

# Revitalised AussieHost to raise the bar on Australian customer service

Customer service standards in Australia are coming under the microscope following the launch of a revitalised AussieHost on the back of a significant injection of intellectual property and capital into the country's only preferred Customer Service Standard.



ARA Executive Director, Russell Zimmerman, said that as the owners of the successful AussieHost Customer Service Training program the ARA has committed to raising the bar on customer service across Australia.

"A long-term license agreement was finalised 1 May this year with New Zealand Customer Service Training icon, KiwiHost," he said.

"KiwiHost has a development plan that will see significant reinvestment in AussieHost, re-establishing it as the preferred Customer Service Standard for all of Australia. "

Zimmerman said that after reviewing what KiwiHost could offer it became clear that the resources, knowledge and experience of KiwiHost would provide ARA with the most effective solution to develop AussieHost to its full potential.

"KiwiHost will provide much needed innovation by transferring knowledge, support, expertise and new training programs. Its innovative and proven training programs include the most up to date learning materials and training techniques.

"The programs focus on creating effective attitudinal and behavioural changes in participants, while retaining the core values of fun, friendly learning that delivers vital service skills and productivity improvements for Australian service businesses of all kinds," he said.

The single biggest business opportunity for trainers in the current economic environment is teaching organisations how to protect their most valuable asset – customers – by keeping them loyal through exceptional customer service delivery.

AussieHost and KiwiHost Managing Director, Simon Nikoloff, says it costs five times more to convert a prospect than it does to retain a loyal customer.

"Further, findings by the global research company Forester Research revealed categorically that 'a firm's Customer Experience Index correlates to customer loyalty'.

"We are actively seeking good quality, professional trainers who we believe are a good fit to partner with us in growing the training business, the training industry and customer service standards in Australia.

Nikoloff said that service skills and communication training is KiwiHost's core business and it is very exciting to be working with the ARA and AussieHost.

"AussieHost was where KiwiHost was five years ago when we took over; so our experience will be very valuable in expediting the development of AussieHost.

"We have some exciting innovations that will be perfect for the Australian vocational training market. And in these challenging business times, customers are becoming more discerning about service. Businesses need to provide higher levels of service than ever before; it's a great time to be in service skills training.

"Information on the products that we will use to help companies become more competitive in a tough environment and how to participate with AussieHost in this initiative, is available on our newly launched website – [www.aussie-host.com.au](http://www.aussie-host.com.au)."

Nikoloff will be working from ARA's Melbourne offices with AussieHost National Coordinator Caroline Mews, to provide much needed focus and experience to help grow the training provider network and introduce the extended range of programs that will make AussieHost an even more exciting range for training providers to promote and sell.

**For more information about Aussie Host, please contact Caroline Mews at the ARA Retail Institute on 1300 368 041 or email [admin@aussie-host.com.au](mailto:admin@aussie-host.com.au)** ■



AUSTRALIA'S SERVICE STANDARD