

[Back](#)

## Helping clients develop life-long relations is goal of Attach

By Larry Avila

*Post-Crescent business editor* April 15, 2007

The operators of the Neuroscience Group of Northeast Wisconsin knew that doing business as usual wasn't going to help them stand out in a crowd.

That meant finding someone who could instill a new way of thinking that ultimately would lead to operational efficiencies, an improved environment for employees but more importantly enhance service delivery to clients.

This is where Steve Tyink of Appleton, founder of Attach, a consulting firm that specializes in enhancing customer experiences, got involved.

"I have worked with Steve before on strategic planning so I knew he had good facilitation skills," said Margie Weiss, CEO and community health advocate for the Neuroscience Group in Neenah.

Weiss needed something different. The Neuroscience Group is building a new facility at 1305 W. American Drive, Neenah, that should be open by year's end.

Much of the interior's design was influenced by suggestions made by Tyink intended to improve a client's overall experience from the time they walk through the door, register, receive treatment and go home.

Tyink's methods helped Weiss and her team identify more than 300 patient contact or touch points. It revealed inefficiencies in operations, which may have affected delivering good service.

"We started to dissect what we did and implemented some processes to correct that," Weiss said. One example would be patient check-in, which went from a 20- to 30-question process to one condensed to three.

"Not only were we looking for efficiencies, but we really wanted to make the customer have a memorable experience and wanted them to feel as they were being treated with respect," she said. "We want them to know we truly care about them."

### New thinking



 buy photo  zoom

Steve Tyink, founder of Attach in Appleton, is shown during a presentation. His firm helps companies find ways to build stronger relationships with their clients. Post-Crescent file photo

Advertisement

### On the Web

Attach: [www.attachmentworks.com](http://www.attachmentworks.com)

Monkey Business: [www.monkeybusiness.net](http://www.monkeybusiness.net)

That's music to Tyink's ears. Neuroscience Group is one of 30 clients Tyink has worked with since launching his venture in the fall.

"We have created tools and systems that organizations can employ that help them design incredible experiences, not only for customers, but also for their employees, managers and ultimately the community," said Tyink.

He said he has created tools that can measure a client's level of attachment with their customers.

"The idea is to determine how connected they are to a brand, the company and an organization," Tyink said. "Every time you immerse yourself on a company's Web site or walk through their door, we can design outcomes on how people feel what they are experiencing."

Tyink said his appreciation for delivering good service was inspired through his time spent with the Bergstrom Automotive Group.

"We (Attach) have case studies that show if someone has an incredible experience with your business, your business will command market share and profitability as well," he said. "We're really about providing a strategy that people can employ to define and differentiate themselves from the rest."

## **Spreading the word**

This month, "Monkey Business: 7 Laws of the Jungle for Becoming the Best of the Bunch," co-authored by Tyink, and fellow consultants Sandy Wight and Mick Hager, hit book stores and Web outlets including Amazon.com and Waldenbooks.com. Online, the book immediately became a best-seller in the category of business and industry and leadership and management.

Tyink said the book touches on some of Attach's concepts on how to make your business stand out from the competition.

"Monkey Business" centers around Leader, a monkey, portrayed as a good, loyal worker but is unfulfilled at his job. Ultimately, he's inspired to launch his own company.

Leader's wife, Confidante, also plays a role in the story. She offers support but also has business savvy. Confidante helps Leader find solutions to issues he's facing as he works to launch his company.

Wight said the book, which 120 pages, is a quick read.

"Read it on a two- or three-hour flight and you're done," she said. "After you read it, we hope you walk away inspired, energized and informed."

Tyink said the story is designed to challenge readers to think differently about life and work.

"I think anyone at any level of an organization will get something out of it," he said. "In 'Monkey Business,' we create an experience around a product."

Leader is selling bananas, similar to his former employer. But in addition to that, Leader introduces

other services and processes that his old company didn't do, such as hiring elephants to clean bananas before they're sold.

Tyink said this represents how a company can benefit from having workers with diverse skills at their disposal gives them an edge over their competition.

"They're doing something different to stand out," he said.

Wight, who has worked with Tyink on some Attach projects but is not a partner in the business, said "Monkey Business" brings to life business principles through storytelling.

"At the end of our book, we say, 'When you change the way you see things, the things you see change.'" Wight said.