



September 2010

AFTERALL Newsletter

What is the Chamber worth to me?

The Secret

To Great Customer Service

At the front entrance of Stu Leonard's Dairy Store stands a large boulder. Engraved in the boulder are these words:

Our Policy

Rule 1: The customer is always right!

Rule 2: If the customer is ever wrong, re-read rule 1

This inscription in stone illustrates the attitude needed for exceptional customer service. Stu Leonard has successfully transformed their policy into action to over 100 000 weekly customers. Stu Leonard's reputation for exceptional customer service has gained both international recognition and profits.

Businesses can no longer compete strictly on price of goods and services alone. The next decade will be a battleground with few winners. It will be a time of intense competition and the winners will be the ones who know exactly what they are doing.

The primary competitive advantage of this century is in the speed in which you meet your customers' needs. The recipe for exceptional customer service boils down to a few basic ingredients. Some of those ingredients are flexibility, friendliness, speed, and exceeding customer needs and expectations . . . lots of little things that make tremendous differences.

Blue Willow Inn is one hour west of Atlanta in Social Circle, Georgia. Friends decided to eat at this antebellum restaurant that they had heard so much about. Food was on the table when they overheard Vivian, the waitress, tell guests at another table that they didn't accept credit cards. My friends panicked when they realised that they might not have enough cash to pay for their meal. They asked Vivian if what they heard was true.

She confirmed the fact. No, they didn't accept credit cards; but Vivian quickly countered with this statement. "Don't let that ruin your meal. You see, I have my own money and I will pay for your meal." She opened her purse and she showed them her cash. My friends were in shock and couldn't believe what they just heard. The waitress was going to pay for their meal! They will never forget Vivian or the Blue Willow Inn.

If you are going to survive as a customer business, you are going to have to provide unequalled customer service, no exceptions. Right or wrong, the customer is always right. The result will be greater satisfaction for both workers and customers and an exceptional bottom line. Here are some key points to keep in mind.

Build a long-term relationship with your customers, not a one-night stand. Call your customers on the phone or stand at the door as they are leaving. Ask them how they were treated, what you could have done better. Will they return to buy something else?

Pretend you are the customer and evaluate your own business. Use a telephone and call your business up. How long does it take to get an answer? How are you handled? Do they use your first name? Did they make you feel welcome or were you treated like a nuisance?

Handle all customer complaints with enthusiasm. For every one complaint, there are at least 10 other customers that visited your business who have the same complaint. A portion of the 10 just took their business to your competitor. If you solve the problem, you will have a more loyal customer.

Build loyal employees. The front-line person is the most important person in your organisation. Treat them like the way you treat your customers. We all know how difficult it is to find and keep good workers. If they feel management cares about them, they will reflect the same respect to your customers.

Don't stop; continuously improve all areas relating to customer service. The competition never stops, neither should you.

By Gregory P. Smith

Excerpt from the Management Meeting held 19 August 2010

MUNICIPALITY

Jacobus Maloney said that the municipality had contacted the chamber regarding a meeting with the management committee on the above date. He asked for suggestions of attendees from the committee.

It was suggested that an agenda be sent to the municipality before the meeting for preparation purposes. The attendees from the municipality's side was discussed and it was mentioned that only those that the original letter was addressed to should attend from the municipality.

OEF (Oudtshoorn Economic Forum)

Because of the situation at the Oudtshoorn Municipality the OEF structure would remain within the framework of the LED and only once the municipality had a functioning committee the meetings would resume.

Centre of Hope

Jacobus Maloney mentioned that Alphen had provided some extra funding towards the hard-skills training at the Centre of Hope. The use of the Centre of Hope for training people from the rural areas was discussed, as well as the plans that Agri Klein Karoo had for the near future.

KLEIN KAROO KLASSIQUE

Liesel le Roux discussed the Klein Karoo Klassique programme information that they are planning to publish and the involvement of the Business Chamber, Tourism, Klein Karoo Agri Business Centre and Agri Klein Karoo. An estimated amount of R5 000 was needed for the printing.

COMMUNITY POLICE / STREET GUARDS

Hennie Davel discussed the new faces that were evident on the streets and said that they were concentrating on the areas in front of the restaurants. He mentioned the challenges being faced with people posing as guards and the reaction of the SAPD. He stressed that only those guards with the necessary identification tags should be given tips. He discussed the problems that arose because of the absence of municipal control over ordinance contraventions.

It was suggested that Hennie Davel approach the media to assist in publishing an article about the ordinances and the car guards.

MEDIA COMMUNICATION

Melcus Nel discussed the meeting Helen Butler had with Ntobeko Mangqwengqwe at the municipality. The adverts and tenders sent out by the municipality would be sent to the chamber members on a regular basis.



http or https ? ?



You need to know this

Don't know how many of you are aware of this difference, but it is worth sending to any that do not.....

****The main difference between http:// and https:// (https://) is: It's all about keeping you secure**** HTTP stands for Hyper Text Transfer Protocol. The S (big surprise) stands for "Secure". If you visit a website or webpage, and look at the address in the web browser, it will likely begin with the following: http:// (http://). This means that the website is talking to your browser using the regular "unsecure" language. In other words, it is possible for someone to "eavesdrop" on your computer's conversation with the website. If you fill out a form on the website, someone might see the information you send to that site.

This is why you never ever enter your credit card number in an http website! But if the web address begins with https:// (https://), that basically means your computer is talking to the website in a secure code that no one can eavesdrop on. You understand why this is so important, right?

If a website ever asks you to enter your credit card information, you should automatically look to see if the web address begins with https:// (https://). If it doesn't, you should NEVER enter sensitive information ... such as a credit card number.

Die sentrum bekend as “Centre of Hope” is ’n inisiatief van die Oudtshoorn Besigheidskamer in samewerking met Alphen aan den Rijn en die Oudtshoorn Munisipaliteit. Die doel van die sentrum is om leerders wat onder normale toestande nie toegang sou hê tot formele opleiding weens ’n gebrek aan fondse asook geriewe nie, die geleentheid te bied om formele opleiding te bekom. Befondsing van Alphen aan den Rijn, Oudtshoorn se sustersdorp in Nederland, het gehelp om dit moontlik te maak.

Die opleiding van vakmanne by die sentrum het in Junie 2010 begin en hulle is tans besig met vakoetse.

Met die eerste ronde opleiding wat vir die subkontraakteurs aangebied is, was daar nie vroue by nie, maar met die volgende opleiding sal daar 4% vroue gewerf word om deel te wees van die opleidingsprojek. Die Seta betaal vir die opleiding en werksplekopleiding van die vakmanne wat vir drie jaar opgelei word as gekwalifiseerde vakmanne. Dit beloop R16 000 per leerder per jaar plus ’n maandelikse toelaag van R1 000 per leerder.

Opleidingsgeld beloop R8 000 per kandidaat. Die kandidaat-leerders sal die volledige vakmanopleiding ontvang wat vir ’n driejaartydperk sal duur. Hulle sal vir ses weke per jaar vir geskeduleerde opleiding na die opleidingsentrum kom, waar hulle fasetoetse sal aflê om hulle vordering te bepaal. Die res van die tydperk is hulle by die werkgewers waar hulle onder toesig van die gekwalifiseerde vakman praktiese opleiding sal kry.

Die Besigheidskamer is bevoorreg om ’n verskil te kan maak in die lewens van ons plaaslike gemeenskap in die Groter Oudtshoorn-gebied.



Vier bouers van Oudtshoorn wat opleiding ontvang het. Van links is mnr Denvor September, Tommy Afrika, Martiens Loksen en Arthur Saaiman by mnr Jurgens Fourie wat die opleiding aangebied het.



Centre of Hope, Jonesstraat, Oudtshoorn



OUTDSHOORN

INFO

Members of the Oudtshoorn Business Chamber get a full advert for their businesses for R175 per year on the Oudtshoorn Info website.

Contact Greg: 044 272 0041

WELCOME TO OUR NEW MEMBERS

Maxima Pest Control

Thinus Bosch

072 890 1672

Imperial Truck Rental

Janine de Koning

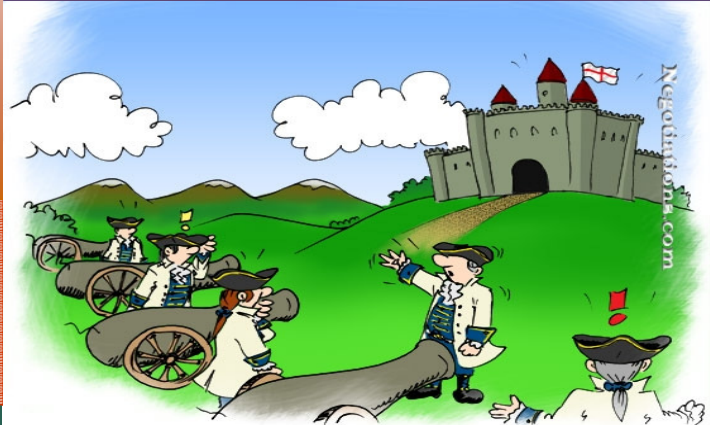
044 874 0805

Ondersteun lede van die Oudtshoorn Besigheidskamer. 'n Volledige lys is beskikbaar op ons webwerf by www.odnchamber.co.za

- 18.9.10 Whisky, Whales & Jazz Festival (Plett)
- 19.9.10 Karoo 2 Coast Mazda Marathon MTB
Contact: Zandile 082 851 3622
- 23 – 25.9.10 Bowls SDL Men's Fours – Odn
Contact: Thinus 082 789 5818
- 24.9.10 Run/Walk 4 Life 10 km (Odn)
Contact: Nadia 082 445 1999
- 24.9.10 Odn Mountain Bike Marathon (Odn)
Contact: Essie 084 279 1065
- 29.9 – 3.10.10 Klein Karoo Klassique (Odn)
Contact: KKNK 044 203 8600
- 2.10.10 Athletics - 50 km Road Race
Contact: At 082 343 6394
- 8.10.10 Geestesgesondheidstoerismejoj
Kontak: Suster Jooste 044 203 7200
- 9.10.10 Odn Fietse Padfietsren (Odn)
Kontak: Essie 084 279 1065
- 14.10.10 Lamprecht & Meyer Business Relay
Contact: David 082 374 8632
- 15.10.10 Honda Bikes Wingfling
Contact: Charlene 044 279 2532
- 16.10.10 Atletiek – Meiringspoort
Kontak: Martie 044 241 2522
- 18-23.10.10 Cape Pioneer Trek MTB
Contact: Carel 082 379 1177
- 30.10.10 Laerskool Odn-Noord Road Race
Contact: Thys 083 508 9798

*Do you know of any event taking place that does **not** appear on the above list?*

Let Helen know at 044 272 6637 or business@odnchamber.co.za



Lets be subtle about this, we want to do business with them in the future.

YOUR CHAMBER

As the **OUTDSHOORN BUSINESS CHAMBER** moves forward and we try to deliver more, we require the assistance of our members to share their successes, developments and expertise with us – communication is a two way street – we are only as strong as our members. If there are areas in which members think we are weak, we would like to know about this so that we may improve our service and the manner in which our experienced staff deliver to our members.

KANTOORURE

Maandag – Vrydag

09:00 – 17:00

Tel: 044 272 6637

Fax: 086 295 3929

Email: business@odnchamber.co.za