



AUGUST 2008

CONSISTENCY IS THE KEY

Loyalty from customers is the most cost-effective marketing strategy available to any business. Loyal customers returning and referring new customers is far less costly and time consuming than finding new customers. The critical factor in building customer loyalty is the ability to consistently deliver good customer service.

It's not rocket science to state that customer service is critical to the success of any business. It is surprising how few small business owners have Key Performance Indicators (KPI's) in place to measure their customer service, and even worse how many actually do it on a regular basis. Examples of customer service KPI's used by some of our

Performance Group members include:

- Average time taken to complete orders
- Percentage of phone calls returned within a specified time period
- Procedural checklist scores for service staff
- Customer satisfaction survey scores
- Customer Wait times
- Number of complaints received

Recently, the members of a hardware industry Performance Group were talking about service provided to customers who make phone enquiries. The group decided to 'mystery shop' each other's phone service, but first had to agree some KPI's. Some of the KPIs they

defined for good service in the hardware industry included: All calls to be answered in four rings, the person answering to give a polite greeting and their own name and the business name, all staff who answered the phone to have a sound basic knowledge of all current catalogue items and any hold content to be contemporary and informative. Through conducting this exercise several businesses realized straight away that their main challenge was consistency, the level of customer service depended on which staff member answered the phone.

To gain your customer's trust you need to be consistent. They need to know that your business is reliable. It's no use you greeting them at the door personally and making them a coffee on Monday if they walk in and have to wait 10 minutes to speak to a member of your staff on Friday. They will be more satisfied, and therefore more loyal, if every time they visit your business they are served in a timely, friendly and efficient manner, even if this doesn't involve coffee making or door opening.

Final Thought: It is in your interest for a dissatisfied customer to be able to easily make a complaint. Make sure you have a system in place that is easy for customers to use that allows them to let you know what's wrong with your customer service, after all they are the best judge.

BUSINESS BOOK OF THE MONTH

Delivering Knock Your Socks Off Service

Resurg Rating: ★★★★★☆ Author: Performance Research Associates

If you are a business owner or manager whose time is at a premium and you are looking for some inspiration and ideas to improve your customer service then this is the perfect book. The fourth edition of this very successful title is easy to read and contains page after page of ideas to help you and your team:

- See things from the customer's point of view
- Become a fantastic fixer and a powerful problem solver
- And avoid The 10 Deadly Sins of Customer Service

Once you've finished reading this book, don't forget to pass it on to your employees!



RESURG GROUP

60 SECONDS WITH... LEANN COOPER from HARVEY WORLD TRAVEL KARRATHA



Favourite Destination: Paris and home (I am never there)

Favourite Food: Curry (any)

Someone I admire: My mum

Something I want to see: More of France

How do you motivate your staff? You need to ensure your staff realise how important they are to your business. You need your staff to be confident in their roles, in themselves, make sure that their place of employment is fun and a great place to be. Reward staff for their achievements especially if they reach their sales goals Regular team meetings with set agendas to ensure all staff have the same agenda's, expectations and keep to the staff handbook.

What tools do you use for your time management? I live by a Diary, I am involved in many organisations in the community, I have two businesses so need to know where I should be. I am a list person always make a "list of things to do"

How do you benefit from being in a Performance group? I have always wanted to know how to improve my work practices; I have been in business a long time and have always wondered if there were better ways to operate, since joining the Resurg Group I now know that I have a lot to learn. I look forward to making my business more professional. The Resurg Performance Group we are in is fantastic, such a great group of people, we gained so much information from each person, the sharing of knowledge was open and very refreshing. I am so inspired that I cannot wait until we all meet again to share another two productive and fun days.

THE RESURG GROUP LAUNCH RESURG CAPITAL FINANCE

"We know your industry benchmarks...we can negotiate harder."

Are you looking to review your current financing arrangements or further your borrowing?

Resurg Capital Finance specialises in business and commercial finance including property, vehicle and asset finance. We can also help business owners with personal property finance.

As a Performance Group member the Resurg Group are already benchmarking and analysing your business's financial

performance. This provides us with an advantage when broking finance on your behalf. Not only do we already have your historic and current financial results, we also have 15 years experience of preparing the financial results of franchised network businesses. This will help us present your application in the strongest possible light.

If you are looking to review your current financial arrangements or are looking to increase your borrowing, Resurg Capital



Finance can provide a no obligation quote. For more information visit www.resurgcf.com.au or call 1300 737 109.

Did you know? Resurg Capital Finance can now assist you with pre-approved credit for vehicle and asset purchases giving you the purchasing power of a customer paying cash, allowing you to leave your cash invested in your business where it belongs.

NEW PERFORMANCE GROUPS



Congratulations to Harvey World Travel. They launched their 5th Performance Group in July with the inaugural meeting of their Queensland group in Brisbane last month.

Resurg partner Sean Johns was very excited about the meeting saying that the ideas change session had been one of the best he had ever seen. There was also lively debate on the selling of travel insurance which is becoming a hot topic in many of our travel industry performance groups.

Group members are: Denise Falsey, The Gap; Christa Fuller, Proserpine; Ingrid Hay, New Farm; Michelle Kelly, Garden City; Lori Kirk, Hornsby (NSW); John Layton, Bribie Island; Barbara Newtown, Labrador & Paul Rickard, Caloundra.

NEW PG MEMBERS

Congratulations to the following businesses who recently joined a Performance Group:

Michelle Saunderson - Travelscene Mt Martha
Kathie Jones - Harvey World Travel, Ascot Vale
Sandra Ponton - Travelscene Kenmore

Thank you to following Performance Group members who referred the above new members. They will now each receive a cheque for 10% of their annual Performance Group fees.

Leonie Spencer - Lifestyle Travel, Ballarat
Helen Ioannau - Harvey World Travel, Blackburn

Do you know someone who would benefit from being in a Performance Group? Email their details to performancegroups@resurg.com.au,

if they join a group you will receive a cheque for 10% of your annual Performance Group fees.



WELCOME RYAN

Welcome to Ryan Cho who recently joined the benchmarking team at Resurg as a Business Analyst.



Ryan recently completed a BA in finance and economics at the University of NSW. While studying he also picked up some practical experience as a supervisor in a pub in central Sydney.

Ryan has enjoyed his first few weeks at Resurg and says 'I really enjoy working directly with the business owners as they are so committed to the performance of their business.'

When not at work Ryan enjoys playing golf and basketball.

RESURG, FINALISTS IN THE CITY OF SYDNEY BUSINESS AWARDS



Thank You to all the Performance Group members who voted for us in the City of Sydney Business Awards. Resurg have now been announced as finalists. The Awards aim to recognise Sydney businesses that have shown leadership in their field while contributing to the local community as well as launching initiatives to reduce, manage and offset the environment impact of their business. For more information please visit www.sydneybusinessawards.com.au.

PERFORMANCE GROUP CALENDAR AUGUST/SEPTEMBER 2008

18th August	Combined Rural Traders SA Conference Call	1800 200 232, 11am, 219294#
19th August	Mitre 10 QLD Conference Call	1800 200 232, 11am, 219294#
19th & 20th August	Travelscene American Express SA/WA	Adelaide, SA
20th & 21st August	RSL VIC2	Bendigo, VIC
28th & 29th August	Travelscene American Express NSW1	Zetland, NSW
31st August	Mitre 10 VIC/TAS1	USA
11th & 12th September	Harvey World Travel NSW1	North Sydney, NSW
16th & 17th September	BioGuard	Coffs Harbour, NSW
18th September	Harvey World Travel BEST Conference Call	1800 200 232, 11am, 219294#