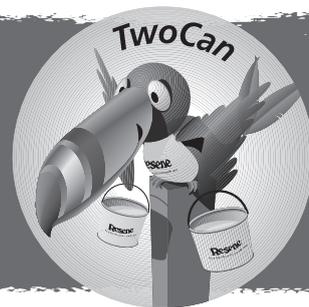


“ Feedback is an excellent catalyst for change. In an ideal world feedback would always be constructive and helpful – a way forward to improve things. Unfortunately, with many keyboard warriors around, feedback can often be so vicious that it can be hard not to take it personally. It’s a good thing for all of us to bear in mind – at the end of every online form you fill in and email you send, somewhere out there is a human that has to deal with it. This issue we have some tips with you to help deal with negative reviews. ”



Better and better

The Resene technical team are always on the lookout for ways to improve Resene products. Two of the products to enjoy recent updates are Resene Lustacryl and Resene Woodsman Decking Oil Stain.

Updated Resene Lustacryl semi-gloss waterborne enamel, has been designed to be faster to dry and easier to apply. This will speed up application time and also give a better quality finish. It’s available in a huge range of Resene colours, including Resene CoolColours for exterior projects.

Resene Woodsman Decking Oil Stain has moved to a waterborne alkyd version, with



improved foot traffic durability and weathering durability. It penetrates better reducing the risk of tracking. The new version will keep looking good for longer. It’s available in a wide range of exterior stain colours, including Resene CoolColour options.

Easy shop

The Resene ColorShop online has a new home, shop.resene.co.nz, and an expanded range of options so your clients can order testpots to try out their colour scheme at home. Orders can be delivered direct or collected from a Resene ColorShop (NZ).

We can also take phone or email orders and deliver direct to trade customers, either to your business or to site – check with your Resene ColorShop for more details. Or if you prefer to pick-up your order, you can call or email your order in advance and our staff can let you know when it is ready for collection.

Rhino dog

Pets and kids are a recurring theme in many funny decorating stories, and this one is no exception as Matt tells us...

“It was a Monday morning and like many Monday mornings it began with the usual mental realignment... moving from a weekend frame of mind to work. Never easy but this particular Monday had the bonus of beginning with a nice easy job.

A client wanted a change of colour in her daughter’s room as a birthday present. The house was a recent build and the walls had been painted in a neutral colour. The job involved moving furniture, laying dropcloths, minor filling where pins had held posters and then two coats of Resene SpaceCote Rhino. A nice easy uncomplicated start to the week.

On arrival we were greeted at the door by a heavy set old Labrador dog who from her barking was less than happy to see us. The client showed us the room and then left for work.



Myself and my colleague proceeded to set up the room to paint. We opted for a roller tray suitable for large rollers. As I opened the can of paint I had a laugh at the irony of the name ‘Rhino’. It reminded me of the heavy set, short legged Lab.

Within minutes of starting, I was up a stepladder cutting in, suddenly I was shaken by that same barking that greeted us on arrival. The only difference was it was accompanied by the sound of claws on plastic. I looked down not wanting to believe what I was looking at. There was the Labrador in a state of panic stuck in the roller tray sliding, scraping and flicking paint everywhere. My colleague was watching equally in disbelief.

There was a real risk of the panicked dog gaining some traction, getting out of the tray and running through the house. I leapt from the stepladder and held the dog. I turned to my colleague who was still watching in disbelief and instructed him to get a dropcloth. We managed to wrap the Lab up like a baby to contain the dripping paint. It then took the both of us to carry her outside. We then spent the morning washing the dog who sat very obediently while we washed her. In fact she seemed to enjoy the attention.

I couldn’t help feeling as our nice easy Monday slipped away that the ‘Rhino’ looking dog was having the last laugh.”

Tip spray top

New Resene Summit Roof Commercial Spray Satin is designed specifically for airless spray application. By focusing the product just on spray application, the technical team have been able to optimise the application process. The new product is available in 4L and 10L packs in the most popular tones, and many CoolColour options too.



To spray, simply use an airless unit such as a Graco 395 capable of achieving a minimum flow rate of greater than 2 litres per minute and a 60 mesh manifold and gun filters. Spray set up is a FFCP 516 tip at 1400 psi.

When spraying under hot conditions remember to add Resene Summit Roof Spray Additive at the recommended addition rate.

If you need to brush a small area, add Resene Summit Roof Brushing Additive to ensure an even colour finish.

Resene Summit Roof Commercial Spray Satin joins Resene Summit Roof Semi-Gloss, which is designed for brush and roller application, and MIOX and Aluminium finishes available for those who prefer a metallic finish. This gives you and your clients more choice for their roof finishes, and allows you to choose the product that best suits the application method.

Award for service

When Readers Digest announced its Quality Service survey results, Resene ColorShops were proud to win it again. Our Resene ColorShop staff are keen to assist you with friendly and helpful advice for your projects, from colour and technical advice to handy application advice. Thanks for your ongoing feedback that helps us to continually improve. And remember we always welcome constructive and helpful feedback – simply email us or fill out the contact form on our website.

How to deal with a negative review

It would be nice if things always went according to plan, there were 50 hours in each day and enough time to get everything done on time regardless how short the lead time is. But inevitably something can and will go wrong and despite your best efforts, it's inevitable that you'll receive a negative review at some point. What matters is how you respond to it. Here are some tips on dealing with bad feedback.

Online reviews are a double-edged sword. While they can show potential customers just how great your business is, they also open you up to the potential of negative feedback. With 84 per cent of respondents to a Bright Local survey saying they trust online reviews as much as a personal recommendation, the feedback your business is receiving can have a huge impact on the size of your customer base. That said, negative reviews are inevitable – you simply can't please everyone.

While you can't stop a customer leaving bad feedback, the way you deal with it can massively influence the way they and others see your business. How should you handle a bad review?

1 Stay calm

Often, negative reviews are unfair – the customer will portray their experience of your business in a completely different way to what actually happened. It's important to stay calm when this happens. As unfair as the review might be, it's not a good idea to start hitting back with equally vicious language – it'll only portray your business in an even worse light. So, when you see a bad review, take a few minutes to calm down and go back to it when your head is a bit clearer.

Go away, make a cup of tea and calm down before replying to a negative review!

2 Understand the customer's point of view

Try and see the event from *the customer's perspective* – what happened that could have made them feel this way?

Although you may see the review as incorrect, it's important to remember your customer probably thinks their complaint was completely legitimate. So try and see the event from their perspective – what happened that could have made them feel this way? Once you take the time to figure this out, your response will be much more understanding.

3 Investigate before responding

If the event happened while you weren't there, ask the employees who were on duty what happened. They'll be able to give you more information

and help you to understand why the customer feels the way they do.

Sometimes, competitors can try and post negative reviews. There are normally regulations surrounding this, so if you think a competitor has left a review, contact the site with evidence to back your case and ask if they can take it down. (This should be the only time you try to take a negative review down).

The way you respond to a negative review could make all the difference in how the customer views your business.

4 Respond both privately and publicly

On a lot of review sites you have the option of messaging the customer privately. This is important to get the facts straight, but you should also ensure you're leaving a response publicly, so other potential customers know what you've done to resolve the situation. In your response you should:

- Thank them for using your services and for leaving feedback.
- Apologise for what's happened, especially if their complaint is legitimate. Ensure you sound sincere.
- Say what you're doing to resolve the issue – and potentially offer them a discount or another token of goodwill.
- Always be polite.

5 See reviews as a chance to improve

Don't take every review personally. Instead, any bad reviews should be used as a chance to improve your service the next time around. Think about it as genuine market research without having to pay for any expensive surveys. If you receive a legitimate complaint, ensure you fix the problem so it doesn't happen again – your business will be all the stronger for it.

6 Encourage positive reviews

If you have 20 positive reviews and only one bad one, your star rating won't be affected very much. So it's important to ask your customers to leave reviews after you finish the jobs you're on. It's a good idea to give them a flyer with your website and social media pages on it so they know where to review you. The more positive reviews you have, the less a negative review will matter.



Catch you next month!

TwoCan, Editor.

