

#91: Ideas & Inspirations

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Words of Wisdom

"Attitude is a little thing that makes a big difference."

- WINSTON CHURCHILL

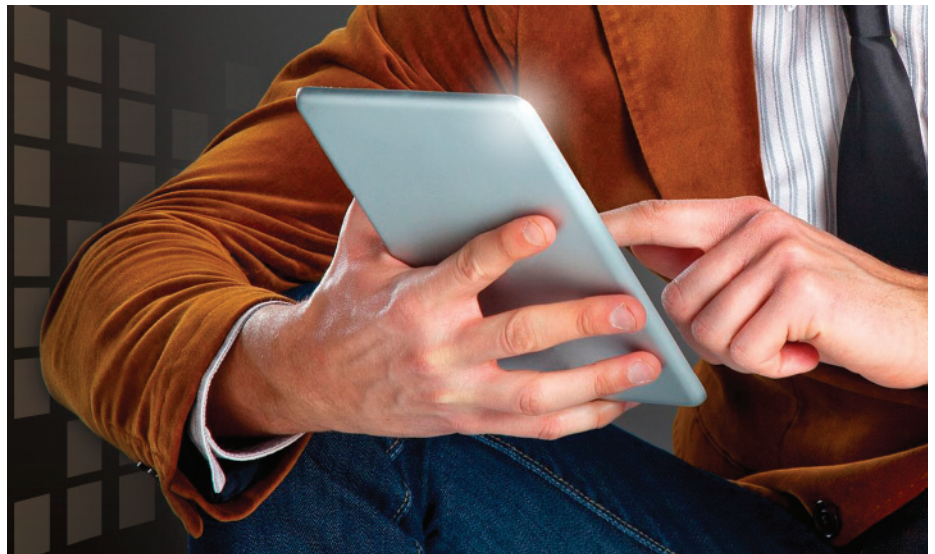
Service Tips:

IDEAS & INSPIRATIONS offers a weekly customer service success idea delivered by Pod Cast. KiwiHost's Service Tips Podcasts are 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:

- Know yourself
- Saying "sorry"
- Look for opportunities

To listen go to more podcasts, go to www.soundcloud.com/kiwihost

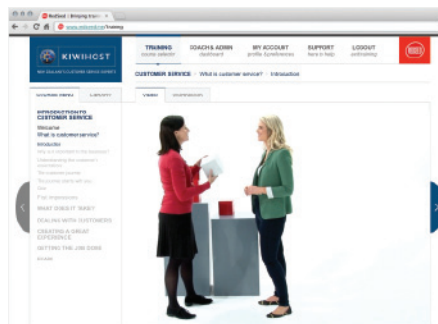


Online Training Launch

KiwiHost has for a long time looked into whether or not we should be offering online training, and if so, how we go about it. As many of you will know there are any number of "do-it-yourself" Learning Management Systems available online.

Over the last fifteen years in the training industry I have seen a lot of systems and the development of them, from purely text based content on a CD-Rom to fully functioning interactive online tools with smart outcomes & useful administration features. In the end, we decided that the best way to go was to work with the best. In this case that meant RedSeed!

RedSeed has become a major player in the online training space over the last seven years, working with some of New Zealand's largest companies. They have developed their own bespoke training platform to host the training to ensure quality, constant supply and consistency. The training is based around delivering high quality video content, matched with exceptional administration features.



The Learning Management System allows monitoring of progress & success.

I am extremely happy to announce that KiwiHost are launching our first online training module. This module is customer service and features sixteen sessions covering all the basic elements of customer service from first impressions & engaging with customers to answering the phone & handling complaints.

All content is complemented with either multiple choice or long answer questions to ensure understanding of the modules content happens before moving onto the

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NZ vs USA - the battle for good service

Having recently returned from the USA, I thought now was a good time to look at a comparison of the service received in both countries.

Before I begin, I should offer a caveat about my expectations for service in the USA. Having travelled there as a 9 year old boy to Disney Land, Los Angeles and Hawaii, at a time when NZ service was to say the least in need of some attention, I remembered a time when the service received seemed to be over the top and choices were endless. To the point where my father stressed about ordering a salad, because of all the salad dressing choices. At that time in NZ, there was no choice; you got 'salad dressing.'

So, after a long flight I was ready for some good service, great food and outlandish adventures. What I received was somewhat surprising; the service was on the whole... appalling. There were some clear exceptions, when at the Bellagio for dinner where service was impeccable (and the view astonishing) or when terrible food at a diner was swapped for good food without hesitation and no sign of it appearing on the bill.

One of the things that I was somewhat prepared for was the tipping, but it didn't appear to be as prevalent as I thought it would be. It also only ever appeared after a transaction, so really had very little bearing on the service received (or at least appeared to). Some 'gratuities' were pre-entered on

the bill (at 20%) whilst others left a blank line and an expectation of 10%, but all of this was done after all other transactions were concluded.

So how did the service compare with that offered in New Zealand. Overall I think NZ comes out on top. Our general helpful and easy going nature means that those in the Tourism and Hospitality industries do a generally acceptable job, but don't like to bend the rules. All those (Kiwi's) that I was travelling with agreed that there was no way that if we didn't like the look of something that we had ordered on a menu and had sent it back and ordered something else, that we would not have been charged. Just for your information, that's not something my friends do easily. The meal was "Corned Beef Hash with Three Basted Eggs"... need I say more!!!

At the very top end of the service mix, I think the US takes it out. They know that discerning diners and tourists who spend top dollar want impeccable service and that is what you get. Nothing is too much trouble, but be prepared to pay for it and tip accordingly.

I came home with a reconfirmed view that on the whole New Zealand does a pretty good job of servicing our Tourism and Hospitality Industry. Here's hoping we can translate some of that into some of our other industry sectors!



The view from the Bellagio was astonishing - a nice match for an impeccable dinner and exemplary service.



Discerning diners and tourists who spend top dollar want impeccable service!

*Written by Jared Brixton,
KiwiHost Managing Director*

Less really is more!

I've come across a simple idea that will help you to increase your sales... it's beautiful in it's simplicity: give your customers less options.

It's well known that if you give people too many options, they often choose none because they slip into "analysis paralysis."

But what if you can't eliminate options from your business? If you're selling 50 products, you can't simply eliminate 47 of them, that would kill your business.

So how can you give people fewer options while maintaining your current catalogue of products and services?

CHUNKING

That's where you can take advantage of the process known as "chunking."

Instead of telling people "Here's all of my stuff," you say, "Here are 5 categories of

stuff." Pick which category is right for you, then pick the item in that category that's right for you.

Let's take a look at how it works in real life. Take for example, a supermarket. When you walk in to your local supermarket, you know there's a deli, a fruit & vege area, a meat area, a dairy area, and so on. In each little section or aisle, there's thousands of products to choose from. But they make the decision easy on you by "chunking" them into similar categories. This way if you're shopping for a nice bottle of Shiraz you're not overwhelmed trying to pick one out of a muddle of different wine varieties or distracted by capsicums and mushrooms.

It also works for online stores. If you have your products listed under general categories and then more specific categories your customers will be able



Giving people too many options means that they can slip into "analysis paralysis" and they choose none!

to find what they're looking for quickly, making their purchase decision that much easier and leave less room for umming and aahing.

So you see, you don't really have to have less products, you just have to assist your customers to focus and make it easy for them to make a decision, without getting lost, overwhelmed or distracted.

Which soft skills are the most important?



In the workforce, your ability to embrace challenges, communicate clearly, and motivate others are soft skills that can have transformative effects on your ability to do your job well.

Regardless of where you are in the corporate structure, your soft skills – people skills (as opposed to technical skills) – are not only important for improving how you work with a team and how “likeable” you are on the job, but can greatly influence the path of your career.

Soft skills go beyond your ability to cooperate with people at work, both internally and externally. Focusing on your soft skills can improve your motivation, leadership skills, and conflict resolution skills. To help you live up to your “soft skills potential,” we’ve compiled a list of the most important soft skills to focus on in the workplace:

ATTITUDE

A famous Winston Churchill quote states, “Attitude is a little thing that makes a big difference.” How true this saying is – both in and out of the workplace. Your attitude is one of the most important soft skills, and it’s a trait that you can work on improving every day, in every situation. Attitude encompasses looking at opportunities in situations, even when things don’t go as expected, and a positive attitude can help you overcome cynicism and negativity. Instead of becoming a complainer and seeing the bad aspects of a situation or an environment, maintaining a “can-do” attitude will help you find solutions.

A positive attitude is contagious – work on yours, and start spreading your proactive approach.

COMMUNICATION

It can be easy to overlook communication as an important soft skill, but articulate verbal skills and proper grammar skills go a long way in not only helping people understand you better, but also improving people’s impression of your intelligence. With the popularity of texting, and an over-reliance on email, it can become easy to get sloppy and neglect your communication skills, but take extra time to ensure you’re expressing yourself clearly, in all mediums. Additionally, pay careful attention to the non-verbal communication skills you project, such as eye contact, how well you listen to others, and your body language.

MOTIVATION

Motivation is often a by-product of having a good attitude, but it requires follow-through. Being motivated means that you are a self-starter and the type of person who takes initiative and leads by example. It also means that you come up with ideas and use your creative skills to figure out how to implement your plans. Motivation is another contagious trait that can help transform how

others around you work and lead, so invest time in developing this important soft skill.

CREATIVITY

Creative skills apply for everyone in the workplace – it’s not just for those who work in design jobs. Technical jobs require an ability to think outside the box, and even tedious tasks can benefit from creativity, if you see a task as something that you can figure out how to do more efficiently. When looking for creative solutions in the workplace, ask yourself if your solution will help you work more effectively, save money, and approach a problem in a novel way.

START APPLYING YOUR SOFT SKILLS TODAY

In the workforce, your ability to embrace challenges, communicate clearly, and motivate others are soft skills that can have transformative effects on your ability to do your job well, work with others, and chart your own trajectory for how far you take your career ambitions. Even if you weren’t born with the technical aptitude you wish you had, you can still take your career to new heights by working on the skills you can control every day: your soft skills.

Don't forget about our other programmes!

ADVANCED SERVICE SKILLS FOR HEALTH CARE PROFESSIONALS

A workshop specifically for Healthcare 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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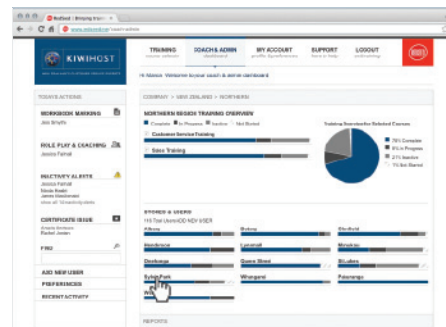
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next section. These answers are all available to be viewed (and marked) by administrators if required.

The system can handle thousands of users at a time, all with individual secure access over the web to enable simple integration into an organisation.

Administrators have the ability to look at the training undertaken from company-wide, a single branch, or right down to an individual perspective. This enables them to see trends occurring with the speed of uptake, along with looking at the individual answers to questions.



The Coach & Admin Dashboard allows admins to effectively track performance

*If you'd like to have a closer look at just how good this online training is, then just give us a call on **03 343 5007** or email **online@kiwihost.co.nz***



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