



KIWIHOST

NEW ZEALAND'S CUSTOMER SERVICE EXPERTS

# #88: Ideas & Inspirations

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## Words of Wisdom

*"You will never 'find' time for anything. If you want time, you must make it."* CHARLES BRUXTON

## Service Tips:

IDEAS & INSPIRATIONS offers a weekly customer service success idea delivered by Pod Cast. Each Monday we will help you start your week with a 90 second dynamic service message that will inspire you to focus on one aspect of your customer service. It will get your mind stimulated to look for ways to implement real customer service improvements.

### Here are the latest Service Tips from KiwiHost:

- Get respect
- Attitude!
- Know yourself



To listen go to our website [www.kiwihost.co.nz](http://www.kiwihost.co.nz) and click on: service tips.



## An Island Paradise KiwiHost Goes International

*Over the last few years KiwiHost has taken our products and services into the Pacific Islands, with the latest excursion being to Norfolk Island.*

Located between Australia, New Zealand and New Caledonia, the Island is part of the Commonwealth of Australia, but it enjoys a large degree of self-governance. Norfolk Island was colonised by Britain as part of its settlement in Australia in 1788. It then served as a convict penal settlement until 1794, when it was abandoned until 1856, when permanent residence on the Island for civilians began. In 1901, the island became a part of the Commonwealth of Australia which it has remained until this day.

As with most island nations, tourism is an important part of their gross domestic product and the service provided by local citizens is crucial to ensuring those visiting Norfolk Island come away singing its praises.

KiwiHost were approached by Norfolk Island Tourism to assist the Island's businesses in:

- Having all staff understand the importance of their role in ensuring that visitor satisfaction is improved on the Island
- Providing motivation for all Norfolk Island residents to do this
- Giving the staff skills in the delivery of enhanced service.

KiwiHost worked with Norfolk Island Tourism to promote and run three Key Service Skills workshops on the Island for fifty local businesses. The workshops were run in the last week of March and were over-subscribed by local businesses.

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# Thumbs Up! Customer engagement for a new generation

*The following article is an excerpt from the November 2011 whitepaper*

**"A BENCHMARK STUDY OF THE IMPACT OF SOCIAL MEDIA ON CUSTOMER SERVICE"** undertaken by DMG Consulting LLC and Verint.

## EXECUTIVE SUMMARY

DMG's worldwide survey of 132 operations, contact centre, marketing, line-of-business, sales and IT managers, as well as enterprise executives, found that a majority, 67.4%, are already using social media for a variety of activities. While no one doubts the power of social media, few organisations have figured out how to use it effectively to achieve their enterprise goals. This study is intended to help enterprise leaders understand how to utilise this powerful communications channel to benefit their customers and organisation.

This Report reviews four social media-related topics:

1. Social media usage
2. Planning for social media
3. Impact of social media on customer service and contact centres
4. Social media forecasting, staff scheduling and service level goals.

The Report also visits the topic of whether organisations should host their customer service and contact centre solutions.

This Report presents DMG's survey results and discusses the significance of the findings for enterprises, marketing, customer service, contact centres and customers. It presents recommendations for leading companies to effectively handle social media interactions, and provides tactics and proposed best practices for transitioning to leading performance in the categories listed above. The Report enables readers to benchmark their company's performance with regard to social media against that of their peers, so they can see where they stand and what they need to change to improve their handling of this emerging but important business communications channel.

## FINAL THOUGHTS

Social media is not a passing fad. It is a highly valuable grouping of channels that are going to play an increasingly important role in business communications. Companies and organisations of all sizes should embrace it as quickly as possible, despite the significant impact that this may have for the organisation.

The dynamics of social media are different from those of any other corporate communication channels. Customers, prospects and the general public use social



media to share thoughts about an issue or organisation. But in the spirit of a generation that believes that few thoughts should be private, these comments are very often shared publicly. The question is not whether people are going to write about a company or organisation. This is inevitable. The question is what to do once these opinions are in the public domain.

This benchmark study found that 67.4% of organisations are using social media. Not surprisingly, marketing is the primary use of social media (76.4%). Customer service is the second most common use (62.9%), and corporate communications/PR was the third most common use of social media (52.8%).

Most people believe that social media is primarily useful for crisis identification or management. This study proved this assumption wrong. The top use of social media in organisations today is to identify the positive or negative sentiment of the person who sent the communication/comment/post/"tweet" (77.4%). The second most cited use of social media is to identify issues with products and services (69.8%), and the third is to send requests for information regarding a company, its products or services (66.0%). Crisis identification/management was number 6 in the list of top uses, as reported by 43.4% of the study respondents.

The good news is that most organisations have realised that they need to be involved with social media. Unfortunately, few have figured out how to effectively incorporate social media into their servicing fabric and infrastructure. In most organisations, marketing believes that it "owns" the social media channel, even though they are either poorly positioned to respond to all of the expressed customer needs or do not appreciate that they have to respond within a specific service level/time frame. Most companies learn this lesson when there are complaints – in public, as this is the nature of social media – due to slow or off-topic responses. At this point, marketing is ready to "dump" the responsibility for social media onto customer service or the contact



centre. While the service organisation should be charged with handling social media interactions, as they already are proficient at responding to most inquiries and understand the importance of service levels, it would be better for everyone if they were involved early in the process, before the organisation risks an embarrassing lapse.

The right way to build a social media program is to set up an enterprise-wide steering committee to build a strategy for this important channel. The committee should consist of members from all departments that are going to be involved in setting policy and handling or providing the information necessary to respond to social media feedback and comments. This steering committee needs to understand that the dynamics of social media interactions necessitate appropriate responses within very short time frames. The point is that social media is changing the service requirements of enterprises. However, to avoid providing inconsistent responses in different channels, the service organisation needs to align their current communications policies and procedures with those being used in the social media channel in order to ensure that all customers receive the same treatment, regardless of the channels in which they interact.

Social media will change how an organisation interacts and delivers service to customers and the public. It's time to put internal politics aside and build an enterprise-wide inbound and outbound social media strategy that is designed to always present a company in the best possible light. Achieving this goal requires appropriate resources, investments in new technology, and changes to policies and procedures, as what has worked in the past is not sufficient to succeed in the world of social media.

*For a PDF copy of the full report please email [astrid@kiwihost.co.nz](mailto:astrid@kiwihost.co.nz) with "Whitepaper Request" in the subject line.*

## Find us on Facebook!

[www.facebook.com/KiwiHost](http://www.facebook.com/KiwiHost)

Like our Facebook page to receive news, updates, service tips, customer service related articles and special offers on workshops!

## Sign Up and Win

SIGN UP TO THE ELECTRONIC KIWIHOST IDEAS & INSPIRATIONS NEWSLETTER and go into the draw to win your choice of any one of the Effective Series Workbooks. These self-paced self-learning workbooks foster development and improve staff performance.

To sign up visit  
[www.kiwihost.co.nz](http://www.kiwihost.co.nz)

Winners will be announced in the next hard copy of Ideas & Inspirations.

**Congratulations to last issue's winner**  
Thia Priestly from Waikato District Health Board.



## The number 1 productivity booster is... Happiness!

Here are the 10 most important reasons why happiness at work is the #1 productivity booster.

**1. HAPPY PEOPLE WORK BETTER WITH OTHERS.** Happy people are a lot more fun to be around and consequently have better relationships at work. This translates into:

- Better teamwork with your colleagues.
- Better employee relations if you're a manager.
- More satisfied customers if you're in a service job.
- Improved sales if you're a sales person.

**2. HAPPY PEOPLE ARE MORE CREATIVE.** If your productivity depends on being able to come up with new ideas, you need to be happy at work.

*“If people are in a good mood on a given day, they're more likely to have creative ideas that day, as well as the next day, even if we take into account their mood that next day.”*

TESSA AMABILE

- There seems to be a cognitive process that gets set up when people are feeling good that leads to more flexible, fluent, and original thinking, and there's actually a carryover, an incubation effect, to the next day.

**3. HAPPY PEOPLE FIX PROBLEMS INSTEAD OF COMPLAINING ABOUT THEM.** When you don't like your job, every molehill looks like a mountain. It becomes difficult to fix any problem without agonising over it or

complaining about it first. When you're happy at work and you run into a snafu – you just fix it.

**4. HAPPY PEOPLE HAVE MORE ENERGY.** Happy people have more energy and are therefore more efficient at everything they do.

**5. HAPPY PEOPLE ARE MORE OPTIMISTIC.** Happy people have a more positive, optimistic outlook, and optimists are way more successful and productive. It's the old saying “Whether you believe you can or believe you can't, you're probably right” all over again.

**6. HAPPY PEOPLE ARE WAY MORE MOTIVATED.** Low motivation means low productivity, and the only sustainable, reliable way to be motivated at work is to be happy and like what you do.

**7. HAPPY PEOPLE GET SICK LESS OFTEN.** Getting sick is a productivity killer and if you don't like your job you're more prone to contract a long list of diseases including ulcers, cancer and diabetes. You're also more prone to workplace stress and burnout.

- One study assessed the impact of job strain on the health of 21,290 female nurses in the US and found that the women most at risk of ill health were those who didn't like their jobs. The impact on their health was as great



as that associated with smoking and sedentary lifestyles.

**8. HAPPY PEOPLE LEARN FASTER.** When you're happy and relaxed, you're much more open to learning new things at work and thereby increasing your productivity.

**9. HAPPY PEOPLE WORRY LESS ABOUT MAKING MISTAKES – AND CONSEQUENTLY MAKE FEWER MISTAKES.** When you're happy at work the occasional mistake doesn't bother you much. You pick yourself up, learn from it and move on. You also don't mind admitting to others that you screwed up – you simply take responsibility, apologise and fix it. This relaxed attitude means that less mistakes are made, and that you're more likely to learn from them.

**10. HAPPY PEOPLE MAKE BETTER DECISIONS.** Unhappy people operate in permanent crisis mode. Their focus narrows, they lose sight of the big picture, their survival instincts kick in and they're more likely to make short-term, here-and-now choices. Conversely, happy people make better, more informed decisions and are better able to prioritise their work.



# National Training Courses

## KEY SERVICE SKILLS

Customers rate personal interactions miles ahead of any other feature in the buying experience – including convenience. Key Service Skills is a dynamic fresh new course from KiwiHost that will keep customers loyal when you empower your staff with core customer service techniques and a "Can Do" attitude from KiwiHost.

This workshop is the essential first step to inspiring a passion for customers in every corner of your business, and will provide staff of any business or organisation with grounding in the concepts of professional customer service.

*This workshop will enable the participant to:*

- > Communicate effectively.
- > Meet, greet and remember names and faces.
- > Listen actively and ask open questions.
- > Understand that the customer is the lifeblood of the company.
- > Avoid assumptions and change customer perceptions for the better.
- > Give the customer a quality experience and demonstrate how that benefits everybody.
- > Handle complaining customers and solve service related problems.

*Duration: 1 Day*

## ADVANCED CUSTOMER SERVICE

Regardless of your business or the make-up of your staff, everyday your business is presented with opportunities to generate new customers and to retain and grow existing ones – well trained, professional staff will recognise those opportunities.

Advanced Customer Service will motivate participants with customer service experience to expand their skills in dealing with a wide range of customer interactions, by developing an understanding of what the customer wants and expects. The workshop also includes training on how to add value to transactions and how to build a customer ladder of loyalty making sure that the customer returns.

*This workshop will enable the participant to:*

- > Understand 'how and why' their role is important.
- > Turn all customer service scenarios into gold.
- > Use the strategies to turn problem, angry and difficult customers into happy ones.
- > Complete a self-analysis of their service attitude and skills, to build empathy.
- > Identify the four levels of customer expectation.
- > Give great first impressions.

*Duration: 1 Day*

## PROFESSIONAL TELEPHONE SKILLS

The drive for greater productivity, cost cutting and environmental changes have only increased the importance of the telephone as a business tool. Few businesses have equipped their staff to cope with the demands, pressures and opportunities that the telephone offers.

Professional Telephone Skills has been substantially updated and improved to equip business for a telecommunication driven world, and to develop participants' understanding of the telephone as a customer service tool.

*This workshop will enable the participant to:*

- > Understand that the telephone is a vital element toward achieving professional customer service.
- > Have meaningful and pleasant interaction with the caller and offer excellent service and help.
- > Be positively aware of the need for clarity, good pronunciation, tone and attitude.
- > Be able to listen, use open questions and clarify the caller's needs.
- > Use questioning techniques and effective listening.

*Duration: 1 Day*

## DEALING WITH DIFFICULT CUSTOMERS

Conflict is a very normal part of healthy relationships. Success comes from understanding how we behave, as well as how we can influence others. If difficult interactions are necessary, and we approach them with a plan, we will find that we have less difficult people to deal with. By learning skills to manage conflict, you can approach disagreements with confidence that keeps your personal and professional relationships strong.

Participants in this workshop will learn how to turn difficult situations into opportunities for growth, and come away with techniques to enable them to deal competently with a challenging situation in such a way that the organisation's reputation and customer service relationship are seen in a positive way.

*This workshop will enable the participant to:*

- > Recognise how attitudes and actions affect others.
- > Find new and effective techniques for dealing with difficult customers.
- > Learn techniques and strategies for managing and dealing with anger.
- > Develop coping strategies for dealing with difficult customers and turning difficult situations into win/win situations.

*Duration: 1 Day*

# National Training Schedule

## KEY SERVICE SKILLS

*Duration: 1 Day*

|                   | MAY | JUN | JUL | AUG |
|-------------------|-----|-----|-----|-----|
| Auckland          |     | 12  |     | 16  |
| Waikato           |     | 7   |     | 28  |
| Bay of Plenty     | 15  |     | 3   | 22  |
| Palmerston North  | 31  |     |     | 29  |
| Napier & Hastings | 1   | 27  |     |     |
| Wellington        |     | 26  |     | 21  |
| Christchurch      |     | 22  |     | 14  |
| Dunedin           | 16  |     |     | 16  |

## ADVANCED CUSTOMER SERVICE

*Duration: 1 Day*

|                   | MAY | JUN | JUL | AUG |
|-------------------|-----|-----|-----|-----|
| Auckland          | 1   | 6   | 17  | 21  |
| Waikato           |     |     | 24  |     |
| Bay of Plenty     | 29  |     | 25  |     |
| Palmerston North  | 31  |     |     | 1   |
| Napier & Hastings |     |     |     | 15  |
| Wellington        |     | 19  |     | 14  |
| Nelson            |     | 12  |     |     |
| Christchurch      | 29  |     | 10  |     |
| Dunedin           | 30  |     | 19  |     |

## PROFESSIONAL TELEPHONE SKILLS

*Duration: 1 Day*

|                  | MAY | JUN | JUL | AUG |
|------------------|-----|-----|-----|-----|
| Auckland         | 9   | 26  |     |     |
| Waikato          |     |     | 25  |     |
| Palmerston North | 1   |     |     | 8   |
| Wellington       |     | 12  |     | 7   |
| Blenheim         |     | 5   |     | 15  |
| Christchurch     |     |     |     |     |
| Dunedin          | 8   |     |     | 8   |

## DEALING WITH DIFFICULT CUSTOMERS

*Duration: 1 Day*

|                   | MAY | JUN | JUL | AUG |
|-------------------|-----|-----|-----|-----|
| Auckland          |     | 20  |     |     |
| Waikato           | 8   |     |     |     |
| Bay of Plenty     | 16  |     |     |     |
| Palmerston North  |     | 1   |     |     |
| Napier & Hastings |     |     | 25  |     |
| Wellington        |     | 7   |     |     |
| Christchurch      | 16  |     |     |     |

## Don't forget about our New Programmes!

### ADVANCED SERVICE SKILLS FOR HEALTH CARE PROFESSIONALS

A workshop specifically for Health care Professionals. Learn what your patient's service expectations are and how to meet them effectively.

### DEALING WITH DIFFICULT CUSTOMERS

Our NEW & IMPROVED Dealing with Difficult Customers workshop gives participants skills to manage conflict, so that they can approach disagreements with confidence that keeps personal and professional relationships strong.

### TIME MANAGEMENT

Is time management an illusion? An effective ideal? A learnable skill?

In a time where the reality is the need "to do more with less" what are the secrets of the effective, productive, management of time.

Please contact your local KiwiHost representative to see if these workshops are running in your area or for more information!

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OR WRITE TO:  
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Upper Riccarton  
Christchurch 8442.

### CONTINUES FROM FRONT PAGE...

The KiwiHost Key Service Skills workshop is the essential first step to inspiring a passion for customer service in every corner of your business. The workshop covers the following key subject areas:

- Identifying your customers and their expectation
- How we communicate effectively
- Greeting and making conversation
- Active listening techniques
- Why we lose customers
- Handling difficult customers
- Learning outcomes.

Rhonda Griffiths – Industry Development Manager for Norfolk Island Tourism who has

been working on putting the right funding in place to allow the training in take place, says:

*“KiwiHost training had a positive impact on the visitor experience to Norfolk Island with an immediate reduction in the negative comments from visitors about the quality of customer service on the Island.”*

SOURCE – VISITOR EXIT SURVEY DATA

article by:  
**JARED BRIXTON**

**KIWIHOST**  
MANAGING DIRECTOR



## The Business Challenge is on for 2012

*Compete against some of New Zealand's best business minds in this stimulating, enjoyable competition for a fabulous array of prizes valued at over \$20,000.*

The Business Challenge is a business simulation where teams or individuals from around New Zealand compete against each other in the running of a fictitious company.

The business decisions made each period are entered into the simulation website, where the computer simulation analyses the effects on the competing companies.

### WHO PLAYS?

Over the past 15 years teams have been from both large and small companies, along with government departments, SOE's, schools and universities. See the website for a list of previous players.

### WHAT TIME COMMITMENT IS INVOLVED?

After receiving your Business Challenge pack, you will be making weekly decisions from mid August for a total of six sets of decisions.

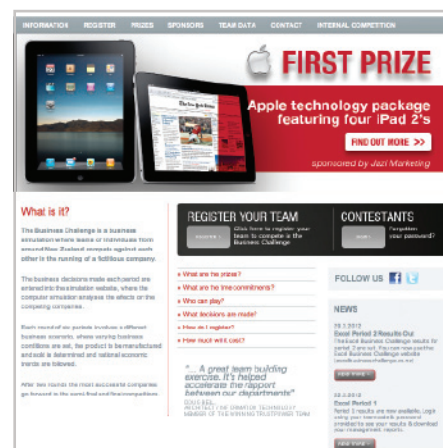
Each decision usually involves your team in discussion for approximately one hour.

For the 25 semi-finalist teams a further six decisions are made. The five finalist teams compete over a weekend.

### YOU'VE GOT TO BE IN TO WIN!

Register online: [www.businesschallenge.co.nz](http://www.businesschallenge.co.nz).

- Earlybird registrations close on 22 June 2012.
- Registrations close on 27 July 2012



For pricing and full terms & conditions see [www.businesschallenge.co.nz](http://www.businesschallenge.co.nz)

Business Challenge 2012 is sponsored by:



### IN-HOUSE BUSINESS CHALLENGE

The Business Challenge can also be run as an in-house team building exercise. If you're interested in running it at your company then contact the administrator on 0800 249 242 or [enquiries@businesschallenge.co.nz](mailto:enquiries@businesschallenge.co.nz).

Businesses currently using in-house Business Challenge:

