



Xact News

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>>Hello!

The year is about to come to an end, Auckland has got it's new Mayor, the days are getting warmer and it's easy to make a promise.

All our promises are full of good intentions, it's what people want to hear, and it's what we want to deliver. But can we guarantee what we want to deliver?

People are a big part of consumer service delivery. Value is created for people as they produce, deliver and experience a service process.

In this issue, read facts that you can't ignore about **customer experience**, learn how to measure **customer satisfaction**, get tips on keeping your reputation for **meeting deadlines** and **what Xact is doing to manage demanding customers**. And, if all those deadlines are keeping you too busy, don't forget to **exercise your mind** by reading our laughter section.

As always, cant wait for your suggestions, comments and feedback.

Oh by the way, before we sign off, don't forget to congratulate Mike when you see him next, for becoming the RBA President!

Enjoy the rest of the year!

Marketing

>> Customer Experience

- A good customer experience is told to 8 other people
- A bad customer experience is told to 22 other people
- It takes 10 good experiences to make up for one bad one
- 70% buying experiences are based on how the customer feels they are being treated
- A typical company receive around 65% of its business from existing customers
- 7 out of 10 customers who switch to a competitor do so because of poor service
- A 5% reduction in the customer defection rate can increase profits by 25-80%
- Satisfying and retaining current customers is 3 to 10 times cheaper than acquiring new customers
- Dissatisfied customers whose complaints are taken care of, are more likely to remain loyal, and even become advocates, as those that are 'just' customers



Source: Return on Behaviour Magazine

>> Managing Customer Expectations

If you're a service provider, customer expectations can pose a major challenge. That's because expectations are wondrous creatures: They grow, shrink, change shape, and change direction. They shift constantly, and they shift easily. And how satisfied (or dissatisfied) your customers are is determined by these expectations and your performance in meeting them. If expressed as a calculation, customer satisfaction might look something like this:

Customer Satisfaction = Your Performance/Customer Expectations

Of course, its not as simple as plugging numbers into a formula and calculating the result. Nonetheless, this calculation serves as a reminder that your customers' level of satisfaction can be affected by changes in either their expectations or your performance, which means you have to pay attention to both!

And that's where things get tricky. How you perceive your performance may differ from how your customers perceive it. Discrepancies between your perceptions and theirs would not be at all unusual. So, if your customers view you as unresponsive, then you are unresponsive — in their eyes. The reverse is also true: If you really are unresponsive, but customers perceive that you deliver superior service, then you do (in their eyes).

Therefore, customer satisfaction is driven by their perceptions, not yours. Their perceptions are their reality, and any overlap between their view of the world and your own may be simply one of

those delightful coincidences!

[Click here to read more about Xact's Xpert Services](#)

>> Meeting Deadlines

Do you recall the last time you hired a contractor, lawyer, printer, dentist or an accountant? Chances are you didn't pick their names out of a phone book. You probably went to them because a family member, friend or a colleague recommended them. If so, you hired them based on their reputation!

Good reputations increase credibility, making us more confident that we will get what we are promised. It is a drawing card that brings in customers and commands our respect.

Your reputation is generally based on two things: the quality of your work, and how well you meet deadlines. Sure, you can do great work, but if you don't turn your projects in on time, you won't get many repeat customers.



[Click here to get tips on how to meet your deadlines.](#)

[Click here to find out more about Xact's value proposition.](#)

>> How Xact Manages Demanding Times...

Lets face it, tighter times have got us all on our toes. Customers are demanding more. Certainly something to consider is to improve processes, so you not only survive but thrive in the future. What is Xact doing to keep up with demanding customers? Our Xpert services include...

- Xpert advice along with an attractive portfolio of products
- Xpert solutions to your challenging problems
- Get it 'right first time'
- Improved manufacturing processes leading to shorter lead times
- Customers own everything they pay for including plates and dies
- 'One-on-One' relationship with the customers
- Credit facility
- ...and a round of golf!

To meet the demanding standards of your business call 0800 XACT 4U for our Xpert advice or visit our website <http://www.xactlabels.co.nz>

>> A Big Congrats!



Mike Davis, Director of Xact Labels, is the new elected President for the year 2011 for the Rosebank Business Association.

He will be working closely with RBA to achieve it's goal of "Making Rosebank A Better Place To Do Business".

Way to go Mike!

Too Busy to Laugh?



"What fits your busy schedule better, exercising one hour a day or being dead 24 hours a day?"

The Team at Xact Labelling

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