Worth their salt
Since 2010, Jan and I have been working with the WA Salt Group on creating and maintaining a consistently positive service experience internally and externally. This has included interviewing customers, conducting workshops, providing guidance as they set about mapping the customer journey for their various operations and reviewing and refining service standards. What has been remarkable about this exercise is that they are the dominant player in their domestic market. Yet rather than being complacent they continue to strive to create a consistently superb service experience.

For an example of the way they work at this scroll down to the ‘Do your truck drivers have business cards?’ section.

But first have a look underneath the photograph at what their CEO had to say after I recently conducted two half-day refresher workshops for all staff.

“Terrific Trading have been a great facilitator to assist our customer service efforts both internally and externally. Jurek has been both professional and flexible. Our staff were totally engrossed with all sessions and the hands on workshops brought forth great ideas for implementation. I would not hesitate to recommend Terrific Trading.”
Lelio Gaudieri, Chief Executive Officer, WA Salt Group, Western Australia

Do your truck drivers have business cards?
WA Salt provides salt for pool shops in sunny Perth and throughout Western Australia. Their Perth deliveries are made by three of their own truck drivers.

As happens in many organisations these drivers develop a close relationship with their clients. In fact, they often become advocates for their clients.

The difference at WA Salt is that this is acknowledged and respected by management. It’s one of the few organisations I know where the drivers have business cards.

Do your truck drivers have business cards? If not, why not?

Jurek Leon is a storyteller, trainer and customer experience designer. Subscribe to his FREE monthly email newsletter at www.terrifictrading.com It’s simple and easy.