

Contact Centre Action Newsletter

Welcome to another Contact Centre Action Newsletter!

OK – please bear with me for a minute. This isn't really a call centre story but it is related – and it blew me away!

Recently I was in Queensland & hired a car. I was on the way back to the airport and needed to fill the car with fuel before I returned it. The only service station I passed was one of those really old, run down, unbranded service stations that you find in the middle of nowhere – a real mess!

Anyway, his price was the same as other sites I had seen earlier in the day, so I drove in. A rough looking middle-aged man in one of those green high-visibility t-shirts (covered in grease) came bounding across and said “How much would yer like?” What? What did you say? NOBODY has offered to fill my car for at least 20 years!

“Fill ‘er up please mate”, I said – still stunned!

He grabbed the Premium pump and started filling. I must have looked surprised – don't know whether it was because he was filling the car, or because he was using premium.

“I'm filling it with Premium – we've run out of Unleaded” he said. “Don't worry – it's the same price”. I checked the pump – it was the same price.

Think about this for a minute – here is an independent service station operator who still provides driveway service AND sells Premium Unleaded at the same price as normal Unleaded because he ran out..... For memory there is normally an 8c/litre difference between these two products – and there is not much margin in petrol.

I find this an amazing story of fundamental customer service – which is why I wanted to share it with you. Now, over 700 people know about this – just through my experience and this newsletter.

The parents amongst us are always told that positive reinforcement is the best way to teach our children – but do we practice this outside of our immediate family? Most of us are too quick to complain and too slow to praise. Most of us are too quick to manage poor performance and too slow to recognize good performance amongst our employees. Yes – there are organizations with reward and recognition programs, but have a close look at the ratio of staff rewarded to those that are chastised.

There are internet sites dedicated to poor performance – avenues to let people get their gripes off their chests. Are there any sites dedicated to praising good performance? To me this is something of an imbalance, so let's spread some good news – and remember if you are on the Sunshine Coast, make sure you fill up at the little service station about 2KM south of Maroochydore airport!

Call Centre Required.

One of our clients is desperately looking for suitable premises for a 40 – 60 seat call centre in suburban Melbourne. Ideally it would be fitted out suitably for call centre use, but this is not essential. Time frames are very short, so if you are aware of suitable premises I would appreciate it if you could contact me as soon as possible.

CCMA Activities.

Check out www.ccma.asn.au for upcoming events. The next Melbourne lunch is on Friday – 20th June & the guest speaker is Kevin Panozza, so no doubt it will be a very entertaining session. Bookings will close on Wednesday June 18th so book now to avoid disappointment.

For your convenience, all our previous newsletters are on our web site - www.ccaction.com.au. Please have a look - there may be something in a previous edition that you may find interesting.

Do you know of anyone else who would like to be added to our distribution list? Please ask them to email their details to spels@ccaaction.com.au.

Until next time....

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Call Action - Now!