

#84: Ideas & Inspirations

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Words of Wisdom

"Being on par in terms of price and quality only gets you into the game. Service wins the game."

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:

- How to stand out
- Gender differences
- Avert trouble with customers
- Your #1 customer contact channel
- Leaders: born or made?

To listen go to our website www.kiwihost.co.nz and click on: service tips.



Endorsed Service Provider: new levels of accreditation

For some time KiwiHost has offered a Service Provider Endorsement for those businesses that we felt were qualified to be held up as providing a truly quality service offering in their business. This was generally qualified by having a certain level of customer-facing employees trained in customer service. This endorsement allowed the qualifying company to display an Endorsed Service Provider plaque and utilise KiwiHost branding in their external communications.

We have often felt that this endorsement lacked some of the bite that may be required to get real traction. To that end we have been working on a revised scheme to provide more defined qualifying criteria and in return provide greater recognition for their efforts. I am pleased to advise that KiwiHost is introducing the new Blue, Silver and Gold level endorsements.



Below is a table outlining in brief the various qualifying criteria and the benefits received for obtaining each level:

ENDORSEMENT	CRITERIA	BENEFITS	COST
BLUE	75% staff attended customer service training in last 3 years.	Wall Plaque Endorsed branding Listed in e-newsletter 15% off public workshops	\$395 p.a.
SILVER	100% staff attended customer service training in last 3 years. Maintained Blue status for 1 year.	Wall Plaque & Posters Silver Endorsed branding Listed in all newsletters 20% off public workshops	\$595 p.a.
GOLD	100% staff attended customer service training in last 3 years. Refresher workshop in last 12 months. All new staff trained within 6 months of employment. Maintained Silver status for 1 year.	Wall Plaque & Posters Gold Endorsed branding Profiled in newsletter 25% off public workshops	\$995 p.a.

Contact KiwiHost for an application to become a KiwiHost Endorsed Service Provider and receive the full terms & conditions.

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Benefits of networking

Networking is something that really has unlimited benefits. The expansion of your relationship base can help you with business expansion as well as personal improvement.

AWARENESS

One of the biggest benefits of networking is creating awareness. If your goal is to expand your business and gain market share, awareness is an absolute necessity. You must be top of mind to be in the discussion process for prospective clients. If you aren't in the equation, you cannot be selected.

INCOME GENERATION

Consistent and timely networking will lead to an increased opportunity for income generation. This income is created through speaking to and meeting new people that have a desire to gain something from what you offer. This can only occur through putting yourself out there and meeting new people.

NEW PERSPECTIVE

A third party can bring a fresh perspective that can reveal benefits of your existing product or service that you didn't think of. It can be a different position on the current marketing angle you are using, or it can be a whole new way of looking at what you are doing. Allow yourself the opportunity to increase your success odds by speaking to others.

OPPORTUNITIES

When you take the step of advancing your current circle of influence, you increase your chances of having new opportunities offered to you. Opportunities can be for business, pleasure, personal growth or simply just knowledge.

TIPS:

When attending an event in person, try to find out who will be there in advance.

Bring plenty of business cards and prepare an interesting, 30-second vision that you can present fluently to others.

Be willing to listen and provide value to another person before asking for help.

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First Silver Endorsed Service Provider awarded



Left to Right: KiwiHost's Jared Brixton (Managing Director) presents the first KiwiHost Silver Endorsed Service Provider award to CDHB Radiology Services: Helen Gowans (Administration Manager), Anne-marie Hoogenboezem (Team Leader), Claire Baker (Quality Facilitator), Frank Connor (Service Manager).

I am pleased to advise that Canterbury District Health Board (CDHB) Radiology Services is the first organisation in the country to receive the new KiwiHost Silver Endorsed Service Provider status. They have worked tirelessly over the past couple of years with KiwiHost to help their staff gain the additional skills and confidence to put their customer care requirements at the forefront of every customer interaction.

Helen Gowans, Administration Manager, for CDHB Radiology Services says "KiwiHost was chosen as our customer service trainers because they are a name the public know. They are an organisation that is recognised nationally as supplying a quality product and the management of KiwiHost were happy to

work in with our service to customise the training."

"The honour of being the first organisation in New Zealand to receive the Endorsed Service Provider has supported our commitment to quality customer service as well as giving our staff and client group a qualification that they can recognise. Says Helen.

Contact KiwiHost for an application to become a KiwiHost Endorsed Service Provider and receive the full terms & conditions.

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

Congratulations to last issue's winner Murray Ashcroft from ASB Stadium.



People do business with people



He aha te mea nui i tenei ao? He tangata, he tangata, he tangata, is part of a very popular Maori proverb asking what is the most important thing in this world before answering, it is people, it is people, it is people. In my experience and from the wisdom of many leaders I have found that if we look after our people – our customers, our employees, our teams, our whanau – then the material possessions, results, profits and opportunities turn up anyway.

The above proverb has been applied to many situations and in this article I would like to apply it to business and leadership. Why do we go back to the same hairdresser, petrol outlet, real estate agent or flower shop? One of the main reasons is people. This is most evident when a very popular employee such as a hairdresser changes salons and their customers change salons too. People will often return to do business with people they trust, respect and like. People they feel they know. People do business with people.

Successful businesses know their customers. They have clearly defined their customers

and know their needs and how to meet those needs at a profit. They know how and why their business exists and are acutely aware of any changes in the demographics and spending habits of their customers.

Successful businesses also know their employees. They know which employees their customers like. They know which employees achieve the right results. Results that are often the result of that employee being trusted respected and liked by their peers and customers. These employees know that people do business with people. He aha te mea nui i to ao? What is the most important thing in your world? Hopefully it is also people.

BY NGAHIHI O TE RA BIDOIS

Ngahihi o te ra is an International Consultant and Speaker.

Book him for your training, conference or seminar through Celebrity Speakers at www.celebspeakers.com

Right the wrong

If you make a mistake, whatever the reason, admit it. Then right the wrong. There's nothing more grossly frustrating to customers than a company that does something wrong then is either clueless about what it did or won't admit that it faltered.

Act promptly - the sooner you take action the better your customer will receive the news.

Take responsibility for the problem without making excuses. When you take responsibility for a problem, on behalf of your company, it demonstrates to the customer that you and your business have integrity.

Add value - doing so acknowledges the inconvenience to your customer and can improve relations significantly.

Group customer dynamics

Every now and then we can find ourselves in a position where we have to deal with a group of customers wrestling with a single issue - a board of directors; a committee; a husband and wife making a purchase; a family faced with a decision; a group of friends trying to agree on something.

Each individual in the group can have questions and different concerns and they each want to be heard. Whether you're selling something or in a customer service support role, it's a situation that can quickly go sideways if not controlled properly.

The dynamics of dealing with a group of people is quite different to dealing with an individual. Here are a few do's and don'ts.

THINGS YOU SHOULD DO

1. Make sure that you're patient and listen to everyone.
2. When someone verbalises an opinion different to yours, always acknowledge and be respectful of their perspective.
3. Control the interaction by asking relevant, open-ended questions.
4. Try and make sure that everyone is engaged.
5. Keep eye contact with everyone in the group.

THINGS TO AVOID

1. Resist the temptation to try and identify the "primary decision maker". In group decisions everyone has a role. Trying to focus on one individual can be counterproductive.
2. Don't argue. You don't want to put someone in a position where they might look stupid in front of their friends, family or peers.
3. Don't voice your opinion unless you are asked - and even then, temper it.
4. Don't take sides if two people in the group are disagreeing.
5. Don't talk too much. Never pass up an opportunity to shut up.

*Don't forget about our
New Programmes!*

DEALING WITH DIFFICULT CUSTOMERS

Difficult people can be a nuisance, an embarrassment or a challenge.

Handled correctly, these situations are an opportunity for your organisation's reputation and customer service relationship to be seen in a positive way.

TELEPHONE SELLING SKILLS

The skills of telephone selling are specialised, and excellence in these skills provides a strong and valuable basis for business success and individual opportunity.

TIME MANAGEMENT

Is time management an illusion? an effective ideal? or 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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Basic methods to get feedback from customers

Far too often, we think we know what our customers think and want because - well, we just know, that's all. Wrong! Businesses can't be successful if they don't continue to meet the needs of their customers.



There should be few activities as important as finding out what your customers want for products and services and finding out what they think of yours. Fortunately, there are a variety of practical methods that businesses can use to get feedback from customers.

The methods you choose and how you use them depend on what type of feedback you want from customers, for example, to find out their needs in products and services, what they think about your products and services, etc.

EMPLOYEES

Your employees interact with your customers day after day. Ask them about products and services that customers are asking for. Ask employees about what the customers complain about.

COMMENT CARDS

Provide brief comment cards on which they can answer basic questions such as: Were you satisfied with the level of service you received? What could we do better? What one thing makes our service stand out from others?

COMPETITION

What is your competition selling? Ask people who shop there. Many people don't notice sales or major items in stores. Start coaching those around you to notice what's going on with your competition.

CUSTOMERS

One of the best ways to find out what customers want is to ask them. Talk to them when they visit your facility or you visit theirs.

DOCUMENTATION AND RECORDS

Notice what customers are buying and not buying from you. If you already know what customers are buying, etc, then is this written down somewhere? It should be so that you don't forget, particularly during times of stress or when trying to train personnel to help you out.

SURVEYS BY MAIL

You might hate answering these things, but plenty of people don't - and will fill out surveys especially if they get something in return. Offer them a discount if they return the completed form to your business or organisation.

TELEPHONE SURVEYS

Hire summer students or part-time people for a few days every six months to do telephone surveys.

Regularly asking for feedback will keep the feedback you're receiving current - allowing you to constantly ensure you're providing better service than your competitor!



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

People that challenge you also present you with a great opportunity to become a better, wiser, more experienced Customer Service Provider. Understanding the differences between real problems and concerns, and the habitual responses or games makes all the difference to how we respond to and deal with such situations.

Gain the skills and techniques to recognise and deal with a number of difficult and distressing situations. Participants will, at the conclusion of this workshop, have the skills to enable them to deal competently with any 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:

- > Clearly identify the emotions and behaviours that arise during a stressful or difficult interaction.
- > Understand the part each party plays - ownership and responsibility.
- > Know the difference between real problems and habitual responses that provoke and destroy customer relationships.
- > Have a series of practical easily used tools to move from a difficult situation to a satisfactory resolution.

Duration: 1 Day

National Training Schedule

KEY SERVICE SKILLS

Duration: 1 Day

	NOV	DEC	JAN	FEB
Auckland	9			23
Hamilton	23			22
Bay of Plenty	24			16
Taranaki		8		22
Hawkes Bay				24
Palmerston North	30			22
Wanganui	3			
Napier & Hastings		1		
Wellington		15		23
Nelson	25			
Christchurch	26			22
Dunedin	9			

ADVANCED CUSTOMER SERVICE

Duration: 1 Day

	NOV	DEC	JAN	FEB
Auckland	16	15	25	24
Hamilton	24			23
Bay of Plenty	25			17
Taranaki		10		24
Palmerston North		8		24
Wanganui		2		
Napier & Hastings	25			
Wellington	10	8	19	16
Nelson	4	9	26	
Christchurch	2, 3 ^T	7	26	
Dunedin	18		26	16*

^T Course location is Timaru

* Course will be run over two half days

PROFESSIONAL TELEPHONE SKILLS

Duration: 1 Day

	NOV	DEC	JAN	FEB
Auckland	10			22
Hamilton	25			24
Bay of Plenty				15
Taranaki		9		23
Palmerston North	24			
Wanganui	16			
Napier & Hastings	11			
Wellington	3	1	12	9
Nelson	11			
Christchurch	19 ^T	8	27	
Dunedin		1		

^T Course location is Timaru

DEALING WITH DIFFICULT CUSTOMERS

Duration: 1 Day

	NOV	DEC	JAN	FEB
Bay of Plenty		7		
Wellington	4			
Christchurch				23
Other locations on request				



KIWIHOST

NEW ZEALAND'S CUSTOMER SERVICE EXPERTS

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