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Making Ideas Happen

ReadThinkLearnLaugh

G'Day Dennis

Consider this:

Office workers check their inbox 30 or 40 times an hour; most Web pages are viewed for 10 seconds or less, and fewer than one in 10 page views extends beyond two minutes. Last year, the average American cellphone user was sending or receiving nearly 400 texts per month, with teens reaching 2,272 texts a month. (Read more [here](#).)

Now you know why in the last issue of Read Think Learn Laugh we announced that, we are reverting to an infrequent publishing schedule, but I am going to make it worth your while to read.

Get your special 15p whitepaper by clicking on the title below.

[STRATEGIC CUSTOMER SERVICE](#)

Alternatively, you will have to download the document [HERE](#). (Bottom of the list of documents on that page.)

Let me know if this issue hits the spot for you.

To the NEW members of www.retailmartresults.com - Welcome aboard!

A STRATEGIC APPROACH TO CUSTOMER SERVICE

Dennis, are you a thoughtful manager who can actually see and think beyond the fluff and bubbles generated by most customer service approaches? Do you have answers to these questions:

- Is there a rationale for good customer service?
- What does customer service have to do with subservience - if anything?
- How does customer service relate to business strategy, the success (or failure) of a particular business model?
- Is customer service more/less important for certain businesses?
- How do you actually, really deliver customer service if it is that intangible and difficult to measure?

To answer these questions, we look at the following aspects of customer service:

- A new approach to customer service

- Strategic Framework: Heart of the Brand
- From service to brand
- Expectations
- The value of customer service

And then, finally, since customer service is created, delivered and experience by people communicating to each other, we have also included a quick **self-assessment questionnaire** for you to discover your own communication style.

If you have taken the time to do it Dennis - and let me know if you were surprised at all.

GET IT [HERE](#).

READ/THINK/LAUGH OTHER BITS

- A really useful [tool](#): Turn ANY website into a PDF!
- If you use Firefox as a Browser (as I do) then [this](#) plug-in allows you to automatically prevent advertising cookies from downloading onto your computer. It stops behavioural advertising by over 100 different companies who quietly track you as you surf.
- A cool [To Do](#) application.

THREE FOR THE ROAD...

I suspect these jokes reveal something about us (both Moonyeen & I find it hilarious) - but I am not sure what...

1. The flea

A flea jumps into the bar, downs five double whiskeys, jumps in the air and slams face-down into the floor. He jumps up and shouts, "Oh, %\$&@ my dog has been stolen..."

2. The riddle

What goes "Oooooo"?
A cow without lips.

3. The moth

A man walks into a dentist and says: "Can you please help me; I think I am a moth."
The dentist replies: "You don't need me, you need a psychiatrist."
"I know", the man says.
"So why did you walk in here?" the dentists asks.
"The light was on", the man replies.

WHERE TO FROM HERE?

Remember to download your special 15p customer service white paper [here](#) (or the links above).

If you haven't done so yet, could you answer this quick 4 question [survey](#) please?

Once you have read the customer service document and you would like to:

- Implement a mystery shopping program that has a scientific basis and/or,
- Train your frontline employees and/or,

- Design a your ideal customer experience from the ground up and, or
- Present your brand better on the retail shopfloor, then

You know who to call ;-)

We trust that you enjoyed this issue Dennis .

If you DO like it, do pass it along with a recommendation. AND ALSO - if there are topics you would like us to develop up for a future edition - just let me know.

Take care & God bless.

Dennis & Moonyeen

PS: Don't forget the survey please: Click [here](#).

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Ganador Management Solutions | PO Box 243 | Kiama | NSW | 2533 | Australia