



FIRED WITH ENTHUSIASM OR, BE FIRED, WITH ENTHUSIASM

Good intentions.
Questionable execution.

A recent article in the Sydney Morning Herald reported about a letter distributed to Optus staff members by the Chief Executive Officer.

The message was succinct and pointed. In essence, it declared that those staff members who made customers unhappy would be sacked, if and when it was referred to the boss.

There appeared to be six degrees of separation with the mythical statement made by a Roman centurion:
The whippings will continue until morale improves

WAS IT NECESSARY?

The need for such communication was questionable, – if the “right” people had been recruited, inducted into a universal, supportive team ambience – and then trained, developed and inculcated into a positive service excellence corporate culture.

It is a challenge. Some 24% of the adult Australian workforce has the appropriate psychological profile and attributes to be great service providers. Identifying, isolating, recruiting, inducting, celebrating and rewarding them is imperative.

Such individuals are self-monitors and consistent enforcers of the service standards of peers, and among their own internal customers. “We don’t do things that way” is a very powerful statement of values, intent and self-worth. It comes naturally to a “driven” service provider.

CAUSE, EFFECT OR VICTIM

Telecommunication campaigns rank second highest among client (corporate) and customer (consumer) complaints received by regulatory authorities, after banks.

Everyone, it seems, has a story – or an experience – to share about a bank and/or a telco.

Significantly, in both sets of instances, policies, processes, procedures and technology are primary causes of annoyance, frustration, exasperation and yes, “unhappiness”.

In short, the cause and issue are often determined and experienced before personal interactions with a service provider. Indeed, they too may well be a victim of the operating 