

Centrestage

Keeping you up with the play in the Central City.

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CCBA
CHRISTCHURCH

CENTRAL CITY BUSINESS ASSOCIATION

Customer Service Overhaul

We all think we know how important customer service is in retail. So why do we, as consumers, keep getting lousy service?

Assuming most customers are reasonable people, the answer is: Store staff don't know or don't understand what is expected in terms of customer care, or Management has not established firm criteria to maintain good customer service.

It boils down to quality of management, doesn't it? In both of the cases above, management is squarely responsible. So, before things get worse, here are the commandments you need to put in place – and make sure they are understood:

1. A Vision of Customer Service Excellence That is Clearly Developed and Communicated: If you do not set the expectations right from the beginning, you can't blame anyone but yourself.

2. Recruit, Hire, Train and Promote People with People Skills: When you are interviewing for new people, look for indications of a friendly, helpful nature and ask questions probing for the level of people skills. When evaluating staff performance, make sure there is considerable emphasis on their performance in the area of customer service.

3. Measure Individual Service Performance, Report Results and Celebrate Victories: What is not measured can not be managed. End of story. Develop a performance chart for each staff member and rate them from 1 to 10 for their Customer Service performance. You'll see a marked improvement almost immediately.

4. Solve Problems When and Where They Occur - that means immediately: customer studies show that as long as a problem is resolved quickly and to the customer's benefit, most become loyal customers for life. Study your policies and procedures and eliminate the fluff and unnecessary steps that take up time. To speed up the problem resolution process, empower your staff to make certain decisions without having to look for management.

5. Stay Close to Your Customer: When was the last time you took one of your customers to lunch or even a coffee? I know a lot of you are laughing at me at this point; but unless you know their honest opinion, how are you going to improve your operation? Think about it.

Review the above points in your retail environment and make sure you are 100% on top of all of it. That, in itself, would be a major accomplishment.



Paul Lonsdale
Central City Manager
Business Association



Great Quotes

Sometimes the road less traveled is less traveled for a reason.

Jerry Seinfeld

If you follow every dream you may well get lost.

Unknown

Take care of all your memories. For you cannot relive them.

Bob Dylan

Westpac Chopper Appeal

Throughout May the Westpac Chopper Appeal is supported by open days at the helicopter bases, the sale of a special limited edition range of Huffer gear, and fundraising activities such as auctions, as well as a nationwide street appeal on Friday 21 May.

Westpac funds the marketing and administration costs of the Appeal, and distributes 100% of funds raised back to the local rescue helicopter trust.

During May, donations for the 2010 Appeal can be made:

- At any Westpac branch
- By texting CHOPPER to 4483 to make a \$3 donation
- By phone on 0900 4 CHOPPER (0900 424 67737) to make a \$20 donation
- On the web at - www.chopperappeal.co.nz.

Better Beliefs

How to change your world, one belief at a time.

We all have beliefs that have a positive or negative impact on our lives. Good leaders are aware of their belief systems and they minimise the impact of negative beliefs. Beliefs like... "I'm not good at my job", or "if I'm successful, people will resent me" or "I'm not good at public speaking". These are the beliefs that need changing. Of all the beliefs that we have, those that have the greatest impact on our lives are the beliefs we have about ourselves. As a leader, it is important to identify your limiting beliefs and deal with them.

What is your reputation worth?

"It takes many good deeds to build a good reputation and only one bad one to lose it," said Benjamin Franklin. And he was right, up to a point (refer Tiger Woods!). For retailers it does take a long time and consistent performance to build a good reputation for their brand. But once constructed, that reputation can help protect their company if they make a mistake.

So what is your reputation worth? And where would you sit on a list of top retail brands? If you're not in the race, it might be time to start asking "why" and to construct a long-term plan to create or restore your retail reputation.

WWW Website - Update

We are currently updating our databases so many of you will have been contacted already. We encourage all of you to check your web page details and let me know if you have any changes you wish to make. One of the important factors of any website is to ensure that it is up-to-date. www.christchurchcity.org.nz