RECAP: JANUARY MONTHLY NETWORKING MEETING

By Ronak Ganatra

The first business meeting of 2012 took place on January 18 at the headquarters of Homeowners Choice Insurance. Following the usual practice of networking and enjoying the complimentary scrumptious food provided by Saffron Restaurant, the meeting was called to order. The topic of the meeting was healthcare and cost containment strategies, and the speakers consisted of a panel of three experts in the field.

Mike Masters, of Covenant Services Group, shared a case study from Bentonville County in Arkansas, where a system of financial rewards and penalties for health indicators helped bring the self-funded county health plan from being $500,000 in the red to nearly $1.5 million in the black. Corey Lilburn, Senior Broker at Alltrust Insurance, spoke in detail about the many advantages of health savings accounts, including triple tax benefits. Finally, the panel concluded with Dr. Rahul Mehra, Principal and CEO of Mehra Vista Health, who spoke about the importance of employee assistance programs, which give workers a confidential source of help in times of great need.

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INDO-US CHAMBER MONTHLY MEMBER FOCUS

Each month, the Indo-US Chamber of Commerce holds a raffle at our business networking event for the opportunity to be highlighted in this spot. This month's winner is Robert Greaves, Business Performance Improvement Director at Dale Carnegie Training of Tampa Bay.

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TAKE CARE OF YOUR CUSTOMERS OR SOMEONE ELSE WILL

By Harvey Mackay

No business can stay in business without customers. How customers are treated determines how long the doors stay open. Poor-quality service has probably doomed as many businesses as poor-quality products.
Creating a service culture is broken down into the following six steps:

1. Understand you're in the service business. Most companies think they're in manufacturing and retail. It's a paradigm switch. Southwest Airlines is successful because it understands it's a customer service company that just happens to be an airline.

2. Review the procedures you have. Look at all the policies, procedures and systems that you have in place that make life miserable for customers. You could have the nicest people in the world, but you could have stupid hours, stupid rules or stupid procedures that irritate customers.

3. Have empowerment. Every employee has to be able to make fast and powerful decisions on the spot, and he or she better be in favor of the customer.

4. Be more careful about whom you hire. The service leaders hire one out of 50 applicants, sometimes one out of 100, and they're very careful. You have to look for the cream, the A players, instead of bringing on B and C players.

5. Work with your staff. Educate and train the whole staff on the art of customer service with something new and fresh every four to six months.

6. Measure your results. Measure the results financially so you know the impact customer service is making on revenue, profit, and market share.

Mackay's Moral: Improve your service to improve your business.

(To view this article in its unedited entirety, visit: http://harveymackay.com/column/take-care-of-your-customers-or-someone-else-will/)

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UPCOMING EVENTS

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http://iifftampa.com

Feb 17-19, 2012

Channelside Cinemas (615 Channelside Drive, Tampa, FL 33602 / 813.221.0700)
Tickets and festival passes available onsite.

Questions/Comments/Suggestions?
Please email editor@indo-us.org