

“it’s made a difference to how they do their jobs”



TURNERS
A U C T I O N S



KIWIHOST

BACKGROUND

In late 2007, early 2008 Turners Auctions conducted a countrywide mystery shopping campaign of all the company’s 18 branches around the country. Responses from the mystery shoppers suggested that service needed to be more consistent.

Human Resources Manager Sarah McKenzie says the company felt that consistent service was important for their public and trade customers. All customers need to know what kind of experience they could expect to receive, no matter which branch they walked in to.

Date October - December 2009

Course Key Service Skills

Participants 264

“We’ve had operational staff come up to management to thank them for putting the training on. Their feedback is that it’s made a difference to how they do their jobs, and we’ve actually seen real changes in people. Outcomes have been uniformly positive.”

Sarah McKenzie
Human Resources Manager

SOLUTION

Turners Auctions made the decision to roll out customer service training across the board, from the executive team, managers and sales, through to operational and frontline support staff. This involved training over 250 staff across the country. “We wanted the same level of service for our customers throughout each level of the organisation and all our branches around the country” says Sarah.

Once the decision to proceed with the training was made, there was a short turn-around time involved from approval to the first days training. The training itself was carried out in Auckland, Hamilton, Wellington and Christchurch over October, November and into December. In total 24 days of training were carried out, in many cases, in multiple locations on the same day.

Sarah says KiwiHost ran their Key Service Skills day-long workshop, but were flexible in making minor adjustments to fit Turners needs. “The training was adapted to be relevant to our business, using examples and scenarios that our people could relate to.

For Turners Auctions it’s about helping their customers understand the process, make more informed decisions and for them to deliver a consistently high level of customer service to get customers coming back next time they want to buy or sell a car because they understand the value of what they offer that they can’t get elsewhere.

BENEFITS