



Xact News

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>> Hello

People love to buy but hate to be sold. The only two things people ever buy are good feelings and solutions to problems.

In this issue of Xact News, find out **what happens to your customers** when you don't hear from them; create committed customers by using **'trust creating' process**; and read about how **building trusting relationships** has contributed to the success of Xact.

We are pretty sure you all are dying to know who the lucky **winner is for the Morning Tea Shout**, and don't forget to **donate to the Pathways Trust**. If all of this is too much, we will gladly **help you to lighten up**.

Enjoy the sun while it shines. Till next time...

Marketing

Where Did My Customer Go?

A typical business hears from only 4% of its dissatisfied customers. The other 96% just quietly go away. Ever wondered what happens to them?

- 1% die
- 3% move away
- 5% develop relationships with other businesses
- 9% leave because of competitive reasons
- 14% are dissatisfied with the product
- 68% quit because of an indifference attitude towards the customer by the staff



Source: How to win customers and keep them

A Matter of Trust.

Trust is the glue that holds a business relationship together.

When we use the word 'trust', it often means more than just one thing. We use it to describe what we think of what people say, to describe behaviors, to describe whether or not we feel comfortable sharing certain information with someone else, and we use the same word to indicate whether or not we feel other people have our interests viz. their own.



Building trust not only creates loyalty, but also results in more profitable customers and a greater chance of your sales and marketing being a success. In a customer base of a business, customers can range from being to simply satisfied to unhappy. The challenge is to move the customer to the loyal customer category, which comes through building trust.

Trust usually gets created at the individual level, between people, and generally in conversations. The 'Trust Creation' is a five-step process, which requires you to:

1. Engage
2. Listen
3. Frame
4. Envision
5. Commit

[Click here to read more about the 'Trust Creating' process.](#)

Trust - An Essential Ingredient At Xact.

At Xact, trust is an essential ingredient that has contributed to our success.

Our approach to building trusting relationships is built upon our combined industry experience, the products, services and creativity we offer, the technology we use and the people we employ.

Our approach and process for building trust with our customers has a solid foundation, yet is continuously evolving, strengthening our competitive advantage and increasing customer satisfaction.

Speak to any of our representatives for your self-adhesive printing needs and be assured that you are in good hands.

[Click here to read what Xact has to offer to it's clients](#)

And The Winner Of Morning Tea Shout Is...



Simon from Kemsol!

Congratulations on winning an Xact Morning Tea Shout!
We will be there soon with some great coffee and muffins.

Pathways To The Future Trust Appeal.

As an initiative to encourage and reward younger employees that contribute to business success and demonstrate the philosophy of 'pride in workmanship', Pathways To The Future Trust holds fund raising events to meet it's objective. So far it has raised more than \$60,000 to give back to the young future leaders in the community.



Xact has been associated with the Pathways Trust since it's inception and supports it's initiatives to raise funds.

To continue raising funds all year round, The Pathways Trust has taken the initiative to sell items on Trade Me.

Xact would like to take this opportunity to request you to **donate an item**, which would help Pathways to raise funds on Trade Me. The item could be anything from a tea light to a tractor! So now is the time to get rid of things that you dont need. Just call Ritu at Xact and she will organize the rest for you. Simple.

[Click here to read more about Pathways Trust](#)

Here To Help.



Regards

The Team at Xact Labelling

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