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CHALLENGE

Gasoline Alley Services Ltd (GAS) has over 120 sites across New Zealand. All GAS Petrol Service Stations are independently owned and operated businesses. Most are what you would call “Mum and Dad operators” who tend to work seven days per week for most of the year. We wanted these owners to understand that they are part of a wider network of similar people facing the same issues all over New Zealand.

A decision was made at the GAS Head Office to facilitate opportunities for our Retailers to come together on a regular basis to share their successes and struggles, all the while learning how to deliver excellent customer service that Kiwis are renowned for. Two years ago, the team at KiwiHost tailored a GAS Customer Service Excellence Course to cover all aspects of delivering good old-fashioned customer service in true Kiwi style. We were very conscious that our group is diverse in both culture and retail experience.

“The course KiwiHost devised for us ensured that everyone could relate to the subject matter and take away valuable information that could be implemented into everyday life of the business.”

Kylie Baudet
Business & Marketing Coordinator

Dates 2018 - ongoing
Courses Customised Customer Service Sessions
Participants 120 +

SOLUTION

KiwiHost developed a fully customised one-day workshop based on our highly successful Service Excellence workshop. It incorporates aspects of cultural differences and understanding, along with integrating case studies and examples of things that happen on a daily basis throughout the GAS network.

The first course was introduced during a two-day conference in Northland. It was received with excellent feedback and as a result, some participants attended a second time with staff members for GAS' inaugural nationwide conference held in Rotorua later that year. The course facilitators built an immediate rapport with participants and feedback again was excellent.

GAS found there was a demand from GAS Retailers for the course to be brought to the regions throughout 2019 so more staff from the service stations could attend more easily.

I have found the facilitators understand the importance of delivering a course using genuine anecdotes from their own experience as a business owner delivering customer service or, and this is what has been most appreciated by our participants, having visited several GAS sites and reporting back on the positives and the “what could be improved” experiences at a GAS Petrol Service Station. Scenarios and honest feedback is delivered in a non-judgemental way with constructive and easy-to-implement solutions. As our Retailers are often in the business, day in and day out, it is crucial for them not to feel inadequate but invigorated and inspired to go back and look at their business with fresh eyes. KiwiHost delivers just that.