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Maybe if I wore a monkey suit?

Have you had one of those experiences when you visit a café, purchase your Panini and cappuccino, smile nicely and then get frozen out by the salesperson? Sometimes I muse at the salesperson's ability to complete the whole transaction (selling a product, taking my money, giving me change and serving my coffee) WITHOUT SAYING A WORD. Not even thank you.

What about a time when you've dealt with a telecommunications provider and all your questions have been answered in monosyllables? Or the time when you've waited patiently while the salesperson behind the counter talks to another salesperson?

I don't think I'm alone when I admit to feeling just a bit peeved. After all, courtesy and good manners are free, and they make such a difference to the "shopping experience". Maybe if I wore a monkey suit, I'd attract their attention or encourage a comment?

If you've got a small to medium business, when was the last time you conducted a customer satisfaction survey? These don't need to have all the bells and whistles, they can be as simple as a questionnaire given out at the front counter. But it's surprising just how valuable this feedback can be to your ongoing improvement and marketing.

Did you know the Rockefeller Institute of Study found that amongst the reasons why a customer leaves a business, 14% leave because of bad customer service. But a whopping 68% leave because they think the company doesn't care, or treats them apathetically. That's a big reason why looking after our customers should be a priority.

The average lifetime value of a customer is seven years – if that customer spends \$1000 over a 12 month period, that's approximately \$7,000 you'll lose from one person if their customer experience is bad – or even indifferent. Not to mention the lost or negative referrals that will inevitably follow.

A survey or feedback questionnaire could include five simple questions to:

- Assess the probability of referral to others
- Assess the overall satisfaction with the product/salesperson etc.
- Rate cost/value for money etc.
- Find out why the customer shopped/used the product etc.
- Enable customer suggestions for improvement or enhancement

Including a voucher or discount as a thank you gives the customer a "feel good factor", an incentive to return the survey, and encourages them to return to your business. You and your business receive information about your service and your product, whether pricing is appropriate, whether you're meeting the market need and what you can do to improve. You'll probably get some great testimonials for use in advertising too. A win-win for everyone.

Did you know?

- The province of Alberta in Canada has been completely free of rats since 1905
 - A tiger's paw prints are called pug marks
 - A rhinoceros's horn is made of hair
- A pullicologist is a person who studies fleas

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Summer is on the way – another great day at Ohawe Beach in sunny Taranaki!

A1 Working Solutions Ltd

Our business is your business

for

- Database management and maintenance
- Client newsletters, flyers, coupons and promotions
- Customer satisfaction surveys and feedback follow up

If you're in a small-medium sized business, you'll have clients you want to look after.

Talk to us about how we can take the load off your busy day – we'll care for your customers and keep them up to date with your products, promotions, projects etc.

Use us to take care of your business, while you DO the business.

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