

Creating legendary customer service

Paul Stapleton, Blanchard International



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Chartered Accountants Business in Focus
Monthly audio program

August, 2012

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All the surveys of business confidence and marketplace sentiment seem to be telling us the same story: consumers are still cautious about parting with their money and – with all the buying options confronting them – inclined to be choosy, if not downright demanding. So first-rate customer service is becoming increasingly important. Paul Stapleton, Australian representative of Blanchard International, believes consistency is crucial to keep clients onsite, as is a good attitude. Personal touches, however small, can make a difference – and it's got to start at the top of the business.

As well as giving us his regular state-of-the-economy analysis, economist Professor Neville Norman unveils a few trade secrets this month – explaining how and why he relies on some key indicators for his forecasts, as well as a touch of intuition!

We also look in this program at two areas in the world of accounting where change is either happening or on the way: Darrell Weekes of Attache Software Australia looks at how the Fair Work Act is making payroll management difficult, while Hamish Blair of Leadenhall VRG previews a new accounting standard on Fair Value. And Andrew Brushfield of Robert Half explains why negotiation skills are even more important in uncertain times.

And we have a couple of timely reminders about the perils and possibilities of the internet and social networking. Lawyer Paul Kallenbach of Minter Ellison warns of the risks of defamation in blogs, emails and tweets, while business author Andrew Griffiths tells us how to make an impact with everything we write, so that our message gets noticed, not ignored.

A handwritten signature in black ink that reads "Nick Schildberger". The signature is fluid and cursive, with the first letters being larger and more prominent.

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THE IMPORTANCE OF NEGOTIATION IN UNCERTAIN TIMES

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FAIR VALUE: WHAT IS IT AND HOW IS IT CHANGING?

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