



# #79: Ideas & Inspirations

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## Words of wisdom

*"There is only one boss. The customer. And he can fire everybody in the company from the chairman down, simply by spending his money somewhere else."*

Sam Walton

## Monday morning motivation

**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 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.

- Feb 9 Get Respect
- Feb 16 Attitude
- Feb 23 Know Yourself
- Feb 30 Saying Sorry
- Mar 2 Look for opportunities

To listen go to our website



[www.kiwihost.co.nz](http://www.kiwihost.co.nz)  
and click on: Monday Morning Motivations.



Jared Brixton, KiwiHost Managing Director presents David McShane, Donaghys Commercial Manager with the KiwiHost Endorsed Service Provider Certificate.

## What's behind the making of a world-class business?

What are some of the factors behind the rise of an iconic South Island and Kiwi business like Donaghys?

Certainly the company is "a world-leading manufacturer and distributor of innovative and reliable products that provide effective solutions for the rural, industrial, marine and aquaculture markets," but are there other X factors?

As bestselling author Jim Collins pointed out in his book 'Good to Great', the engine room of a great company is always going to be its people.

Aristotle said it best: **"Excellence is an art won by training and habituation. We are what we repeatedly do. Excellence, then, is not an act but a habit."**

Commercial Manager at Donaghys, David McShane, says the company recently went through a period when they lost three customer service people in nine months – all of them leaving to pursue different study directions.

"Training is important whether people come and go or not. I don't think it's worth employing somebody who isn't ambitious enough to pursue new opportunities when they arise – it's a fact of life that people move onwards and upwards."

David says company policy is to be continuously training people, and refreshing them, so that their skill levels are always improving.

"The key thing is being able to enhance our service that we do offer to our customers."

"We have a complex sales and distribution process. The majority of our sales are channelled through our main customers, such as the major rural merchants, but are delivered direct to the end user, such as farmers and agricultural contractors.

"The customer service training we're conducting is also an acknowledgement that there have been lots of good changes, but changes nevertheless – including new systems, establishing a new Animal and Plant division and releasing a number of innovative products into the market."

David said Donaghys is happy with the outcomes from the KiwiHost customer service training programme that was implemented.

"It's worthwhile mentioning that one of the attractions was a weekly reminder over 12 weeks to participants, on various aspects of the workshop they attended. It's all very well

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## Poor customer service, not price, driving most customer churn, study says

The notion that customer service is imperative in a recession got a major boost from a recent study by Accenture.

The New York-based consulting and services firm surveyed more than 4,100 consumers over the summer and found that service – more than price – is a clear differentiator.

According to the online survey, 67% of respondents reported switching companies because of poor customer service, compared with 59% last year. U.S. respondents were even more service sensitive, with 73% reporting that they switched companies owing to poor customer service, compared with 47% switching over lower prices. All indications are that the importance of customer service is only growing. Four years ago, when Accenture first began conducting the annual study, only 48% of respondents said they were switching businesses because of customer service.

"That's a material jump in just one year and from 48% to 67% over four years," said Robert Wollan, global Managing Director of Accenture's CRM transformation service. "Those are monstrous leaps and trends."

The surveys were conducted over the summer, when signs of the global financial crisis were just emerging, but the results are just as compelling, according to Wollan.

"When I think of a down market, I think every decision is amplified," he said. "Every [decision] to choose a particular provider or switch has greater importance to the consumer and to the companies."

Now, more than ever, is the time to challenge traditional practices, he continued. In particular, organisations need to segment their customers.

"There may never be a better or more important time to get closer to customer behaviours," Wollan said. "The clues are there."

## COVER STORY CONTINUED...

### What's behind the making of a world class business?

to come back from training all fired up, but enthusiasm wanes over time and the weekly reminder is important for retaining momentum."

"KiwiHost also built in an opportunity for us to have a two hour refresher to go over different points, to help us pick that level back up again when we need it."

David said one person in particular had demonstrated great personal development in dealing with difficult callers – a fact that had been noted by the other members of the team, who are aspiring to emulate her example.

"This person's ability to show empathy, to allow the caller to get rid of their frustrations and then to agree a timetable and solution has developed very well."

"You don't expect to send someone on a course and for them to instantly click on to it. They must work on and develop their own style. The most important thing is to create that acknowledgement that there are things that can be improved upon and that there are different ways to deal effectively with different situations," says David.

### So what's so special about you?

Rosser Reeves is a name that sounds like it comes out of a pulp western novel, and the comparison doesn't fall far short because Rosser Reeves was a trailblazer of a different sort – he was the copywriter who coined the term USP (Unique Selling Point) in about 1954.

Beginning his career as a copywriter in 1929 he eventually went on to become chairman of the advertising agency Ted Bates and Company, but it's the Unique Selling Point that he is most remembered for, that, and making M&M Candies famous.

Rosser Reeves believed that once you established your USP, everything else is a no-brainer.

The first thing Rosser Reeves did, when President of M&M Candies John MacNamara complained his advertising wasn't working, was rip open a bag of M&Ms and pour the candies across his desk. What he found was the only candy on the market with a chocolate core surrounded by a sugar shell.

In his book *The Manipulators*, Jeffrey Robinson, tells the following story:

"Next, Reeves put an M&M in one hand and pretended to have a competitor's chocolate in the other. Then he asked MacNamara which hand held the M&M. MacNamara didn't understand until Reeves announced the campaign tagline – one of the most famous ever – 'M&M candies melt in your mouth, not in your hand.'"

According to Reeves, the consumer, customer or client remembers only one thing from any advertisement or marketing piece. As Robinson puts it: "There is only one take-away."

"Therefore each advertisement must make a proposition to the consumer. Not just words, not just product puffery, and not just show-window advertising. The proposition must be one that the competitor either cannot or does not offer. The proposition must be so strong that it can move the mass millions, can pull new customers over to your product."

Ask yourself. If you had one chance – one unique point – to sell you customers or clients on your product or service, what would it be? That's your USP. Make it central to all your marketing.



# The Effective Series

The Effective Series is a range of self-paced, self-learning workbooks designed to enable the reader to learn a subject in their own time around the demands of work and home.

After 20 years in publication, KiwiHost has obtained the rights to market and sell the range of workbooks throughout New Zealand. The workbooks have continued to be highly successful, achieving export awards, by being continually developed over time to keep pace with changing demands and technology. Collectively the range of workbooks have sold in excess of 100,000 copies throughout New Zealand, Australia, Canada, England, South Africa and the United Arab Emirates.

*The Range Of Workbooks: For full course profiles visit our website*

## EFFECTIVE BUSINESS WRITING

Designed to remove the apprehension often associated with writing and to build written communication skills. This programme gives you the opportunity to learn for yourself the basic strategies which you can use to develop your own highly effective business writing skills.



## EFFECTIVE BUSINESS NEGOTIATION

Designed for those involved in negotiation. It emphasises the importance of commitment to WIN/WIN and introduces techniques and strategies for achieving this.



## EFFECTIVE REPORTS & PROPOSALS

This workbook helps to develop an effective strategy, structure and to organise information so that it is easily read and understood. It introduces quality presentation techniques to enhance reports.



## EFFECTIVE BUSINESS COMMUNICATION

This workbook encourages people to actively seek feedback in communication, and to practice the art of face-to-face discussion to achieve improved communication.



## EFFECTIVE CUSTOMER SERVICE

Focusing on complete customer service, this workbook introduces the key skills needed to be effective in this crucial business area. This programme shows that Customer Service can never be a bonus extra and your business prosperity is directly related to the quality of Customer Service.



The Effective Series will be utilised by KiwiHost in a number of ways. Firstly each workbook can be purchased and used as a self-paced guide to the subject matter (\$125 plus GST, with volume purchase discounts available). Secondly, some of the series will be run as a public scheduled workshop where a facilitator will use the workbook as the basis of participant materials and join other participants in discussions and exercises around the subject matter (check out the public schedules online to see if they are being run in your local area.) Lastly, the programme will also be available for use as part of an in house workshop.

## *Good service inspires loyalty in customers*

As the past business year is put behind us, we face a new year of challenging economic times.

Customers are focused on their pocketbooks. For most, it won't be business as usual. Tight credit, loss of wealth and consumer unrest will require businesses to re-evaluate and redefine their place in the market. Free enterprise is unforgiving and it's not free.

The economy has tanked, consumer confidence is at a new low, the mortgage crisis is in full bloom, and the dollar struggles. We live in interesting times. In my opinion, the challenge for business is to stay relevant to the customer base.

When price has no bottom, how do you build loyalty? Some thoughts: What brings the customer back? What makes your business special? What are you famous for? How many ways are you different from the competition?

What can be done to inspire loyalty and grow business in the years ahead? Focus needs to remain on the customer (client). Reinvent the way business is done. Seek gaps in products and services in your market.

Careful hiring practices, training and over-the-top customer service are key competitive weapons. They will set your business apart from the competition. The hiring process builds a company culture. What you say, how you say it, what you do, how you do it and what you sell are all parts of your company culture. When it breaks down, it's hard to fix.

The challenge is to stay relevant. Sell on value, which is not the same as price. Value is the total experience your customer has when he or she comes into contact with your company.

How do you fight the price value? Step back and take a fresh look at your business. Work to become the only business, in the mind of your customer, that does what you do.

# National Training Courses

## KEY SERVICE SKILLS

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. The KiwiHost course is the essential first step to inspiring a passion for customers in every corner of your business. Participants will learn to communicate effectively, understand the customers importance, understand why first impressions count, listen actively and handle complaints. The workshop provides staff of any business or organisation with grounding in the concepts of professional customer service

### Key Service Skills

	FEB	MAR	APR
Northland		18	
Auckland	12	11	16
Waikato	25	17	21
Coromandel		18	
Bay of Plenty	18	25	28
Central	18		
Hawkes Bay & East coast	24		
Wellington	25		22
Christchurch			1
Otago	19		1

### Learning Outcomes

*This workshop will enable the participant to*

- > Communicate effectively.
- > 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.
- > Meet, greet and remember names and faces.
- > Listen actively and ask open questions.
- > Handle complaining customers and solve service related problems.
- > Recognise who the customer is, both internally and externally.

*Duration 1 day*



## ADVANCED CUSTOMER SERVICE

A challenging workshop, which 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.

### Advanced Customer Service

	FEB	MAR	APR
Northland			3
Auckland	17	18	22
Waikato	18	24	28
Coromandel	24		22
Rotorua / Taupo	19		
Bay of Plenty	19	26	29
Central	25		
Hawkes Bay & East coast	25		
Wellington	11	11	8
Nelson	25		2
Christchurch	23		2
Otago	11	25	

### Learning Outcomes

*This workshop will enable the participant to*

- > Help them to understand 'how and why' their role is important.
- > Empower them with techniques to turn all good and bad customer service scenarios into gold.
- > Give them strategies to turn problem, angry and difficult customers into happy ones.
- > Enable each person to complete a self-analysis of their service attitude and skills, to build empathy.
- > Identify the four levels of customer expectation.
- > Show them how to achieve great first impressions.

*Duration 1 day*





## PROFESSIONAL TELEPHONE SKILLS

The telephone is a most powerful customer service and selling business tool. This workshop provides participants with key skills for effectively using the telephone as a means of communication. At the conclusion of this workshop, participants will have the skills and techniques that will enable them to effectively and efficiently deal with a wide range of telephone situations with confidence and pride, by recognising the value of the telephone as a customer service and a selling tool

### Professional Telephone Skills

	FEB	MAR	APR
Northland			28
Auckland	18	19	23
Waikato	26	18	22
Bay of Plenty	17	24	
Wellington	18	18	15
Nelson	26		
Christchurch	10	24	
Otago	3	18	22

### Learning Outcomes

*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, language, tone and attitude.
- > Be able to gain rapport with callers and develop positive communication links.
- > Be able to listen, use open questions and clarify the caller's needs.

*Duration 1 day*

## MANAGING SERVICE IN YOUR BUSINESS

Leadership and attitude drive the customer service focus of every business. The only difference between competing businesses is the quality of the customer service each provides. Consistency of delivery is vital to every service organisation. It is the responsibility of those who lead customer service teams to coach, guide, develop and monitor their teams to ensure that consistency of quality service is achieved. Participants in this workshop will be given tools and processes that will allow them to effectively and successfully manage and lead a team in a service environment.

### Managing Service In Your Business

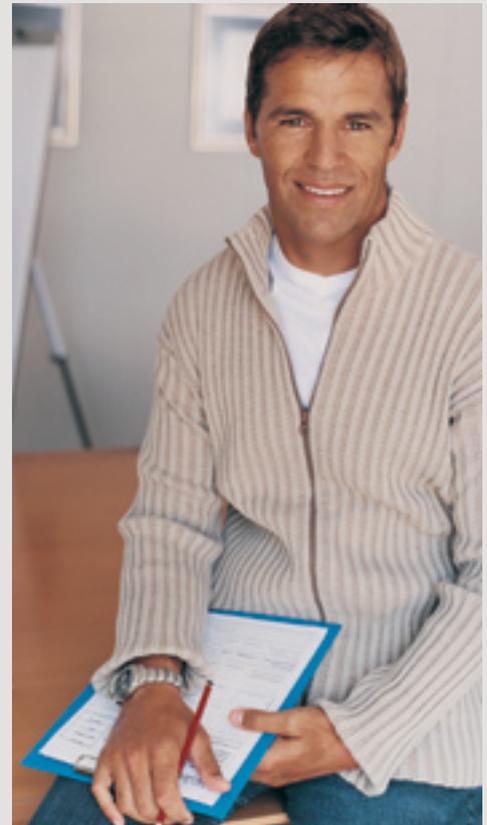
	FEB	MAR	APR
Auckland		12	
Bay of Plenty			27
Wellington		12	
Christchurch		11	

### Learning Outcomes

*This workshop will enable the participant to*

- > Understand the role of the manager/ supervisor.
- > Understand the concept of 360 degree feedback, how it relates to Services Management - Practices and how it can help personal improvement, strengths and potential.
- > Be able to write performance service standards, how to communicate these to staff and be able to undertake a performance review.
- > Know how to initiate performance improvement strategies.

*Duration 2 Days [non-consecutive]*



**KIWIHOST**

NEW ZEALAND'S CUSTOMER SERVICE EXPERTS

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SERVICE EXPERTS  
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