



# WIRECOM (INDIA) PVT. LTD.

## NEWS LETTER

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### Birthdays of the month

Subhash      01st  
Rasam

Bharat      25th  
Sonawane

## KEEP WARM KEEP WELL

**Cold homes have a significant impact on people's health. One of the best ways of keeping yourself well during winter is to stay warm.**

Keeping warm over the winter months can help prevent colds, flu or more serious health conditions such as heart attacks, strokes, pneumonia and depression.

The chances of these problems are higher if you're vulnerable to cold-related illnesses because of one or more of the following:

1. You're over 65.
2. You have a long - term health condition, such as heart, lung or kidney disease.
3. You are disabled.

**Keep your home warm** - if you have reduced mobility, are 65 or over, or have a health condition such as heart or lung disease, you should heat your home to at least 18C. It's a good idea to keep your bedroom at this temperature all night if you can. During the day you may prefer your living room to be slightly warmer. Make sure you wear enough clothes to stay warm.

If you're under 65 and healthy and active, you can safely have your house cooler than 18C, if you're comfortable.

You can also use a hot water bottle or electric blanket (but not both at the same time) to keep warm while you're in bed.

**Eat well in winter** - Food is a vital source of energy, which helps keep your body warm. Try to make sure that you have hot meals and drinks regularly throughout the day and keep active in the home if you can.

**Stay active** -We all know that exercise is good for your overall health - and it can keep you warm in winter. If you can stay active, even moderate exercise can bring health benefits. If possible, try not to sit still for more than an hour or so. Remember to speak to your GP before starting any exercise plan.

**Wear warm clothes** - Wrap up warm, inside and out. Wear lots of thin layers - clothes made from cotton, wool or fleecy fibers are particularly good and help to maintain body heat. Wear shoes with a good grip to prevent slips and falls when walking outside. If possible, stay inside during a cold period if you have heart or respiratory problems.

## POSITIVE THINKING

Positive thinking is the idea that you can change your life by thinking positively about things.

This idea can sound a bit soft and fluffy, which is something of a problem for many people who recognize that just thinking good thoughts won't change the world and therefore discard the whole idea.

However, research shows that positive thinking really does have a scientific basis. You can't change the world, but you can change how you perceive it and how you react to it. And that can change the way that you feel about yourself and others, which can in turn have a huge effect on your well-being.

### The Effect of Negative Thinking

**To understand the effect of positive thinking, it's helpful to think about negative thinking first.**

Most negative emotions, such as fear or anger, are designed to help with survival. They cause us to take swift and effective action to save ourselves from whatever is threatening us. This means that they also prevent us from being distracted by other things around us.

So far, so good, in survival terms. If there's a bear standing in front of you, you don't want to stop to pick flowers.

**But negative thinking is not so great in more modern settings.**

If you've got a lot to do, and you're worried that you won't get it all done, the last thing you need is for your brain to shut down and focus only on how long your 'To Do' list has got.

Negative thinking is a habit, something you can train your brain to avoid. Constant negative thinking can make you much more likely to be stressed and can lead to more serious problems, like depression.

### Developing Habits of Positive Thinking

If you think about positive thinking as 'being happy', it is much easier to work out what you should do to develop habits based on it.

For example, what do you like doing? And with whom do you like spending time?

Research shows that there are three very good ways to build positive thinking skills:

The most useful asset  
of a person is not a head  
full of knowledge  
but a heart full of love,  
with ears open to listen,  
and hands willing to help



## 1. Meditation

People who meditate every day show more positive thinking than those who do not.

Is that the meditation causing the positive thinking, or just having time to think? It's hard to tell, but it's also hard to argue with the science. People who meditate tend to show more mindfulness, or ability to live in the present, which is also associated with positive thinking.

## 2. Writing

A group of undergraduates were asked to write about an intensely positive experience every day for three days.

Amazingly, they had better moods and better physical health afterwards, and the effect lasted for quite a long time. This is a pretty easy thing to do: you could, for example, write a blog focusing on positive experiences, or keep a diary.

## 3. Play

It's important to make time for yourself to have fun.

Sometimes you might need to actually put it into your diary to force yourself to make that time, whether it's to meet a friend for coffee, or go out for a walk or a bike ride.

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# Develop an Effective Customer Loyalty Program

### 1. Do Your Research.

Before planning your customer loyalty program, get to know your customers and competition first. The idea of such program is to capture what appeals to their clients and obtain their patronage.

### 2. Aim to Incentivize Customers.

Discounts are the most common form of reward for loyal customers. While this tactic is still effective in inspiring casual customers to become frequent ones, there are better ways to convince customers to keep coming back.

### 3. Infuse Gamification in Your Loyalty Programs.

Games bring out our competitive nature. So, what better way to capture your customers' interests than by "gratifying" your loyalty programs?

### 4. Give Customers a Head Start to Pique Their Interests.

Once your loyalty program is in motion, it's time to get people excited and thrilled about the idea of participating in it.

### 5. Analyze Your Loyalty Program's Progress and Results.

The program doesn't end once a customer finally claims that gift for proving their loyalty to the business. For you, that's just when the real work begins.

### 6. Great Customer Service.

Customer loyalty is not fostered by loyalty programs alone.

## Think Before You Judge

A doctor entered the hospital in hurry after being called in for an urgent surgery. He answered the call asap, changed his clothes and went directly to the surgery block. He found the boy's father pacing in the hall waiting for the doctor.

On seeing him, the father yelled, "Why did you take all this time to come? Don't you know that my son's life is in danger? Don't you have any sense of responsibility?"

The doctor smiled and said, "I am sorry, I wasn't in the hospital and I came as fast as I could after receiving the call and now, I wish you'd calm down so that I can do my work".

"Calm down?! What if your son was in this room right now, would you calm down? If your own son dies while waiting for the doctor than what will you do??" said the father angrily. The doctor smiled again and replied, "We will do our best by God's grace and you should also pray for your son's healthy life".

"Giving advises when we're not concerned is so easy" Murred the father.

The surgery took some hours after which the doctor went out happy, "Thank goodness! your son is saved!" And without waiting for the father's reply he carried on his way running by saying, "If you have any questions, ask the nurse".

"Why is he so arrogant? He couldn't wait some minutes so that I ask about my son's state" Commented the father when seeing the nurse minutes after the doctor left. The nurse answered, tears coming down her face, "His son died yesterday in a road accident, he was at the burial when we called him for your son's surgery. And now that he saved your son's life, he left running to finish his son's burial."

**Moral:** Never judge anyone because you never know how their life is and what they're going through.

