

Subject: RTLL - Your service sucks. Now what?

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ReadThinkLearnLaugh

Hello Dennis

It is 2011. What the...? (Do you agree?)

I can't say it any better than Martin Luther King:

"We are now faced with the fact, my friends, that tomorrow is today. We are confronted with the fierce urgency of now.

In this unfolding conundrum of life and history, there is such a thing as being too late. Procrastination is still the thief of time. Life often leaves us standing bare, naked, and dejected with a lost opportunity.

The tide in the affairs of men does not remain at flood - it ebbs. We may cry out desperately for time to pause in her passage, but time is adamant to every plea and rushes on.

Over the bleached bones and jumbled residues of numerous civilizations are written the pathetic words, "Too late."

In the light of the [floods all over Australia](#), our hearts and prayers go out to friends & clients and fellow Aussies affected.

As you will see as you read on, thinking about it is simply not enough. We have to actually **do** something.

I cannot match the amazing volunteers who showed up and physically put their backs into it, but the very least is to **give money**.

This is not something we can leave to banks, insurance companies or the government; and worst of all we can't simply leave it to others.

If you haven't given yet, please do so generously. People need you right now.

READ/THINK/ACT

AN ACTION APPROACH TO CUSTOMER SERVICE (Pt 2)

You may remember, Dennis, that in the previous issue (Oct 2010) I published part 1

on this topic as a whitepaper we also focussed on customer service. You can still get it [HERE](#).

This month, Part 2. Get it [HERE](#).

The difference between success and failure is not how 'right' you got something, but whether you DID it or not.

And you can quote me on that.

The focus in this issue is on HOW TO. That is, I provide you with a framework (and some action steps) on how to practically build a great customer service organisation.

I am a fan of [Seth Godin](#). We certainly think alike (the quote above was brought to my attention by Seth) and his key theme is to get people to ACT.

If you like this philosophy, you will like his blog and books.

So this year I would not like to wish you a happy NY. I want to invite you to join me in **making 2011 a year of action.**

Do something, anything - just do it. And then, uncontrollable factors aside, 2011 will be a happy year for you.

LEARN

As is the habit, we always like to pass on a few cool tools/ sites that will make your life easier.

- [This site](#) contains the census data that is publicly available on every suburb in NSW. (You may find your equivalent elsewhere.) It is a very good starting point if you want to gather some basic information about your customers.
- I use [Evernote](#) to gather/ clip info from various websites. You need to install the program and it takes some getting used to, but if you collect a lot of info online, it is really useful.

LAUGH: Humour for Africa...

Since we are at the beginning of the year, and many of us are still in holiday mode, I am indulging in an extra long 'fun' section...

Kulula is an Airline with head office situated in Johannesburg. Kulula airline attendants make an effort to make the in-flight "safety lecture" and announcements a bit more entertaining. Here are some real examples that have been heard or reported:

On a Kulula flight, (there is no assigned seating, you just sit where you want) passengers were apparently having a hard time choosing, when a flight attendant announced, "People, people we're not picking out furniture here, find a seat and get in it!"

---o0o---

On another flight with a very "senior" flight attendant crew, the pilot said, "Ladies and gentlemen, we've reached cruising altitude and will be turning down the cabin lights. This is for your comfort and to enhance the appearance of your flight attendants."

----o0o---

On landing, the stewardess said, "Please be sure to take all of your belongings.. If you're going to leave anything, please make sure it's something we'd like to have."

----o0o---

"There may be 50 ways to leave your lover, but there are only 4 ways out of this airplane."

---o0o---

As the plane landed and was coming to a stop at Durban Airport , a lone voice came over the loudspeaker: "Whoa, big fella. WHOA!"

---o0o---

From a Kulula employee: " Welcome aboard Kulula 271 to Port Elizabeth. To operate your seat belt, insert the metal tab into the buckle, and pull tight. It works just like every other seat belt; and if you don't know how to operate one, you probably shouldn't be out in public unsupervised."

---o0o---

"In the event of a sudden loss of cabin pressure, masks will descend from the ceiling. Stop screaming, grab the mask, and pull it over your face. If you have a small child travelling with you, secure your mask before assisting with theirs. If you are travelling with more than one small child, pick your favourite."

---o0o---

"Your seats cushions can be used for flotation; and in the event of an emergency water landing, please paddle to shore and take them with our compliments."

---o0o---

"As you exit the plane, make sure to gather all of your belongings. Anything left behind will be distributed evenly among the flight attendants. Please do not leave children or spouses."

---o0o---

Another flight attendant's comment on a less than perfect landing: "We ask you to please remain seated as Captain Kangaroo bounces us to the terminal."

---o0o---

An airline pilot wrote that on this particular flight he had hammered his ship into the runway really hard. The airline had a policy which required the first officer to stand at the door while the passengers exited, smile, and give them a "Thanks for flying our airline. He said that, in light of his bad landing, he had a hard time looking the passengers in the eye, thinking that someone would have a smart comment.

Finally everyone had gotten off except for a little old lady walking with a cane. She said, "Sir, do you mind if I ask you a question?" "Why, no Ma'am," said the pilot. "What is it?" The little old lady said, "Did we land, or were we shot down?"

---o0o---

After a real crusher of a landing in Johannesburg , the attendant came on with, "Ladies and Gentlemen, please remain in your seats until Captain Crash and the Crew have brought the aircraft to a screeching halt against the gate. And, once the tire smoke has cleared and the warning bells are silenced, we will open the door and you can pick your way through the wreckage to the terminal."

---o0o---

Heard on a Kulula flight. "Ladies and gentlemen, if you wish to smoke, the smoking section on this airplane is on the wing. If you can light 'em, you can smoke 'em."

---o0o---

A plane was taking off from Durban Airport . After it reached a comfortable cruising altitude, the captain made an announcement over the intercom, "Ladies and gentlemen, this is your captain speaking. Welcome to Flight Number 293, non-stop from Durban to Cape Town , The weather ahead is good and, therefore, we should have a smooth and uneventful flight.. Now sit back and relax... OH, MY GOODNESS!" Silence followed, and after a few minutes, the captain came back on the intercom and said, "Ladies and Gentlemen, I am so sorry if I scared you earlier. While I was talking to you, the flight attendant accidentally spilled a cup of hot coffee in my lap. You should see the front of my pants!"

A passenger then yelled, "That's nothing. You should see the back of mine!"

Hope you enjoyed this issue Dennis.

For your convenience, here are a few actions for to get you started:

1. Don't forget your free whitepaper on Customer Service paper.
2. Read it - and take one action.
3. Learn a new tool/ visit a new site.
4. Subscribe to Seth's blog.
5. Donate money to flood victims.
6. Pass this newsletter on to someone you know.
7. Subscribe to [Retailsmart](#) Blog for a weekly jolt of inspiration.

HERE IS A SPECIAL BONUS IF YOU READ THIS FAR.

If you reply to this newsletter with a suggestion or comment, I will send you to Youtube video by one of the other great marketers/thinkers around. The topic is on STRATEGIC PLANNING MADE SIMPLE - with a special emphasis on how to make it happen.

Do it now...

Take care & God bless.

Team Ganador...
[Dennis & Moonyeen]



PS: If there are topics you would like us to develop up for a future edition - let me know by simply replying to this email with one word/sentence/topic...

Of course, if you want to talk/write more - please do.
