

richardgee

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**From:** Richard Gee [richard@geewiz.co.nz]  
**Sent:** Sunday, 29 January 2012 7:41 p.m.  
**To:** richard@professionalspeakersnz.com  
**Subject:** Geewiz news to excite your January, add value to your selling and marketing ideas.

January 2012 , a great year for sales and marketing development.

Hi Richard,

## GEEWIZ news January 2012

**Welcome to the successful 2012, the year of the water Dragon, the 12 year in a cycle, and the year of 2..... a great selling year....**

in this issue of Geewiz news lets share some ideas on..

**Social media links can you build relationships?**

**Is Your website slow to load?**

**The Christchurch Earthquakes impacts continue..watch this You Tube link**

**Great Customer service by the CEO of Disney a great checklist..**

**Seminars coming up**

**New GEEWIZ clients and members**

**thoughts for 2012**



**How is your feedback on social media working?** make sure when ever you get a link request you welcome the person.... and then maybe you find out what the reason for the request was... see this example....

Hi Richard,

Its a great honour to connect with you.

You've been inspirational as I have used your book Practical Marketing for my BBUS degree, post-graduate diploma and even for my MBA major - and I use it regularly even now for the work that I do.

I'm a big fan and I hope to meet you sometime in the future.

Many thanks.

Farrukh

Linked, You Tube, Facebook are really useful to build relationships and get feedback, and the simple welcome or comment back when contacted works.... You might get a great start to the day like this.

**Is your website slow to load for mobile and office use???** Then consider :

### **Preload those Heavy Graphics & Videos**

Many websites suffer from slow performance. Sometimes it's due to the backend applications, but it's often due to pages that contain many large images. Customers hate delays and will not hesitate to exit your site instead of waiting.

That's why you should talk to your web designer about preloading images and videos. It involves using JavaScript and video loading parameters to load files in the background before they're needed. So, for example, when a visitor wants to view a product detail blow-up, a map or video tutorial, he/she won't have to wait as it will be instantly displayed.

**The Christchurch Earthquake : has not gone away!** the challenges are very real for so

many proud ChCh people check out this YouTube link about a documentary film just released... [www.youtube.com/watch?v=mllxoV6uG3Q&feature=youtu.be](http://www.youtube.com/watch?v=mllxoV6uG3Q&feature=youtu.be)

## **It's Not That Hard: Eight Ways to Improve Guest Service**

Great customer service is not rocket science. It often doesn't cost more money, and can even be achieved with lower costs. Brad Rex led Epcot theme park for Disney after 9/11. His team was able to cut over 1 million labor hours—and achieve higher guest satisfaction. How did he do it?

### **1. Establish Accountability at the Top and Through the Ranks**

As in all undertakings, leadership sets the standard for service. Boards should set expectations for service quality and test the customer experience themselves regularly. At least one member should have a customer-service background, in the same way that best practice recommends at least one director have a financial background.

Rather than immediately applauding reductions in labor and other costs, boards should ask how those reductions were achieved, and only commend actions that preserve the customer experience.

All employees—leaders and hourly team members—should have accountability measurements for customer service and be compensated based on guest satisfaction results. It is easy to tell when a company is doing this, as employees frequently ask, "How was my service today? Were you completely satisfied? If you are asked to complete a survey, will you give me a 5 out of 5?"

These employees clearly have "skin in the game" and want to maximize their bonus. Sadly, few companies do this, and their employees often don't care if the customer is satisfied or will return.

### **2. Hire for Passion and Attitude**

The most important question in a Disney interview is "Why do you want to work for Disney?" While this might seem like an obvious, softball question, it is crucial in determining the applicant's motivation. Applicant A responds, "Disney is a good, stable company and I think it will grow, so I'll have more career opportunities." Applicant B says, "I remember the first time I saw the castle when I was eight years old, and I told myself that I want to work here and make people happy." The choice is clear.

Applicant B will be self-motivated, excited about working for the company and providing "above and beyond" service.

With current unemployment levels, many companies have larger recruitment pools, and a unique opportunity to hire more passionate employees. Passion and attitude can be assessed in interviews or by profiling questionnaires. Make sure your selection process utilizes them as a key factor in the hiring process.

### **3. Manage Labor Intelligently**

Applying sophisticated labor management techniques to service industries increases customer and employee satisfaction, while reducing costs. Having too many employees increases costs and reduces morale, as team members stand around with nothing to do. Having too few employees results in lower sales and harried employees.

The right number of employees—at the right place and the right time—optimizes sales, satisfaction and morale, while minimizing costs.

For most retail industries, labor should be managed in 15 minute increments, with forecasts of labor needs based on guest counters or POS transaction data. "Flying squads" of cross-trained employees can be deployed in high demand situations to reduce wait times. Managers should be acutely aware of guest traffic and deploy labor accordingly.

### **4. Have Leaders "Get in Costume"**

Companies with a rich history of customer service, like Disney, Southwest Airlines, Chick-fil-A, and ServiceMaster, have executives and managers work as frontline employees on a regular basis. Long before the popularity of "Undercover Boss," executives from these companies mopped floors, loaded luggage, manned registers and swept the park.

As part of my Disney training, I completed over 1,000 hours of "in-costume" training at over 50 different roles and locations at Walt Disney World. As a vice president, I hauled trash at the Magic Kingdom, made beds at the Grand Floridian, sold tickets at Epcot, cleaned the broiler at quick service restaurants, and sold merchandise in the stores. With each experience, I learned about barriers that prevented our Cast Members from providing outstanding service—issues I

was able to fix back in the office.

I also developed relationships with the people closest to our guests and received frequent calls about how new policies were helping or hindering their efforts to provide great service.

Leaders at companies that strive to satisfy customers need to get "in costume" regularly—visiting stores, monitoring phones, going on sales calls, working for a shift as a frontline employee—especially before making critical decisions that could send customers scurrying to

### **5. Fix Stupid Systems**

I went to my local bank recently to get an error corrected. The bank was acquired and in the midst of changing over to the new owner. The manager took a long time to pull up my account on her computer. She apologized and said they had switched over to the new bank's systems, which were much slower and less flexible. Who made that decision?

Obviously, it was a leader detached from the frontline experience and not focused on customer satisfaction. I'm sure the new bank justified the acquisition premium by promising cost savings from combining duplicate systems. But, how did they account for the lost productivity and customer satisfaction created by switching to their inferior software?

Leaders need to support their frontline with superior equipment and software to respond to guests quickly and efficiently. The best way to do this is to get input from hourly employees in advance.

We created model rooms at Hilton that were used to check design and livability before construction. We also had our housekeepers and maintenance employees go through the rooms to provide their input on ways to change furniture, fixtures and finishes to keep rooms cleaner and maintenance-free. We eagerly applied their ideas, which reduced labor, operating and maintenance costs, while increasing guest satisfaction.

### **6. Recognize, Recognize, Recognize**

Lee Cockerell, former Executive Vice President of Walt Disney World Operations, had a famous saying: "**Recognition is the free fuel that drives your business.**" Unfortunately, few leaders take advantage of the free opportunity to recognize great customer service.

Like a malevolent parent, most managers ignore positive behaviors and spend their time punishing poor performance. In employee roundtables, I was consistently told, "My manager doesn't treat me the way we are supposed to treat guests. He never recognizes me or makes me feel special."

We instituted a process of having senior leaders walk the park and "catch" Cast Members providing great service. These Cast Members were commended by the leader and received a short thank-you note with two movie tickets. This simple act significantly boosted morale and set the positive example that great service should be recognized and rewarded.

### **7. Value Customer Complaints as a Wonderful Gift**

Many businesses look at customer complaints as an annoyance. Leaders often reinforce this notion with their attitudes and body language that sends the message "What are they whining about now?" Yet, having a customer complain gives you the opportunity to recover the situation and potentially fix a problem that many others have, but don't tell you about.

All employees in an organization should be taught the LAST Chance model for customer recovery. The four elements of the model are: Listen, Apologize, Solve and Thank. Many companies listen to a complaint and attempt to solve it. But, an apology for the customer's dissatisfaction and a sincere thank you at the end validates the customer's feelings and the value of their feedback. The result is a fully recovered situation, and positive word of mouth.

### **8. Ask the Most Significant Question to Improve Your Operation**

Leaders often ask, "How can I get actionable feedback about my organization?" The responses usually launch off into surveys, focus groups, social media monitoring, conjoint analysis, etc. While these can all be useful, the simplest and best answer is to ask the right question.

We have all had the experience of a restaurant manager visiting our table after a meal. The manager asks: "How was your dinner?" The automatic response is "Fine, fine"—even if it wasn't. The manager walks away thinking there are no problems, and the guests leave, possibly never to return.

The question the manager should ask is: "What is the one thing we could do better?" Note the careful selection of words. By asking for the "one thing," she is asking the guest to prioritize the most important issue in the customer's mind that needs to be addressed.

She is also not asking for a significant commitment of the guest's time, that might be implied if she asked, "Is there anything we can do better?" and expected a laundry list.

If the guest replies, "Everything was really great—I can't think of anything you could have done better," then you know you have a truly satisfied customer. On the other hand, if the guest gives you feedback on a specific item ("The valet was rude," "I was on hold 15 minutes getting a reservation," "My soup was cold"), the manager has the opportunity to apply the LAST chance model, recover the situation and fix it for the future.

There are many other ways to improve guest service, but the key starting decision is to maintain or enhance customer service, even in the midst of other pressures on a company.

### **Take Care of the Customer and the Customer Will Take Care of You**

Some companies will survive the economic downturn. Many will not. Some will thrive as the economy recovers. Others will muddle through. **Long after the downturn ends, customers will remember how they were treated through the difficult times. And this will make all the difference.**

**Brad Rex is the Chief Executive Officer of TBRG, LLC.** He led Disney's Epcot® theme park for over five years and was the Chief Customer Officer for Hilton Grand Vacations. He is a graduate of the United States Naval Academy and Harvard Business School. Brad can be reached at [reg@wcbf.com](mailto:reg@wcbf.com)

I really enjoyed the simplicity of this summary, it is a good checklist for your own customers service sales team.... Check out my Customer service skills training seminar on March 14 Auckland

### **Seminars Coming Up**

**Sales basics Feb 14 Auckland, 1 day to get into selling action**  
**Advanced serious Selling, Feb 15 Auckland, 1 day full of serious new techniques**  
**Sales basics Mar 13 Auckland**  
**Customer Service Basics Mar 14 Auckland, great start for customer service people**  
**Sales basics Mar 20 Christchurch,**  
**Advanced Serious Selling Mar 15 Christchurch**

**Thailand with Knowledge Group: Feb 28 to March 3**  
**How to undertake a Marketing Audit of your business, brand, customers, and market segment.**  
**Advanced Serious Selling, 2 days of intense development.**

to check out more seminars for 2012 look up my website seminars program dates.  
Yes I can do programs in house personalised to your needs. Great training or Conference speaking key note addresses.

### **Welcome to new Geewiz clients and members of your GEEWIZ network**

Kids Can charity for helping NZ kids get food, raincoats, and shoes at school  
SMetric Consulting, a powerful new consultancy that understands the SME business model  
Flooring First Manukau, a great place to buy carpets and vinyl flooring  
Cineview, a unique supplier of LED data projectors and home cinema systems  
VanGo: a new way to advertise on sides of Vans associated with Supermarkets  
Best tradesman.co.nz a great place to find good tradesmen for your home projects

Tradesmen networks : a group sharing network for trades business owners.

Online Marketing Agency, a specialist team of geeks who really understand the new web!

**2012 will be a good year...**

consider, the numbers....

2 is the best choice for getting a decision and this year the number 2 is twice.

12 is the best choice for a 12 week planning process for business

So the year 2012 of the Dragon is about movement and going forward

12 is the easiest number to remember, and plan for action forwards.

The year 2011 was a better year than 2010 around the world as the economies started to roll BUT 2012 will be a faster development year and faster action year with more confidence and more business growth. Sure the weather is changing, sure the concern maybe now on Asia pacific instead of troubled Europe and the changing middle east, but the Selling /Marketing world is just booming with new ideas from the power of the Web, APPS, and social media..... exciting stimulation communication to drive forward results.

Lets shake the 2012 world with our expertise and help those decisions get made.

Great to start 2012 with you.... lets go and challenge for change stimulate your customers,

excite your staff, and enthuse everyone you meet around you....

regards.



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