

WHAT DO CUSTOMERS WANT?

The Editor believes in *Positively Outrageous Service* - a term made famous by T Scott Gross in his book of the same name (a must read). In it he lists the top 25 "wants" of customers:-

1. Being called back when promised
2. Receiving an explanation of how a problem occurred
3. Being provided with information on how to contact relevant people
4. Being contacted promptly when a problem has been resolved
5. Being able to talk to someone in authority
6. Being told how long it will take to resolve a problem
7. Being given valuable alternatives if a problem cannot be solved
8. Being treated as a person - not an account number
9. Being told how to prevent a problem in the future
10. Being given progress reports if a problem will take sometime to resolve
11. Being able to talk to people without interruptions
12. Being asked before being put on hold
13. Being treated with appreciation for their business
14. Having a person - not a recording - answering the telephone
15. Being given service people's names and telephone numbers
16. Getting through to a department on the first call
17. Being offered suggestions on how to keep costs down
18. Being able to talk to someone on the first call who can resolve the problem
19. Receiving an apology when an error is made
20. Being helped without being put on hold
21. Having the telephone answered on the third ring
22. Being greeted with a "Hello" or "Good Morning"
23. Being able to reach the service area after 4pm
24. Being addressed by name
25. The ability to reach someone after hours.

Where does your business fit based on this? You can see that most people judge your business by how you handle problems - not what you sell or the price you charge!



Why would anybody bother developing a "Print Strategy"?

Surely it is merely a matter of going online or to a reseller of print devices and purchasing the latest technology available that is recommended by your favourite supplier or computer magazine.

Not so!!

Statistics suggest the majority of users only print simple A4 mono (black and white) documents - mostly initiated from a networked PC - with some requirement for colour - even less need for A3. Sure, there are specialised needs for certain users in specific industry sectors - but generally 98% of print is A4 mono generated by one or other user across a computer network.

Immediately the need for copying is removed as it is more cost effective to print multiple prints on a printer - rather than printing one copy and having somebody take it to a copying device and make copies from there.

It gets even better than that!

You printed your document to a shared network printer only to go to that shared device and find that ten other people also printed documents to that device and you have trouble locating your document among the rest - even not finding your document at all as somebody else has taken it mixed with their documents - so you have to return to your desktop and print the job again.



Not necessary!! There are solutions!!

The possibilities are endless - it merely needs a planned approach to your print requirements. A simple 3 step approach as recommended by Lexmark may fit the bill.

Step One -- consider the device to user ratio
Step Two -- analyse your recent paper purchases to determine their print format and volumes
Step Three - Discussion with users will quickly determine what kind of printer they really need. Don't just buy the most fashionable and well-promoted brand of mono laser printer, colour laser printer, multifunction or all-in-one device - take a little time and plan it before spending it!

See more at www.focusofficesupplies.com.au or phone Focus Office Supplies on (02)95534255.

Male or Female?

Tyre - male, because it goes bald and often is overinflated.

Sponges - female, because they are soft and squeezable and retain water.

Hammer - male, because it hasn't evolved much over the last 5,000 years, but it's handy to have around.

Kidneys - female, because they always go to the bathroom in pairs.

Ziplock Bags - male, because they hold everything in, but you can always see right through them.

Web Page - female, because it is always getting hit on.

Shoe - male, because it is usually unpolished, with it's tongue hanging out.

Remote Control - female, because it gives men pleasure, he'd be lost without it, and while he doesn't always know the right buttons to push, he keeps trying.

Swiss Army Knife - male, because even though it appears useful for a wide variety of work, it spends most of it's time just opening bottles.



Copier - female, because once turned off, it takes a while to warm up, it is an effective reproduction device when the right buttons are pushed, and because it can wreak havoc when the wrong buttons are pushed.

Hot Air Balloon - male, because to get it to go anywhere you have to light a fire under it... and of course, there's the hot air part.

Hourglass - female, because over time the weight shifts to the bottom.

Rail System - male, because it uses the same old lines to pick people up.

THE GREATEST!!

1. Greatest Handicap - *Fear*
2. Greatest Day - *Today*
3. Greatest Mistake - *Giving Up*
4. Greatest Stumbling Block - *Ego*
5. Greatest Turn-off - *Nitpicking & Finding Fault*
6. Greatest Comfort - *Being Accepted & Appreciated*
7. Greatest Need - *A Sense Of Belonging*
8. Greatest Gift - *Forgiveness*

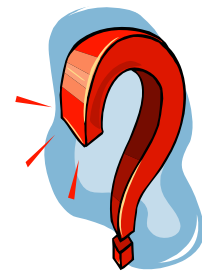
THE LESSON OF THE TURTLE

Behold the turtle: *He only makes progress when he sticks his neck out.* - James Bryant Conant



May 2008 Quiz - More Logic Test

1. How much dirt would be in a hole six metres deep and six metres wide that has been dug with a square-edged shovel?



2. If a farmer has five haystacks in one paddock and four haystacks in another paddock, how many haystacks would there be if the farmer combined them all in one paddock?



3. What can go up a chimney down - but cannot go down a chimney up?

Email answers to editor@focusofficesupplies.com.au or fax to (02)95534077.

This month's prize - a \$50 Focus voucher to use with your next purchase.



Your details:-

Name:

Organisation:

Phone or Email:

March Quiz Answers - how did you go?

1. The youngest of four brothers - who died on 10th march 1998 - was Andy Gibb and his brothers were the Bee Gees
2. Simon & Garfunkel were originally known as Tom & Jerry and their first single was *Hey Schoolgirl*. and
3. The Beatles first "gig" was at the Cavern Club.

Congratulations to Sue-Anne of P&R Fire Services who was the March quiz winner.



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