# To slow down attrition, pay closer attention to what workers really need

1. 填补职位空缺： fill job (fast enough)
2. 大减员： the Great Attrition
3. 辞职： quit job/ leaving the workforce
4. 引出一个问题： begs a question about
5. 关注自covid19爆发以来的劳动力趋势looking at labor trends since **the onset of COVID-19**
6. Broader economy: example: economic uncertainty
7. 工人的精神状态：worker mentality

# The hidden value of voice conversations: Part 1, Trends and technologies

1. 客户和公司互动：Customers have so many ways to engage with companies
2. 公司需要对市场有更敏捷的反应：agile, flexible, and resilient operations
3. Cut through the noise: ‘Cut through the noise’ means to communicate in a way that garners attention. **The ‘noise’ in this phrase refers to all the promotions and advertising in today’s marketplace**, as defined by Quora. Cutting through the noise will allow you to **attract the right people to your brand, business, profile and website**. Remember: it’s not a ‘spray and pray’ mentality. Yes, you want to cut through the noise, but you want to cut through the noise and attract the right people.
4. 削减业务线上的业务内容：slim down the operations
5. 减少作为成本驱动因素，增加战略体验为导向的客户洞察机会：less as a cost driver and more as an opportunity to provide strategic experience-oriented customer insight
6. 广泛的话题：broad topic
7. 情感连接： personal touch, communicate and converse with people who feel and hear and empathize
8. 产品和服务至上： primacy of product and service
9. 情感理性比例：
10. 新客户体验关键： new-age CX [customer experience] key
11. 全行业平均分布：evenly distributed across all industries vs. 一些行业领先： some industries leading the way
12. 与组织中重要领导交谈的重要性：the importance of speaking with an informed representative of the organization
13. 有不满后打电话给客服中心：bad digital experiences drive live interactions ： The first thing you want to do is pick up the phone and potentially tell somebody off
14. 模仿xx说的话：mirror what xx was saying
15. 线上线下交互比例一样： the ratio is staying fairly similar in terms of offline and online interactions
16. 成为战略价值创造者和强大的差异化领先者： much more strategic generator of value and potentially also a powerful differentiator
17. 成为该领域的领先者：become a leader in the space
18. 取悦客户：delight customers
19. 将渠道视为最后手段:view the channel as the last resort
20. 我认为： I characterize
21. 引入新的技术：introducing new knowledge systems and technology
22. **NPS: What is Net Promotor Score (NPS)? 客户满意度衡量**

Net Promoter Score (NPS) is a measure used to gauge customer loyalty, satisfaction, and enthusiasm with a company that’s calculated by asking customers one question: “On a scale from 0 to 10, how likely are you to recommend this product/company to a friend or colleague?” Aggregate NPS scores help businesses improve upon service, customer support, delivery, etc. for increased customer loyalty.

# The big break: How retailers can break habits to support diverse-owned businesses

1. 改变消费习惯

# Why on earth should business care about space

1. 创造了大量基于太空的机会：unlocked a wealth of space-based opportunities for commercial entities
2. 是前所未有的： is unprecedented
3. 略微提到了：touched a little bit on sth.
4. 不乏炒作：there’s no shortage of hype over sth.
5. 过高的成本：excessive cost
6. 超级大国竞争者：superpower rivalries
7. 关注的焦点：chief focus
8. 我们处在重大转变的边缘：We’re really at the precipice of a monumental shift
9. 我们处在sth.的重大转折点：we’re at that inflection point now with sth.
10. 我们处于这种转变的早期: we’re still in the very early innings of that shift
11. 里程碑式的转变：monumental shift
12. 归根结底：ultimately
13. （物理）传递信息：move information
14. 这一现象的规模是最大的: the big unlock has been the scale at which that’s occurred in the past decade
15. 指数式增长：increase exponentially
16. 更分散的个体：far more dispersed individuals
17. 更广泛的个体：a much broader group of individuals
18. 更通俗易懂地来说：To make it a bit more tangible
19. 参与：involved in
20. 访问互联网：access to the internet
21. 某项技术如何应用在我们身上：how it apply to their own sectors
22. 采用xxx科技：leverage technology
23. 利用这些功能：leverage these capabilities
24. 我认为总的来说：I think by and large
25. 我们看到各个领域都在采用这种技术: We’re seeing adoption in sectors including xxx领域
26. 让产品发挥作用：bring products to bear
27. 它们可以做什么来催化业务：what they can do to catalyze business
28. 主动与xxx接触，建立联系：proactively engage with
29. 对成本下降和由此产生的需求释放之间相对较高相关性的预期: an expectation of a relatively high correlation between the cost coming down and the resulting unlock in demand
30. 价值池：value pool
31. 早期的干预：early intervention
32. 不会让决策者不知所措：doesn’t overwhelm decision makers
33. 从全球范围来看： globally speaking
34. 多样性和扩张性：diversity and proliferation
35. 不久之前难以想象的：unthinkable not long ago
36. 令人兴奋：mind-blowing
37. 发挥巨大作用：play an outsized role
38. 供给侧激烈竞争的环境：this increasingly competitive supply-side environment
39. 变化速度加快：the pace of change has accelerated
40. 很多传统公司处于变革前沿：a lot of legacy companies are on the leading edge of many of those evolutions
41. 坦白说：frankly
42. 私人资本涌入：private capital rushing in
43. 人才短缺：a crunch for talent
44. 近期和中期：in the near- to midterm
45. （数据操作与分析的目的）：pattern recognition and deviations from those patterns
46. 描绘了：depicting
47. 信息大众化：the democratization and ubiquity（无处不在) of information
48. 星际迷航：Star Trek
49. 快问快答： quick-fire question

# Industry Research

1. 客户

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1. 生产线
2. 渗透率
3. 细分市场 market segment
4. 融资规模
5. 客群
6. 产业链
7. 客户忠诚度
8. 关键驱动因素
9. 细分标准
10. 行为分析