



# PROJEXUNLIMITED

SUPPORTING YOUR TEAM TO ACHIEVE GREAT RESULTS

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Welcome ...

## How can we work together to give our Rugby World Cup guests an unforgettable New Zealand experience?

Right now, thousands of people from all over the world are preparing to travel to our beautiful country for a highly anticipated international sporting event. What should our strategy be for meeting our guests' expectations and creating the best experiences and memories for them?



Ruby, David, and Hazel own and operate businesses in heartland New Zealand. In early 2011 these business people got their teams together to brainstorm strategies for maximising the benefits of the 2011 Rugby World Cup for their companies. They set themselves these goals:

- to assist their town and region to put on an incredible event and make the Rugby World Cup a real success for everyone.
- to create a superb customer experience for domestic and international visitors
- to maximise the long term benefits of the Rugby World Cup for their businesses. This would be an amazing opportunity to build a reputation with visitors for excellent service and hospitality, and for encouraging future business.

Ruby, David, Hazel and their teams have done their homework. They've been out and about experiencing what other businesses have to offer. At their weekly team sessions they've discussed the best ideas for creating great visitor experiences and then implemented these. They have also tapped into the official Rugby World Cup website and central and local government websites all of which have

provided great tools and resources to help businesses, communities and visitors plan for the Rugby World Cup. Their council is working with the local rugby football union and Rugby New Zealand 2011 to host teams and matches and organise special events for local and international visitors. Ruby, David, and Hazel have joined forces with other local businesses and community groups to coordinate services and enhance the visitor experience by:

- sprucing up and decorating their premises, their street and their area to make these as welcoming and attractive as possible. They are pulling out all the stops to create a fabulous first impression.
- recruiting staff who have the knowledge, passion and ability to create the best customer experiences and training these people well. Ruby David and Hazel have invested in tailored customer service training that focuses on understanding and meeting visitor expectations, and delivering memorable customer experiences.
- preparing information and resources for their teams about what their region offers, and about local and national RWC tournament fixtures. They want their staff to answer all visitor questions knowledgeably, whether these are questions about local culture, events, where to stay and transport, or the things that visitors shouldn't miss that lie off the well-worn tourist track (like that great café down by the beach).
- coordinating their opening hours with other businesses when matches and events are taking place.

Research tells us that the New Zealand landscape is the number one reason why visitors want to come to our country, but when they leave it is the people and the welcome they've received that will be the strongest impression they take away. Great teamwork will empower our All Blacks to win the Rugby World Cup just as much as it will enable Kiwis to create a truly successful world class event and unforgettable experiences for our visitors.

If you need help getting match ready, the Projex Team has all the customer service smarts to get you match fit. We are only an email away at [info@projexunlimited.co.nz](mailto:info@projexunlimited.co.nz).

# FAQ

## How can we get staff in our organisation working together to improve service?

We would like to share a very simple and effective concept with you that is just the thing for getting staff working together to generate service improvement ideas.

Projex has developed the concept of 'Let's have a chat' time for talking about how we can create better customer experiences. It can be hard to get staff to take time out to focus on customer service. One of the best times to do this could be at a team meeting where you might only have 20 minutes of their time. We have designed this exercise for that sort of situation.

The idea is to use questions to generate some discussion about customer service and spark ideas for improving and re-energising customer service in your organisation, e.g:

Tell us about a memorable experience that you've had as a customer within the last week.  
What were the highlights?  
What was disappointing?

What service tactics do you use to turn a disgruntled customer into a happy customer?



1. Invite yourself to a team meeting with staff who you may not have met with for some time.
2. Take some 'Let's have a chat cards' along with you. (Visit the Projex website [www.projexunlimited.com](http://www.projexunlimited.com) for more information about the cards).
3. Place the cards face down on the table.
4. One team member in the group picks a card from the pile.
5. He/she chooses one question from the card.
6. He/she reads this question to the team.
7. He/she provides his/her answers to the question.
8. Other team members chip in with their ideas too. (Repeat the steps above until all team members have participated).
9. Review the information you have gathered during your discussions.
10. Decide on actions for working together to implement service improvements.

For more ideas about how to use Projex's 'Let's have a chat' cards, please check out [www.projexunlimited.com](http://www.projexunlimited.com)

# New Zealand National Customer Service Week Calendar

## 3 October – 9 October 2011



<b>Swap roles and job descriptions:</b>	<b>Service Champions:</b>
<p><i>Other staff in your organisation</i></p> <ul style="list-style-type: none"> <li>- Observe and undertake the role of a customer service representative for a morning.</li> </ul> <p><i>Customer service representatives in your organisation</i></p> <ul style="list-style-type: none"> <li>- Observe and undertake the role of one of the staff in another department of your organisation for an afternoon.</li> </ul> <p>Discuss what it was like to be in another role and what you gained from the experience of swapping roles that could facilitate better customer service.</p>	<p>Recognise frontline staff during Customer Service Week with Service Champion Awards. Invite internal and external customers to recognise employees who they feel have provided exceptional service by nominating these employees for an award. Nominators could submit paper entry forms or nominate individual employees online. Invite nominees and nominators to take part in a Service Champion Awards ceremony where nominees receive their award from one of their nominators.</p>
<b>Make an improvement together:</b>	<b>Open Day: Together we can achieve better service:</b>
<p>Collect examples of customer service experiences leading up to Customer Service Week. These will be examples of situations where the customer may not have had the best service experience. Invite yourself to team meetings with the teams that provide these specific services to the customer. Tell the customer's story, see what improvement ideas evolve and then put these ideas into action.</p>	<p>Invite other people in your organisation to visit your customer service team's area. Set up a notice board displaying all the customer service improvements that your team has made over the past year. Describe how each service was improved and include honest feedback from your customers about the improvements made.</p>
<b>Celebrate with a debate:</b>	<b>Visit your customers:</b>
<p>Some topic ideas could be:</p> <ul style="list-style-type: none"> <li>- There is no such thing as 'an average customer'.</li> <li>- Providing an award for the most valuable team member each month helps us all to improve our customer service.</li> <li>- The customer is always right.</li> </ul>	<p>Get your customer service representatives to tag along to meetings with staff and customers and observe the customer's experience from the customer's perspective. Share your thoughts and ideas about this experience with your colleague on your way back to the office to help them improve their customers' experiences.</p>
<b>Secret shoppers:</b>	
<p>Turn frontline service reps into customers and give them an opportunity to benchmark their service against other organisations.</p> <p>Divide your customer service staff into teams of two people and give them list of services to shop for at businesses around town. They must follow these rules:</p> <ul style="list-style-type: none"> <li>- Each person in a team takes turns to be a secret shopper.</li> <li>- A customer service representative must be consulted at each business.</li> <li>- A customer service evaluation form must be completed for each store.</li> </ul> <p>Your customer service evaluation form might include the following questions:</p> <ol style="list-style-type: none"> <li>1. Describe what was good about your customer experience?</li> <li>2. What could be improved and how could it be improved?</li> </ol> <p>Later, the entire team can meet to review their completed evaluation forms, to discuss areas where improvements could be made, and to determine lessons learned that they could apply to their own processes. This exercise could be easily adapted for a telephone on online secret shopping mission.</p> <p>Are you looking for other great NZ NCSW celebration tips and ideas? You will find them at <a href="http://www.customerserviceweek.co.nz">www.customerserviceweek.co.nz</a>.</p>	



Customer service teams often ask us how they can grow their knowledge and skills, so on this page we feature training and events that will help your team develop essential industry 'smarts'.

This month we highlight more wonderful opportunities for your organisation to exchange knowledge and skills, and to recognize and reward exceptional customer service. If you are committed to engaging with your customers to deliver the very best service experience to them, then read on.

## ALGIM Customer Service Symposium revisited ...

This year the Symposium was held in sunny Nelson on 1 – 2 August.

The first two modules of the Local Government Customer Service Toolbox were launched at the Symposium by ALGIM, Projex Unlimited and the Customer Service Toolbox Working Party. These two modules (Customer First and Best Practice) are jam packed with the latest and greatest tools and information and will soon be available for purchase from ALGIM. Contact ALGIM for more information about purchasing your very own 'customer service consultant in a box' by emailing [info@algim.org.nz](mailto:info@algim.org.nz).



Projex was delighted to sponsor the 2011 ALGIM Customer Service Symposium Awards. We warmly congratulate those who were recognised by their peers for their efforts within the local government customer service sector. You can find out more about the awards and award recipients on the ALGIM Website [www.algim.org.nz](http://www.algim.org.nz)

The Projex Team had a fabulous time delivering an interactive workshop where customer service people teamed up to share information and ideas. Six teams selected Projex 'Let's have a chat' cards and responded to some very interesting and challenging customer service questions. Check out the fascinating results and pick up some great customer service tips from your peers on the Events page of our website [www.projexunlimited.co.nz/events.html](http://www.projexunlimited.co.nz/events.html). We were thrilled to receive so much positive feedback about this workshop. We hope that everyone has enjoyed sharing what they learnt at our workshop with their teams back home.

## Are you match ready? NZ National Customer Service Week, 3 – 9 October

How are your team's Customer Service Week plans coming along?

Do you need some inspiration?

How about incorporating New Zealand National Customer Service Week celebrations into your Rugby World Cup festivities from 3 – 9 October 2011? What a wonderful way to include your local and international visitors and show them that you are committed to service excellence and creating the best customer experiences. Check out some of our NCSW celebration ideas on page 3 of this newsletter. You could put our 'Let's have a chat' cards to excellent use during CS week by starting a service conversation with colleagues from other teams or departments. However you choose to celebrate, have a fantastic time and don't forget to celebrate with your customers!



### Ten terrific Kiwi greetings:

1. Welcome
2. Kia ora (hello)
3. Kia ora tatou (hello everyone)
4. Haere mai (welcome)
5. It's great to see you again
6. Nau mai (welcome)
7. Hi, how's your day going?
8. Tena Koe (when addressing one person this means 'Greetings to you')
9. Good morning
10. Good Afternoon
11. A smile (welcome in any language)

Check out our new Projex Calendar of Events online at [www.projexunlimited.com/events.htm](http://www.projexunlimited.com/events.htm)  
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