



13 May 2010

Letter to Editor

Business Service

John Dean kindly copied his letter (attached) regarding customer service directly to me.

I believe his comments are unfortunately disturbingly accurate, and as one of Auckland's Rugby World Cup champions, I am looking at how to ensure that businesses are acutely aware of the part great customer service will play in maximizing the business opportunities delivered by the Cup.

John finishes his letter by suggesting that "businesses and the Chamber" heed the Listener's recent cover story about poor service as it is a "serious issue."

The Auckland Chamber of Commerce and Chambers of Commerce around New Zealand agree. Indeed it is why the Auckland Chamber of Commerce has for years offered our members and their staff customer service training courses. It is, however, an unfortunate reality that those businesses who embrace customer service training are often those that are already doing at least a reasonable job of providing it, while the obvious underperformers apparently simply don't understand the value of it, or pay lip service to it.

Publicly rewarding those in business who provide great customer service is also an important way of reinforcing its value, hence the Auckland Chamber's (along with other Chambers) involvement and support of the MYOB Awesome Service Awards. I invite John to have a look at the "Winners Gallery" at www.awesomeservice.co.nz. Many of the 80 winners over the past two years have been front line "sales/service" staff who have been nominated by appreciative customers and clients.

The essence of the awards is that bouquets are as necessary as brick-bats.

I encourage those who receive great service to nominate those who provide it.

Michael Barnett
Chief Executive

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