the Tagaytay Convention Center. As one of the primary sponsors of the event, SPI had a booth to showcase its different products as well as presented its unique food supplement, Feel Good Lactium during the convention.

A succeeding event, the DSAP 18th National Convention at the Camp John Hay Trade and Cultural Center in Baguio was also attended by the SPI Sales and Marketing Team last September 3-5, 2014 for SPI was able to promote Feel Good Lactium thru sampling and flyering during the convention to be able to have a wider reach to its trade partners and to be able to gain exposure in the national level.



Training Updates

By: Jam Paulino



SLI conducts GMP Plant Wide Training

SLI recently held its GMP training – a 5 session training conducted to cover all personnel on shifting as well as office personnel. Topics discussed include Sanitation & Hygiene/ Validation which was facilitated by Val Alumnos and Jacky Cabutotan. This training covers the basic PIC/s GMP requirements on Sanitation and Hygiene including Proper Gowning and Hand washing Procedure, Cleanroom Policy and Cleaning

Validation. Another topic discussed is Good Documentation facilitated by Kathy Alegro and Val Alumnos to enable personnel to have the basic knowledge about PIC/S GMP on Documentation and its importance to the Enterprise Business, learn the proper documentation procedures as well as compliance to standard requirements.





Holiday Health and Safety Tips

Contributed by: Mary Grace Ladra, RN

The holidays offer a perfect opportunity for enjoying loved ones, celebrating life, being grateful, and reflecting on what's important. They are also a time to appreciate the gift of health. Support health and safety for yourself and others by following these timeless holiday tips.

Wash your hands often.

One of the most important steps you can take to avoid getting sick and spreading germs to others is by keeping your hands clean.

Stay warm.

Cold temperatures can cause serious health problems, especially in infants and older adults. Stay dry, and dress warmly in several layers of loose-fitting, tightly woven clothing.

Manage stress.

The holidays don't need to take a toll on your health. Keep your commitments and spending in check. Balance work, home, and play. Get support from family and friends. Keep a relaxed and positive outlook. Make sure to get proper sleep.

Travel safely.

Whether you're traveling across town or around the world, help ensure your trip is safe. Don't drink and drive, and don't let someone else drink and drive. Wear a seat belt every time you drive or ride in a motor vehicle.

Be smoke-free.

Avoid smoking and breathing other people's smoke.

Get check-ups and vaccinations.

Exams and screenings can help find potential problems early, when the chances for treatment and cure are often better. Vaccinations help prevent diseases and save lives. Schedule a visit with your health care provider for a yearly exam.

Prevent injuries.

Injuries can happen anywhere, and some often occur around the holidays. Use step stools



instead of climbing on furniture when hanging decorations. Leave the fireworks to the professionals. Wear a helmet when riding a bicycle or skateboarding to help prevent head injuries. Keep candles away from children, pets, walkways, trees, and curtains. Never leave fireplaces, stoves, or candles unattended.

Handle and prepare food safely.

As you prepare holiday meals, keep yourself and your family safe from food-related illness. Wash hands and surfaces often. Avoid cross-contamination by keeping raw meat, poultry, seafood, and eggs (including their juices) away from ready-to-eat foods and eating surfaces. Cook foods to the proper temperature. Refrigerate promptly. Do not leave perishable foods out for more than two hours.

Eat healthy, and be active.

With balance and moderation, you can enjoy the holidays the healthy way. Choose fresh fruit as a festive and sweet substitute for candy. Limit fats, salt, and sugary foods. Find fun ways to stay active, such as dancing to your favorite holiday music. Be active for at least 2½ hours a week.

Source: Centers for Disease Control and Prevention



SYDENHAM Laboratories, Inc. OPERATOR OF THE MONTH



Rodolfo Genoveza
May 2014



Mary Rose Dela Cruz
June 2014



Michelle Dadvias
July 2014



Melissa Nice Ambagan
August 2014

Breastfeeding Awareness Seminar

In celebration of the Breastfeeding Awareness Month last August, Sydenham conducted an awareness seminar about the benefits of breastfeeding to Sydenham employees particularly new moms, pregnant employees and soon to be moms/parents. Ms. Marie Paz Regina P. Atienza, SLI Marketing and Corporate Communications Manager and a member of LATCH Inc. and South PiNanays (SPiN) discussed the advantages of breastfeeding for the mother and the baby's health. Ms. Atienza also shared how to get started including positioning and latching of the baby; family's role in supporting the breastfeeding mom; going back to work and breaking some myths and false notions about breastfeeding.



Upcoming Trainings for Q4'14

Internal Trainings

- Certification of Organizational Management and Development Training on October 2014 both for Dasma and LP Office
- Regulatory training for sales personnel
- Plantwide GMP Training Equipment and Premises
- HPLC Echo Training for Quality Lab Personnel

External Trainings:

- FDA trainings on QPIRA and Licensing A.O. 56 for Regulatory Affairs Officer, and Pharmacovigilance for SPI PV Officer
- Accounting for Non Accountants on October and December for Executives

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Social Media in the Workplace

By: Kenneth Andes

Social media has been a valuable tool for every business. Creating a social media profile allows the organization to be easily seen and searched online by its customers. Facebook, YouTube, LinkedIn, Twitter and other social networking sites has changed the way we communicate and access to the internet has immensely increased over the past few years.

limiting our people in using social networking sites at work? How do we control our people to put this privilege into proper use? Many businesses are having a hard time deciding how to handle social media use especially during working hours, and whether restricting access to these sites will be the last option so that productivity of its employees will not be affected.

If used diligently, social media can be useful in expanding the business, increase market reach, increase contacts and a communication tool for its clients. Online presence can help a business establish a reputation of transparency and openness to its market.

Access to the internet and social media have been a common ground for every employee to interact, share posts and send alerts to their friends once provided with an internet connection. These social networking sites have been considered an effective promotional tool in doing business. But where do we draw the line on

Every employee should be cautious enough to know that use of social media should not distract them during working hours. Imagine if 50 employees spent 30 minutes on social networking everyday that would total a cumulative productivity loss of 25 hours per day.

Maintaining a certain level of control and balance in using social media is a skill everyone should observe. Some would recommend accessing it during their break, before work starts and after work since access to internet has been a vital tool for every business. Keeping in mind that the amount of time spent on these social networking sites should not outweigh the advantages that it can bring to the organization.

FMA & JPB Team wins SLI 2014 Basketball Champion title

Once again, the FMA & JPB Team bagged the Sportsfest Basketball Champion during the SLI Sportsfest 2014 last October 6, 2014 at the Pala Pala Covered Court. A special volleyball exhibition game between SLI and SPI was formed in which the SLI team victoriously won the game.



UHU and FSJ Team - 3rd Place



SPI Team - 2nd Place



FMA & JPB Team, SLI Basketball Champion 2014



In Photo: Mr. John Albert Pena awards the MVP Trophy to Arly Dimaano (FMA & JPB Team) with their team coach, Mr. Romy Anastacio and Mr. Rolly Bondoc



JAAP with the SLI Volleyball Team Winner



SLI Sportsfest 2014 Committee



JAAP delivering his opening remarks