

Service brings a smile

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A Hamilton optometrist who took the sting out of a migraine for a visitor from England has been commended with an award that aims to encourage outstanding customer service.

Working late on a frosty winter evening to fix a pair of glasses and then delivering them to the client's door at 7.30pm impressed Lisa Young so much that she nominated Martin van der Most, formerly of Visique Rototuna Optometrists, for a weekly MYOB Awesome Service Award.

Mrs Young's daughter had arrived from England with a migraine, and a crack in a lens that was aggravating the headache.

With some work required to fit a replacement lens and no prospect of the migraine easing, Mr van der Most worked after the store closed.

"It can be hard when you are dealing with people every day but it is a good idea to put yourself in your customer's or patient's shoes," Mr van der Most said.



Martin van der Most

Mr van der Most, who moved to Auckland last week, received a Michael Hill gift card, a framed MYOB Awesome Service Award citation and "pat on the back" publicity from Newstalk ZB.

Before being told he had won the award, Mr van der Most was not aware that it existed.

"My main aim is to provide good service. It has been instilled in me by previous employers, and it is nice to see a smile on customers' faces," he said.

Waikato Chamber of Commerce chief executive officer Wayne Walford said such examples of customer service made him proud to advocate for business.

"Some people in business, like him, do this all the time. They deserve our applause."

He said there needed to be a greater focus on what constituted "good" customer service.

"People often find it difficult to say what is good customer service but they can tell you very quickly what bad service is."

Mrs Young will consider going to Mr van der Most at his new practice in Auckland the next time she needs new glasses.