

JANUARY 2014

YOUR FINANCESYOUR FUTURE

Staying Connected

For the Alumni of the:
ECCB Savings and Investments Course
ECCB Entrepreneurship Course
ECCB Small Business Workshops

YOUR FINANCIAL
NEWS

It won't cost you a lot to focus on

Customer Service Excellence

but it can cost you your business
when you do not.

Your quality of service
significantly influences customers'
perceptions of your business offerings.
A little failing which may seem insignificant
at first can be the decisive factor as to
whether customers give you their stamp of
approval or disapproval. **So commit each
day to customer service excellence.**

IT
MATTERS.

Visit us at www.eccb-centralbank.org

The Business of WOW

Wow! When was the last time you did business with a someone and left them with a feeling of WOW? If this is not what we strive to do each day, we are not in the right business.

Whether we are involved in the tourism, communication, manufacturing, retail trade, real estate, construction, health care, education or the financial services sector, we really should be in only one business - The business of selling WOW.

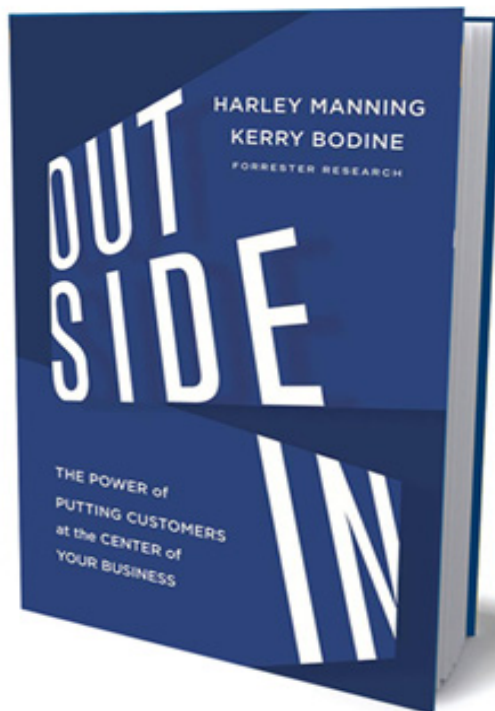
Selling WOW is not about dazzling persons with trivialities. Rather, it is about impressing persons with professionalism, efficiency, quality, going the

extra mile, getting it right the first time, the unexpected response that calms the frustrated customer and elevates his/her opinion of the business offering. It is about effectively responding to customers' needs; meeting and exceeding the customer's expectations. It is about making the right connections with customers and giving them an enjoyable, memorable customer-business contact experience. In short, **it is about giving Excellent Service.**

If you want to know if you are selling WOW rather than WOE,

reflect for a moment on a bad customer experience that you may have had when you were on the receiving end. The business representatives could not solve your problems or did not see it as their priority to help you to achieve your goal in a timely manner; the business processes and practices left you equally frustrated, dismayed, sapped and disillusioned. Then, reflect on a great customer experience that years after still resonates in your mind, makes you smile and has kept you seeking out that business as your provider of choice. The difference is clear... commit to superior customer service ...**Commit to selling WOW!** Your first step to honing your business competitive edge. **SLW**

"Customer experience is how your customers perceive their interactions with your company. Once you understand that, you can manage your business from the outside in, bringing the perspective of your customers to every decision you make."



What Does Mean to You? BY: SLW

Satisfaction - Ensure all customers are satisfied. That's your No. 1 priority!

Empathy - Understand that all customers are different – they have different needs, values and expectations. Find out what they need, value and expect. A one-size-fits-all service approach will not keep your customers coming back. Look, Listen, Understand, Identify, Respond, Verify.

Relationships - People do not do business with businesses. People do business with people. Do you make people want to do business with you? Or, are you the stumbling block between customers and the business that you work for?

Value - Value is more than just delivering the goods. It is also about 'The How' i.e. The service. Use your creative and technical skills to exceed customer expectations, provide them with a positive memorable experience and keep them coming back.

Innovation - Re- think, re-invent, respond. Don't keep doing the same thing, the same way; find ways to build a better service experience. On-going improvement should be your mantra. Reframe that negative four word phrase - "It can't be done" with possibilities.

Caring, Convenience, Consistency - Respect customers time and opinion, and try to solve their problems. If you don't have customer service standards, now is the time to craft them. Standards ensure consistency.

Excel at Giving Customers A Level of Service That They Will Want To Remember and You Will Want Them to Repeat to associates, friends and family members - Sell WOW!

ECCB Public Education Programmes at Your Service

Workshops and Courses designed to change the course of your life. Kindly Contact Us For More Details



PART II - ECCB SMALL BUSINESS MANAGEMENT WORKSHOP



This Small Business Management Workshop presents an ideal opportunity for small business owners to enhance their business competitiveness skills by exploring how competitiveness factors including strategic planning, business innovation, better business best practices and ICT can drive business solutions, performance and success.

The workshop provides a framework for participants to develop their understanding and strategic thinking about competitiveness issues and the interaction between their businesses, their markets, their customers and the economy.

Sessions are designed with a strong practical element, including case studies, business models, individual and group activities and discussions with business leaders and practitioners in an interactive setting. This ensures that participants can take away immediately applicable individual tools and techniques of analysis, planning and efficient execution designed to enhance their business management capabilities and skill sets.

PART I - ECCB SMALL BUSINESS MANAGEMENT WORKSHOP



This workshop aims to provide authoritative knowledge, practical skills and a greater understanding of how to manage the day to day operations of a small business.

The programme focuses on practical, proven, skills and strategies that will help small business owners excel in the day to day operations of their business.



Participants:

- ♦ are exposed to effective tools and techniques in business planning
- ♦ gain insights into how to use creative thinking to solve existing business problems and identify opportunities
- ♦ learn how to apply effective client and customer liaison techniques and negotiation skills, and
- ♦ learn how to effectively manage the business' finances and practical financial processes that can enhance the day to day management of small businesses.

2013 ECCU Economic Review

“Realism and Hope: Moving Towards Our Development Goals”

The Governor presents a report and leads a discussion on the performance of the Eastern Caribbean Currency Union economy in 2013 and the initiatives that are being taken to spur and sustain growth in the ECCU

Tuesday, 28 January 2014 @ 8:00 p.m. on radio and television

courses

ECCB Entrepreneurship Course



This Course has been developed as a guide for persons interested in understanding the fundamentals of operating a successful small business.

The modules have been specially designed to take into consideration the principles of business management in general and their practical application in the OECS. This has led to the distinctive feature of having case studies that reflect the OECS business landscape. Additionally, participants have the opportunity to conceptualise, develop and run a small business which allows for a practical understanding of the concepts introduced and their application. To assist them to become successful entrepreneurs, participants have the support of fifteen (15) facilitated sessions and mentors.

One of the objectives of the course is to inspire more persons to consider entrepreneurship as a possible goal and promote best business practices among small business owners.



Visit us at www.eccb-centralbank.org

ECCB Savings and Investments Course

Contact The ECCB for scheduling and registration details.



COURSE TOPICS

LESSON 1: PERSONAL FINANCIAL PLANNING

LESSON 2: FACTORS AFFECTING YOUR FINANCIAL DECISIONS

LESSON 3: UNDERSTANDING LOAN DOCUMENTS AND DEVELOPING A PLAN TO REACH YOUR FINANCIAL GOALS

LESSON 4: TYPES OF INVESTMENT INSTRUMENTS

LESSON 5: HOW TO PROTECT YOURSELF FROM FINANCIAL RISKS

LESSON 6: UNDERSTANDING FINANCIAL MARKETS

LESSON 7: HOW SECURITIES ARE BOUGHT AND SOLD ON THE ECSE

LESSON 8: REGULATION OF FINANCIAL MARKETS

LESSON 9: FACTORS THAT AFFECT THE PRICE OF YOUR INVESTMENTS

LESSON 10: DEVELOPING AND MANAGING YOUR INVESTMENT PORTFOLIO

Read what participants have to say about the course:

Of the many training stints, courses, or workshops that I have ever attended, this savings and investments course was most timely, occurring at a time when the world is experiencing a financial crisis. My spending habits have been brought under control as I now not only spend unless I must but also only when it is budgeted for.

I now understand the true meaning of investment and the many rewards that can be had, if the correct steps are taken. The course has changed my life. One thing I will say for sure 'I am now trained for the better'. I am so glad I attended.

The course provided me with immediate actionable ideas for improving my financial habits. I came away with a better understanding of how to manage my finances and set goals to achieve maximum benefits for myself and my family. The facilitators were knowledgeable and very personable, which made for a relaxed environment. I would recommend this course to everyone.

This course has helped us tremendously in organising and managing our business. The areas where overspending is evident have been cut back. We are now able to have a budget and the discipline to adhere to that budget. Making sound investment choices remains with us as we have now learnt all there is to know about the various types of investments. Our financial goals are more realistic now. With this new financial knowledge, we have a secure financial future to look forward to.

~~Can I help you?~~

How may I help you?

Starting 2014 on the right service footing.