

RETAIL WINNERS

celebrating your success

Spring 2010

 Retail Institute®



CHRISTCHURCH EARTHQUAKE ROCKS RETAILERS

'The adrenaline has gone and has been replaced with a strange spaced out feeling,' says Jane Hayes, Retail Institute Christchurch Office Manager.

Our Christchurch team is still in shock after a massive 7.1 earthquake shook the region on September 4th. Thankfully all staff are okay. The building we occupied was not.

The Manchester Courts building is being demolished because of extensive damage it sustained in the quake. The 104-year-old building was once known as the tallest in Christchurch.

'The building's amazingly beautiful. We didn't want it to come down. But there was no other option,' said Manchester Courts' owner Richard Peebles.

'The Christchurch team all loved this space and had just shifted things around and made

our own spaces. I'm sure I can speak for the rest of the team and say we're all pretty upset and shaken about this,' says Jane.

One of main concerns was that trainees' completed assessments were inside. Greg McKay, our South Island FMCG Training Adviser, was allowed 10 minutes inside the building to grab what he could and we are confident we retrieved all current trainee documents.

Retail World Resourcing offered us a temporary office space. With the aftershocks continuing, there were still fears that this building could also be damaged.

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RETAIL LEADERS' FORUM

Thirty of the New Zealand's top retail leaders came together to discuss issues surrounding skills and productivity.

The Retail Institute Skills and Productivity forum was held on the 5th of October. It was an opportunity for retail leaders to add to our ability to represent the industry – both within the industry itself, and to the Government and educational establishment – on what can be done to improve the capabilities of our most valuable resource, our people.

Attendees at the Skills and Productivity Forum included John Hartmann (Mitre 10), Ian Morrice (The Warehouse), Dave Chambers (Progressive), Stephen Timms (Hallensteins and Glassons), Sue Smith (Kmart NZ) and John Journee (Noel Leeming Group). Altogether the attendees represented over 70,000 employees in the retail industry.

'I feel strongly that to bring together the leading executives from the top retailers in New Zealand is the best way to work towards developing one voice on productivity issues for the industry,' said Retail Institute CEO John Meeuwssen.

A brief outline of the educational attainment of people employed in the retail industry, the current provision to the industry by the

New Zealand education system and some of the labour market issues raised by the current demographics were presented. Retail leaders were challenged to discuss questions relating to the level of education and skills of retail employees and ways to collaborate to improve that level. There were plenty of meaningful discussions around the tables.

Retail Institute will endeavour to get a group together to meet twice a year to follow up on these discussions.

INDUSTRY TRAINING FUNDING CUTS

The Forum came as the Tertiary Education Commission announced the transfer of \$55 million from industry training to fund 3,000 university places over the next two years. Retail Institute now has to look at how we can support more retailers through training with less money.

Industry Training Federation Executive Director Jeremy Baker says these announcements fail to acknowledge that industry training is the most cost effective part of the tertiary education system.

It provides a vehicle to gain skills for many individuals who gained no qualifications at, or beyond school.

'The funding that is moving away from industry training to pay for 3,000 university students could support 55,000 trainees in the industry training system. The Government needs to acknowledge these trainees as real people, doing real jobs, and developing real skills that lead to improved productivity.

'The cost to taxpayers of completing a qualification in the industry training sector is about one-third of the cost of completing the same qualification elsewhere in the tertiary sector. The trainees are generally full-time workers who are paying taxes while they train. They are completing qualifications that relate to their jobs and make a difference to the prosperity of the industries they work in.

'The Government needs to look at incentives to encourage employers and industries to train,' he said.

Slides from the Forum can be downloaded at: <http://www.retailinstitute.org.nz/>

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'I was sitting at my desk one day in our temporary office and heard a massive cracking sound and plaster started falling from the ceiling, both at my end of the office and down the other end where Sally was sitting. I looked up and a brand new crack was radiating from the ceiling across and down the near wall. As you can imagine, I swore loudly and Greg, Sally and I grabbed the assessments, the new office phone and booted out of the office,' says Julie.

Josh Brosnahan, our South Island Assessor, got out and helped retailers with the clean-up. 'It's a perfect time to show our support for the industry, and that we work for them, as well as with them.'

The Christchurch earthquake was a big wake-up call for all those involved. Most retailers suffered minor damage, mostly to stock.

Sales in the Canterbury area were also affected with businesses doing a third less trade than at the same time last year. Some of the hardest hit stores were those selling last-minute Father's Day gifts.

The Rockshop has had major disruptions throughout the earthquake period. After the initial shock it continued to trade via its website, offering Christchurch residents free shipping. It then opened the back doors for trading. 'We had to switch the entire store (stock displays, POS and signage) back to front, and refurbish our freight entrance as our new access way,' says Human Resources Coordinator, Ben Knowles.

Ironically the Rockshop was again closed for trading because of the demolition of Manchester Courts. The back entrance is now open and a walkthrough of the new entrance can be viewed on YouTube.

GRADUATIONS' CALENDAR

November

- 4 Gisborne District Graduation
- 5 Southland Graduation
- 5 Coastal Otago Graduation
- 5 South Waikato Graduation
- 11 Stratford District Graduation
- 11 Eastern Bay of Plenty Graduation
- 17 Manukau City Graduation
- 18 Rotorua/Taupo Graduation
- 24 Tauranga Graduation



KMART CELEBRATES SUCCESS

The team at Kmart New Zealand is a shining example of how retail training can improve employees' knowledge and skills, while also instilling confidence in staff, encouraging professional development, boosting team morale and advancing careers within the business.

Kmart's journey began in September 2009. They offered their team of 70 line managers enrolment in the National Certificate in Retail Level 3. 15 store managers were offered places on the National Certificate in Retail Level 4.

To boost their employees' retail skills and knowledge, Kmart offered training to employees at many levels. In 2010 Kmart offered 200 of their retail assistants the opportunity to sign up to the Customer Service Award. Those staff are working with their line managers (who are their verifiers) to complete their qualifications.

Kelly and Nolan are two Kmart team members who have experienced the positive outcomes of retail training.

Kelly had already completed the National Certificate in Retail Level 2 when she applied for the role of department manager at Kmart. While in this role Kelly jumped at the opportunity to do the National Certificate in Retail Level 3.

With one years experience and two retail qualifications under her belt, Kelly was offered the role of store manager – a position she has been in for approximately three months. She has also signed up to the National Certificate in Retail Level 4 to keep her at the top of her game.

Nolan said that for him and his peers, who had all been working at Kmart for some time and knew their positions well, completing the National Certificate in Retail Level 3 was 'a great refresher. It created great team discussions and also brought back information that had been missed or forgotten.'

Kelly and Nolan both said that training boosted their confidence, gave them knowledge and reinforced that they were

already following good practice at the store. It also gave them ideas for improving communication and leadership within their teams. They believe that by completing Level 3 they became confident with the verification process.

Kelly has signed her team up to complete the Customer Service Award – and will encourage them to complete it during work hours. She believes her team will learn more about the environment they work in and the direction of the company if they have plenty of support around them while training.

Kelly and Nolan both agree it is important to celebrate success, and they plan to make a fuss of team members who complete. Kelly said 'Celebrate, absolutely! We love a good team talk. We have a great store with a fantastic team and we want people to know.'

Kelly and Nolan are based at Kmart, Whakatane. Nolan has also worked at Kmart Mt Maunganui.

TRAINING RESULTS IN SUCCESSFUL AND PROFITABLE BUSINESS OUTCOMES

Mark Walsh has over 20 years of experience in retail and is finding his Retail Institute training to be a valuable tool that has improved his sales skills and retail knowledge.

Mark has worked at Paper Plus, Glenfield, for nine years. He has completed the National Certificate in Retail Level 2. He is currently completing the National Certificate in Retail Level 3. 'It has covered a broad range of topics that retailers deal with often. It has helped me seek out more opportunities, rather than just accepting sales as they come to the counter' says Mark.

Mark's manager, John Graham, also believes that retail training is important. He says that it not only helps the student focus on learning different aspects of the business, but also encourages the manager/supervisor to assist. The result is the trainee learns skills and knowledge relevant to that particular business.

'The National Certificate in Retail Level 3 has helped Mark better understand his role and responsibilities, resulting in more profitable and successful business outcomes', says John.

Doing a retail qualification 'has helped me look at the shop, not from the retailer's point of view, but from the customers' point of view. This includes not only the physical appearance, but also how we deal with customers' orders and staff product knowledge' said Mark.

The qualification has made Mark realise that there are a lot of skills involved in working in retail. 'It has encouraged me to keep learning about the industry to progress my retail career.' In the future Mark plans to complete the National Certificate in Retail Level 4 and become more involved in buying stock for the store.



Mark Walsh (right) and his manager, John Graham, believe in the value of retail training.

RETAIL MODERN APPRENTICE OF THE YEAR 2010 – MEET THE FINALISTS

The Retail Modern Apprenticeship is a Government funded, work-based training programme for young people. It is designed to recognise and develop young people who want a career in retail. The Retail Modern Apprentice of the Year Award recognises the scheme and the hard work apprentices have put in to developing themselves.



Jane Hayes with Michaela Harrington – Retail Modern Apprentice of the Year 2010

Upper North Island

WINNER: Katie Coxon – John Franich Jewellers

'Katie is a dedicated employee. She goes above and beyond the requirements of the apprenticeship programme. I know how much she is enjoying the programme and is gaining new knowledge, insight and skills,' says her coordinator, Catherine Jenkins. Katie is a sales consultant at John Franich Jewellers. She enjoys working in retail because she likes interacting with people and helping them make decisions. She believes it is important to maintain a high standard and exceed customer expectations. Katie has learned a lot from the Retail Modern Apprenticeship programme.

'It is great because it covers all areas of retail. My motivation and confidence have improved and my perceptions of the retail industry have changed,' she says. Katie is also a verifier and support person for other staff completing Retail Institute training programmes in her workplace.

Zachary Bell – Placemakers, Mt Wellington

'Zach's commitment and confidence has grown throughout the last year and he has now been promoted to advertising and promotions coordinator,' says his coordinator Katrina Collins. Zachary has worked in retail for almost five years and likes the fact that every day brings new challenges. 'Retail is the only job where no two days are the same,' he says. Zach is the advertising and promotions coordinator. He believes the apprenticeship has given him more confidence, 'I am self-sufficient and have been given the drive to learn everything I can about the retail industry,' he says.

Middle North Island

WINNER: Amy Gibson – Placemakers, Hamilton

Amy's manager Val Patterson says 'Amy is totally committed to customer service and her responsibilities as a part of a team. The apprenticeship has really helped her with her retail selling, service and merchandising standards. She is more confident and shows good leadership and forward-thinking skills.' Amy has worked in the retail industry for eight years. She is a people person who finds her job very rewarding. She is part of the Health and Safety team, leader of her area at the checkout staff and 'champion' for the 'Know How' card programme.

Amy believes the apprentice programme has made her more approachable and confident. Her co-worker and previous award winner, Corena Harely, believes Amy is a diligent and passionate worker. 'She has a reputation for being friendly and a great saleswoman. She is very popular with her colleagues and more importantly, her customers. I have watched Amy blossom over the years. She has much more confidence and is not afraid to be a leader.'

Jessica Oliver – Hallensteins, Hamilton

'Jess is very driven and works hard to meet any challenges put in front of her. Jess sets a strong direction in her branch. Her team love working with her and producing results for her. She is continually growing her leadership and business skills and is 100% focused on her retail career,' says her manager Kylee Chartres. Jessica was working as a branch manager in Taupo and was promoted to the Hamilton store with more staff and a higher turnover. She received runner up for Hallensteins' Manager of the Summer Season. Jess believes the apprenticeship has helped her become a well-rounded manager. 'It has taken my blinkers off and made me more aware of things like legislation and helped me manage my time better,' she says.

Aimee Rawlings – Mitre 10 Mega, Hamilton

'Aimee manages a team of 16 to 20 staff, she also recruits, appoints and trains new staff...she performs to a very professional and high standard.' says her manager Lynne Wilson. Aimee is the Customer Services Manager and she believes the apprenticeship helped her get to her current position and on the path to a retail career. 'I have grown from a quiet, shy checkout operator who thought this was just a job to get paid, to a confident young woman who has found not just a job but a career that I love,' she says.

Lower North Island

WINNER: Kurt Simpson – Mitre 10 Mega, Wanganui

'Kurt has shown great determination and passion for retail over the last three years,' says his manager Glenn Mailman. Since Kurt started with Mitre 10 he has excelled on his way up the retail career ladder. He is now a team leader and is a duty manager three days a week, a huge responsibility being sole charge of a Mitre 10 Mega store including opening and closing. Kurt is enjoying the apprenticeship programme. He has completed the National Certificate in Retail Level 2 and is working towards the Level 3. He says 'It has been a great experience to be involved in.' He now understands the legal aspects of retail in depth and has got to spend time in the various areas of the shop, giving him an understanding of all aspects of the business.

Hamish Wood – Hallensteins, Upper Hutt

'Hamish has the drive and passion for the retail industry. He knows the values of the company and the importance of customer service,' says his 2IC Shelly Ashford. Hamish has completed the apprenticeship programme and excelled in his retail career. He started as a part time sales person and was quickly promoted to manager. He has recently acquired a role at Eureka clothing. Hamish believes the apprenticeship is a great learning experience. 'It has given me a thorough knowledge of the retail industry and allowed me to better develop relationships with people.' His coordinator Clare Savage believes he has an admirable work ethic and has certainly seen value in the programme. 'Hamish will no doubt enjoy a successful career,' she says.

Melissa Bryan – Mitre 10 Mega, New Plymouth

'Melissa is without a doubt one of the hardest working, most likeable and capable staff members I have,' says her manager Leanne Buckland. Philip Rose, retail manager at Mitre 10 Mega New Plymouth, agrees. 'Melissa is a very dedicated worker who always strives to perform to the best of her ability.' Melissa works in inwards goods and is involved with many of the promotions at Mitre 10 Mega. The apprenticeship has helped her better understand the rules for advertising.

South Island

OVERALL WINNER: Michaela Harrington – Ballantynes, Timaru:

'Michaela is organised and pro-active... her work ethic is consistent and customers commend her efforts,' says her assistant manager Fiona Stevens. Michaela started at Ballantynes four years ago when she was at school and was working on Retail Institute's schools programme. She enjoys working in retail and believes it has helped her to grow as a person. Michaela is enjoying doing the Retail Modern Apprenticeship programme and believes it has boosted her confidence. She signed up to the programme in June 2009 and has already completed most of the three-year programme. In future, Michaela would like to do the National Certificate in Retail Level 4, Retail Institute's management level qualification.

Clare Lawson – Ballantynes, Timaru

'Clare is recognised by many customers and repeat business for her excellent customer service,' says her assistant manager Fiona Stevens. Clare has been with Ballantynes for five years. She believes the apprenticeship has helped her become better at written work and more confident as a person. Fiona agrees and says, 'She has put in a great effort and puts what she has learned into practice.'

Callum Jones – Footlite & Sole, Westport

'Callum shows maturity beyond his years,' says his employer Peter Jones. 'He takes on responsibility and implements strategies and systems that are helping our business perform better. He has dealt with difficult situations and taken what he has learned in the apprenticeship and put it into practice in the workplace'. Callum started as a footwear consultant and has been promoted to trainee manager. He believes the apprenticeship has been challenging but also a great learning experience. His coordinator, Jo Sisson, believes Callum is developing a much greater understanding of the business and how he can have a direct impact on it. 'He is motivated to learn and put his learning into practice,' she says.



Desleigh Jameson with Upper North Island winner, Katie Coxon



Middle North Island winner, Amy Gibson



Clare Savage with Lower North Island winner, Kurt Simpson

BECOME AN EXPERT IN PRODUCT KNOWLEDGE

Customers are expecting more from their retail experience and expect staff to be educated and well-informed. As far as customers are concerned, you are the expert.

Your knowledge helps customers make an informed decision so they can confidently buy the right product.

Researching online and purchasing offline is a common consumer trend. It is not unusual for customers to come into a store knowing more about the product than the staff. According to a report by BIGresearch, as many as 87% of consumers are researching before going shopping. This makes the retailer's job more difficult as they seek to keep their product knowledge up to date and know their competitors intimately.

You can't be expected to know every detail of every product in your store, but you can try! Here are some tips to help you become a product knowledge expert:

- Start with the most popular items and anything that is part of a special promotion or is currently being advertised. That way you'll build up knowledge of products that your customers are most likely to ask for.
- Use down time to add knowledge of other products.
- Know where to find information easily.

What might the customer want to know?

Your customers expect you to know about the products you sell. This is the kind of information a customer may want:

- The styles, colours or models available.
- The product's origin – where was it made?
- Manufacturing processes – is the process used environmentally friendly, safe for the workers, humane to animals etc?
- Composition – what are the ingredients or elements used in the product?
- How to use the product.
- Reliability – will it do what the customer expects? Are there any reports about how well it works or how long it lasts?
- Performance – will it do the job? Does it have the qualities to match the customer's needs?
- Servicing, warranty and repair information – what warranties are available? A warranty assures a customer that something is of the quality represented and will be replaced or repaired if it's found to be defective.
- Potential add-ons – can a product be upgraded or added to later on?
- Product distribution and delivery.

Giving the information to the customer

Knowing about the products you sell is the first step. The second is being able to pass it on to your customers. All customers will want you to show how the features of particular products will meet their needs, and they may want you to recommend an option.

Find out what the customer is looking for, listen carefully and ask the right questions so you can match your customer's needs with your products.

Questions might include:

- Is it for your own use?
- What is it going to be used for?
- What have you been using until now?

Try and get a picture in your mind of who will be using the product, and where. You can then describe product features and benefits to meet these needs.

When you are talking about your products with your customer, it is important to be:

- Clear – make sure the customer understands you. Don't talk too fast or use unfamiliar language. If you have to use technical terms, explain what they mean.
- Accurate – make sure you give the right information about a product. It's easy to get the features of similar products mixed up. You may need to show the customer a relevant product manual or installation instructions for very technical information.
- Current – make sure the information you give about what products you have available, what's coming in-store soon, prices and promotions is right up to date.
- Relevant – make sure you understand what the customer is looking for and keep your information relevant to that need.
- Interested – customers like to feel important. Once you have found out what they are looking for, give them your full attention while you explain suitable products.

Satisfied customers who can trust your store's knowledge and advice will keep coming back, and will recommend you to others.



HARDWARE CAREERS – CORENA HARLEY

‘I love working in retail,’ says Corena Harley from Placemakers in Hamilton.

‘It’s the relationships you build with customers that makes working in retail rewarding. It’s an awesome feeling being able to help people with my knowledge.’

Corena started her retail career when she was 14 years old, working at her local \$2 Shop. ‘I stayed there for four years and I absolutely loved it and learned great skills,’ she says. Following this, she acquired a job at Placemakers. ‘I first started my role in the paint department, assuming paint was purchased already tinted. It makes me laugh looking back at how little I knew. I now have the much-needed knowledge, confidence and expertise to be able to perform in my job,’ she says.

Corena aims to give her customers a great retail experience to make sure they keep coming back. She has completed the Retail Modern Apprenticeship programme through Retail Institute and won the Retail Modern Apprentice of the Year 2009 for the Waikato region. ‘I am really grateful to have had the chance to complete the Retail Modern

Apprenticeship. It gave me a passion for retail and inspired me to study at university. It also gave me skills to be a better salesperson and gave me the knowledge to be more confident in my job and be a more involved team member. The Retail Modern Apprenticeship was simple for me to understand, yet challenging enough for me to work hard. I kept up good study habits and enjoyed learning the different aspects of my job.

Corena plans to stay in the retail industry and eventually move in to a management role. ‘I am currently studying towards a Bachelor of Business Analysis (Finance). What I’d like to do exactly, I am not too sure. I know there is still a lot for me to learn and I look forward to the challenges to come.’

When she’s not studying or planning for the day ahead, Corena loves spending time with family and friends; in particular her 11 nieces and nephews. ‘My studies and work keep me busy, so playing with my nieces and nephews



brings out the inner kid in me! My family are also big fishermen and really into their sporting and tenpin bowling so I love joining them at every moment. Overall I just love to relax and have fun with the ones I love!’

CHRISTMAS RECRUITMENT

Christmas is just around the corner and for retailers this means extended trading hours and an increased volume of sales.

This means more staff are often needed to cover busy periods and longer shifts. Retailers will bring on extra sales and customer service staff as well as extra security staff and even gift-wrapping staff for the holiday season.

New staff are often hired on casual contracts to cover the busy period leading up to Christmas as well as Boxing Day sales. Trish Mclean, director of the retail recruitment company Retailworld Resourcing says ‘The majority of retailers will increase the number of staff they have rostered on over Christmas trading hours, particularly those trading in malls with extended hours and large format or department stores. You will find most chain stores will increase existing staff’s hours or hire new staff to combat the anticipated Christmas rush.’

To get your team up and running successfully and seamlessly, it is best to start recruiting early. If you haven’t started already, start now.

To determine how many extra staff you will need, recall previous successful Christmases

and predict this year’s increase in customer numbers. A picture will start to develop to determine how many extra staff may be needed for your store.

A well-orchestrated sales team will add to your business and bottom line so it is important to get the right mix of talent. Think about what you are looking for in your temporary staff. List the key functions, accountabilities, attitudes and characteristics that you need from each team member to get a clear understanding of what to advertise for and ensure the right people apply. This will also help to devise a job description that is specific for casual Christmas staff and clearly outlines their responsibilities.

Recruit skills and attitudes that will make your business successful. The perfect retailer will interact and make customers feel at ease. Consider the pace of your store and employ staff that will love selling your product and cope with the influx of customers. Try to match your staff to your store and your customers. In fact it’s a good

idea to recruit from your customer base because they’re likely to have an affinity with your brand.

‘Working in retail involves a huge amount of interpersonal interaction, and staff who are bright, bubbly, dynamic and fast-paced are better able to build a rapport with customers and make sales,’ says Trish. ‘Most employers seek to attract someone who will be a good representative for the brand. That can be based on personality factors, as well as product knowledge. Electronic retailers will often want to hire someone ‘techy’ who will be able to explain all the latest gadgets to customers. All employers seek ‘fit’ to the organisation culture and work environment – retail is no different.’

A positive attitude will be needed during this busy, exciting and challenging period. Skills can be taught; qualities cannot. Recruit the right staff this Christmas and you will increase the chances of exceeding Christmas targets. You might even find it is worth keeping them on.

CONGRATULATIONS TO THE FOLLOWING BUSINESSES, WHICH HAVE HAD TRAINEES COMPLETE QUALIFICATIONS IN QUARTER 2, 2010:

Customer Service Award

Aorere College
Briscoes
Channel X
De La Salle College
Dulux
Foodstuffs South Island Ltd
Francis Douglas Memorial College
Hamel and Hamel
John Franich Jewellers
Kaiapoi High School
Living & Giving
Mitre 10 Mega
Office Max
Onehunga High School
Otago Museum Trust Board
Paper Plus
Rebel Sport
Repco
Resene Paints
Richmond Mall Opex
Rockshop
St Mary's Diocesan School
Tangaroa College
Waitaki Girls' High School
Western Springs College

John Franich Jewellers
Kidstuff
Leading Edge Communications
Liquor King
Liquorland
Local Liquor
Mama Mias
McAlpines Mitre 10
Mitre 10 Mega
Music Works
Office Max
Palmer's Garden World
Paper Plus
Politix Menswear
Repco
Resene Paints
Rockshop
Levis Store
Shell
Smash Surf & Street
Stirling Sports
Stoney Creek
Supervalu
Telecom
Wanaka Mini Mart
Whitcoulls

Rockshop
Rebel Sport
Smith & Caughey Ltd

Training and Assessment in the Workplace

Dulux
Foodstuffs South Island Ltd
Hallensteins
Hamel and Hamel
Kitchen Things
Mitre 10 Mega
Office Max
Pet Essentials
Repco
Resene Paints
Rockshop
Smith & Caughey Ltd
Unn Limited Retail

National Certificate in Retail (Level 4)

100% Brown's Appliances
Farmers
Repco

National Certificate in Retail (Level 2)

100% Guinness Appliances
Armed Forces Canteen Council
Bendon Lingerie
Briscoes
Butlers Chocolate Cafe
Caltex
DFS Galleria New Zealand Ltd
E Hayes & Sons
Footloose Shoes
Hallensteins
Hardy's
I-Site Visitor Centre

National Certificate in Retail (Level 3)

100% Guinness Appliances
Briscoes
Caltex
David Lawrence
Dick Smith Electronics
Ezibuy
Kmart
Local Liquor
Mitre 10
Mitre 10 Mega
North Beach
Placemakers
Resene Paints

Retail Modern Apprenticeship

Henderson Cycle and Mower Centre
Hot Shots
Rockshop
Thomson's Furniture Ltd

National Certificate in Distribution (Level 2)

Bidvest Foodservice
Building System Supplies
Mondo Group Ltd
Tradestaff Training

AWESOME SERVICE AWARDS

As part of KiaOraMai, the service sector qualification in creating customer experiences, Retail Institute is involved in sponsoring the Awesome Service Awards.

The Awesome Service Awards are a salute to those in business who have looked after us. Anyone can nominate a person or business they have received awesome service from. The person or the business you nominate will have awesome service that stands out and deserves to be celebrated.

Each weekly winner will be rewarded with recognition of their win on Newstalk ZB, a framed MYOB Awesome Service Award

winner certificate and a profile on the MYOB Awesome Service Awards website.

Shalini Anjaiya from The French Art Shop in Auckland is one of the winners. She was nominated for the service she provided for a phone order from Alan MacKenzie.

Alan spotted an advert in the VIVA supplement for a French box of chalks and decided to make a telephone purchase for his daughter.

'My call was answered by a bubbly, enthusiastic person who instantly knew the product I was referring to and could talk knowledgeably about the product. I explained

that it was to be a gift for my daughter who lives in Sydney. The next day I was so surprised when the courier delivered the parcel before midday. I was so excited to look at the chalks and when I opened the delivery parcel I was met by my order beautifully gifted wrapped in gold paper, and not only that, but wrapped in bubble wrap with a cardboard protector, all ready for me to post.

'I enjoy shopping and when you meet someone in retail that loves what they do and goes that extra mile for you, it's a shop you will not forget and will go back to. I am going back there to purchase Christmas gifts.'