

Service is the keyword for satisfied customers

KIA ORA. Thursday will see the inaugural certification presentation to the attendees of the Kia Ora Mai service level training programme.

Rotorua, as many of you know, was the first city in New Zealand to undertake the Kia Ora Mai programme and there has been some great coverage in the press about the benefits of upskilling service levels for staff and even business owners.

Business in the city is definitely lifting the bar in service and, as an "evangelist of service", I see no reason why Rotorua cannot be recognised as the service centre of New Zealand.

I applaud great service and admire inspirational business owners who recognise and reward customer service excellence.

The Kia Ora Mai programme must be considered by all business owners who value service excellence and ensuring their staff's job satisfaction is increased along with loyalty from their customer base.

I spoke with Kai Ora Mai staff at the New Zealand Holiday Parks Association conference a couple of weeks back about the launch of the NZ2011 Business Club.

The 250 delegates were serious about customer service excellence.

So much so, this is their No 1 mantra in their Strategy 2015 document.

The upcoming Rugby World Cup has 85,000 wallets attached to it, and fans will be here to spend, but will demand service excellence.

Those guests will no doubt tell at least 85,000 others about their time spent in New Zealand and these people could well be swayed to make a decision to visit our great city.

Excellent customer service should not just be an expectation of business but a

ECONOMY

with
GRANT KILBY



demand, and must be tested at every contact point the company has — including in person, online and phone.

The Kia Ora Mai programme is both experiential and inclusive as business managers work with their staff, while the four-month programme is delivered, to self-measure the results.

This ensures all are engaged and get value from the training.

The best measure of service

excellence is repeat custom.

Equally, public recognition is hugely valuable to both staff and the business.

On a weekly basis, the MYOB Awesome Service Awards recognises Kiwis who provide awesome service.

The award comes

with reward as the winners receive framed certification, an interview with NewsTalk ZB and are entered into the hall of fame on the MYOB Awesome Service Awards website.

If you have received exceptional customer service from anyone — from a tradesperson to your accountant, from your postie to your appliance salesperson — I encourage you to nominate them on www.awesomeservice.co.nz

To see a Rotorua name up in the shining lights of customer service excellence next week would be, well... just awesome.

■ Grant Kilby is the general manager of Destination Rotorua Economic Development.

'The upcoming Rugby World Cup has 85,000 wallets attached to it and fans will be here to spend.'