

Lilly Star

01st June 2015 | 7th Edn

CUSTOMER FOCUS & RELATIONSHIP MANAGEMENT



Dear "Customer",

I had not fully comprehended the meaning of "customer" until I took the initiative to "Improve Customer focus for Customer Relationship Management" for business development.

- Customers are people or companies that receive goods or services from you or your company and have a choice to choose from similar products or services from other vendors.
- External customers are those who pay you or your company for goods or services.
- Internal customers are co-workers who need you to do your job so they can do theirs.

To start with let me to thank all our "Customers" who sailed along this journey of our company and supported us in holding our flag flying high during good time as well as bad.

We regularly keep talking to our "Internal Customer" to ensure that the relationship and services rendered to our "External Customer" is to their satisfaction. We must however thank the "External Customer" who keeps informing us how we can improve.

We are lucky that most of our "External Customers" have an exceptional quality of patience over and above all the good traits of a "good customer". As part of the continuous process of improvement we must ensure "We will do it RIGHT now and always" by continuously working and improving on the basic principles of "customer-vendor" relationship through:

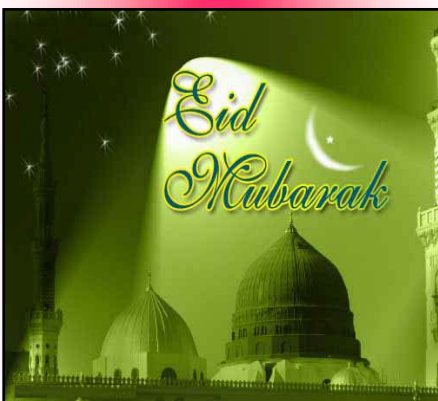
- Mutual respect:** We love to serve you with all our ability and request you to treat this as an offering to ensure your honour grows in the trading area.
- Communicate:** We request you to communicate in measurable terms about what you expect from us as part of the service rendered as we continuously strive to improve and meet your expectations it is
- Helpful:** We request you to continue to give us honest feedback and recommend our services to others and help us grow.
- Personal Bonding:** We will strive to develop personal bonding with you and improve our synergy by knowing each other better.
- Payment:** You are aware that we need your support to fuel our engines to serve you, therefore please assist us by making our payments in time.

The sea is vast and horizon far. Relation "ship" has many more sunrises to work towards our success and many more sun sets to chill and enjoy every hard day's work.

~Rahul

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Season's Greeting



Develop a customer focused Culture

The focus of Customer Relationship Management (CRM) is to create value for the customer and the company over the longer term. The company employees need to invest a lot of time to make CRM a reality. Emotional information about the Customer is a very **important** piece of information that needs to be collected for analysis to assure CRM.

“You’ll never have a product or price advantage again. They can be easily duplicated, but a strong customer service culture can’t be copied.” - Jerry Fritz, Author “Sizzling Customer Service”

It would be helpful to define a few terms to start the understanding of developing Customer Focused Culture for better CRM

- To develop means to cause somebody or something to change and grow or improve.
- Customer Focus is an attitude and practice that places customer and provider in a partnership to achieve positive results. Customer focus is not WHAT we deliver but HOW we deliver it.
- Culture is a shared attitude or belief structure, such as “That is how we do things around here!”

To develop a customer focused culture, all that is needed is to get everyone on board with the concept that the customer’s needs come first, and then to work together to make sure that you do what is needed every day, in every way. Sounds simple, right? So how do we get there?

First, take a walk in your customer’s shoes.

Examine your products and services, call up your own company, visit your worksite or Ship or PMS or simply visit your website and ask for help. What happens, how does it feel, and how can it be improved? This can often be an enlightening exercise in itself to look into oneself before allowing others to point a finger at us.

Listen regularly and closely to the “Voice of the Customer”, whether it comes to you as audits, surveys, letters, comments or direct interaction. If you really want to know, ASK and get customer feedback! Then listen closely to the answers you get. Many issues can be resolved before they ever come up, simply by listening carefully to your customers and team members.

Your front-line Executives should ask customers a simple question, “What can we do to improve your experience?” Ask yourself these questions: “How happy are your customers and clients? What percentage are unhappy and why? How do you know? What can you do to improve?” The answer to the last question is often found with your unhappy customers and your commitment to improve with a strategy that can be measured and reviewed with results.

“Lilly Maritime has recently started two initiatives, which we hope will deliver results. The first one is to reward ships in the fleet, which outperform the others. This is still being fine-tuned and should achieve the desired objective.

The second is to ask feedback from customers. This is refreshing as normally customers only complain, when something goes wrong. I hope the process is continued and the feedback from customers is used to better understand their expectations and ensure that they are met. My suggestion is to have the customer feedback in a format, similar to the ship rating system. This will allow customers to give their opinions on the various aspects of the services being provided. Lilly’s management will then not only find where they are lacking but also where their services are at an acceptable level. This will then show them areas where they have to improve and areas where they have to remain vigilant to avoid complacency.” Mr.David Pereira, An experienced Marine Consultant and Company’s long time well-wisher.

Streamline policies, procedures and processes.

Sometimes these are not actually on the books, but you can still find them quoted word for word as being “the way things MUST be done”. Ask your front-line about it and they can tell you of things they “must do”, “cannot do”, or “are not allowed to do” for the customer. Root out anything that interferes with good customer service, remove unnecessary red tape and reduce levels of approval. You want your customers and front-line representatives to be able to get what they need without feeling like they are fighting the system to make it happen. Every single process you have in place does one of two things. It either helps or hinders your efforts to meet your customers’ needs. Find out from your front-line what needs to be done to improve their ability to take care of their customers, and then make it happen. Streamline your processes to focus them on the desired result – a customer that says, “WOW!”

"I truly feel like I can go into almost any business, doesn't matter what it is, and have at least a decent chance of fixing it because I use three simple principles: people, process and product,"
Lemonis said. The entrepreneur and host of "The Profit"

Hire good people and train them to be even better and then empower them.

Make sure you know what you need in an employee to meet your customers’ expectations and tailor your recruiting and hiring process to that end. The wrong person in the wrong place at the wrong time can create a disaster. Once hired, train your employees thoroughly in proper policy and procedure so they understand your expectations clearly, then arm them with the product knowledge they need to respond to your customers appropriately and with confidence.

Get the people to work smartly, without having to work hard. Allow healthy conflict to develop to carry out analysis for implementing the solutions immediately and perfect it later. Provide a small group of team members the authority and resources needed, along with the accountability to track and report on results in a timely manner and ensure customer Satisfaction.

Managers and Supervisors must be proactive and coaches who exemplify the commitment to the Company’s core values of customer satisfaction.

"If the employee is happy, then the chances of the customer being happy are exponentially better, I like to believe in what people believe, I sense their passion, their work ethic, their integrity, their character. ... I'll take a chance on anybody and anything," Lemonis said.

Learn from the champs and share what you learn.

Design a customer interaction and analysis process and representative from each department to be a part of this process. Seek out, recognize and reward the people in your team that really make a positive impact on your customers. Watch and listen to what they do and how it is done, what they say and how they say it. Model and role-play it, then have them share their knowledge with others and be sure you recognize their excellence publicly. Share the best practice they demonstrate across all aspects of the company.

"Listen to everyone in your company, especially the ones who actually talk to customers. They really know what's going on out there." Sam Walton

Be a role model yourself

It’s not just what you do ... it’s how you do it. Get out there and listen to your customers (both internal and external). Check for understanding and be responsive. If you must say “I’ll have to get back to you on that”, be sure you do, promptly! Walk in their shoes for a while. What you learn will be important, but more important is that you are seen learning. If your team members see you modelling customer-focused behaviour, they are much more likely to get on board with your approach. Most important of all, if you have an “oops” moment, respond to it visibly, quickly, decisively and in a positive way. Managers who have made their way up from bottom have

Exceptional quality of looking at a problem without clippers since they understand the problems from grass root levels.

"An owner will not understand a business completely unless they get their hands "dirty" working from the very bottom rung of the business to the very top." Lemonis Says

Wrapping it up in a nutshell

- ✚ Make sure everyone involved understands your expectations with respect to customer service in a way that is measureable too. Have your leaders commit to exemplifying those expectations.
- ✚ Hire and train the right people for the job you need done. Train them and give them the resources to be an effective ambassador to your customers.
- ✚ Empower team members to push beyond comfort zone and find new solutions to recurring problems. Ensure your service standards apply equally to internal and external customer satisfaction.
- ✚ Develop in-house continuous improvement as a principal component of all your processes.
- ✚ Listen to the "Voice of the Customer" and act on any feedback provided. Identify opportunities and respond to them quickly so as to better meet expectations.
- ✚ Plan ways to monitor and reward the agreed-upon behaviors of your staff to ensure they are motivated to present a good face of the company to the customer.

Nautical Terms



- ❖ As the Crow Flies - When lost or unsure of their position in coastal waters, ships would release a caged crow. The crow would fly straight towards the nearest land thus giving the vessel some sort of a navigational fix. The tallest lookout platform on a ship came to be known as the crow's nest.
- ❖ Leeway - The weather side of a ship is the side from which the wind is blowing. The Lee side is the side of the ship sheltered from the wind. A lee shore is a shore that is downwind of a ship. If a ship does not have enough "leeway" it is in danger of being driven onto the shore.
- ❖ Windfall - A sudden unexpected rush of wind from a mountainous shore which allowed a ship more leeway.
- ❖ Dressing Down - Thin and worn sails were often treated with oil or wax to renew their effectiveness. This was called "dressing down". An officer or sailor who was reprimanded or scolded received a dressing down.
- ❖ Under the Weather - If a crewman is standing watch on the weather side of the bow, he will be subject to the constant beating of the sea and the ocean spray. He will be under the weather.

*A customer is the most important
visitor on your premises.
He is not dependent on us.
We are dependent on him.*

*He is not an interruption in our
work, He is the purpose of it.*

*He is not an outsider in our
business. He is part of it.*

*We are not doing him a favour by
serving him. He is doing us a favour
by giving us an opportunity to do so.*

-Mahatma Gandhi

Who Is My Neighbour?

A mouse looked through the crack in the wall to see the farmer and his wife open a package. "What food might this contain?" the mouse wondered. He was devastated to discover it was a mousetrap.

Retreating to the Farm House the mouse proclaimed this warning: "There is a mousetrap in the house! There is a mousetrap in the house!"

The Chicken clucked and scratched raised her head and said, "Mr. Mouse, I can tell this is a grave concern to you, but it is of no consequence to me. I cannot be bothered by it."

The mouse turned to the pig and told him, "There is a mousetrap in the house! There is a mousetrap in the house!"

The pig sympathized, but said, "I am so very sorry, Mr. Mouse, but there is nothing I can do about it but pray..Be assured you are in my prayers."

The mouse turned to the cow and said, "There is a mousetrap in the house! There is a mousetrap in the house!"

The cow said, "Wow, Mr. Mouse. I'm sorry for you, but it's no skin off my nose."

So, the mouse returned to the house, head down and dejected, to face the farmer's mousetrap, but all Alone.....

That very night a sound was heard throughout the house-- the sound of a mouse trap catching its prey.

The farmer's wife rushed to see what was caught. In the darkness, she did not see it. It was a venomous snake whose tail was caught in the trap.

The snake bit the farmer's wife. The farmer rushed her to the hospital. When she returned home she still had a fever. Everyone knows you treat a fever with fresh chicken soup.

So the farmer took his hatchet to the farmyard for the soup's main ingredient chicken of course: But his wife's sickness continued. Friends and neighbours came to sit with her around the clock. To feed them, the farmer butchered the pig. But, alas, the farmer's wife did not get well. She died.

So many people came for her funeral that the farmer had the cow slaughtered to provide enough meat for all of them for the funeral luncheon .And the mouse looked upon it all from his crack in the wall but with great sadness.

So, the next time you hear someone is facing a problem and you think it doesn't concern you,

Remember --- When one of us is threatened, we are all at risk. We are all involved in this journey called life. We must keep an eye out for one another and make an extra effort to encourage one another.

**THE OMNISCIENT GOD HAS SO DESIGNED US HUMANS THAT EACH OF US IS A VITAL
THREAD IN ANOTHER PERSON'S TAPESTRY.**

AND

OUR LIVES ARE WOVEN TOGETHER FOR A REASON.



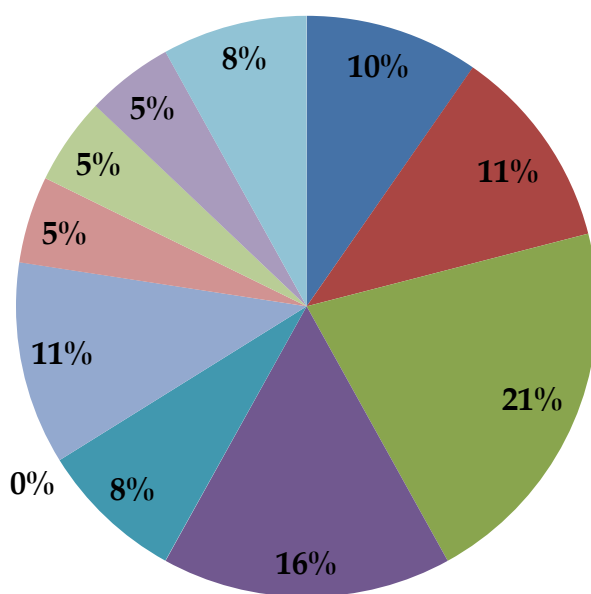
Safety Award

M.T.Asphalt Ten Deck Cadet Manish awarded US 50 for understanding and reporting near miss and avoiding an incident

Incident Description: "Deck Cadet brought out that after departure Jebel Ali, while the Pilot Ladder was secured, the opened guardrails were not secured with shackles. This was observed by him next morning and secured. The Master commended the Cadet for being observant and advised others also to be observant so that any unsafe practice/act is noticed before it results in an accident."



Vetting Inspection Record 2015



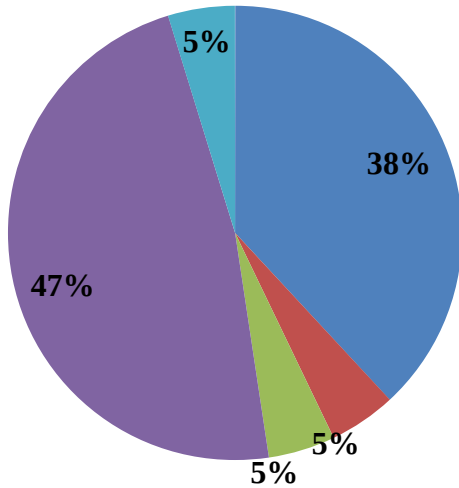
- Certification and documentation = 10 %
- Crew Management = 11 %
- Navigation = 21 %
- Safety Management = 16 %
- Pollution Prevention = 8 %
- Structural Condition = 0 %
- Cargo and Ballast Systems - Petroleum = 11 %
- Mooring = 5 %
- Communications = 5 %
- Engine and Steering Compartments = 5 %
- General Appearance and Condition = 8 %

It will be required to ensure more effective navigation audits and in-house training is carried out to reduce the Navigation related observations.

General safety management culture has to improve through the senior officers doing "walk the talk" and setting examples for other ship staff to follow.

The certification of ship and crew must be monitored better for avoiding any lapse as they can be detrimental and picked by any authority for detention.

Freeze Card Analysis 2015



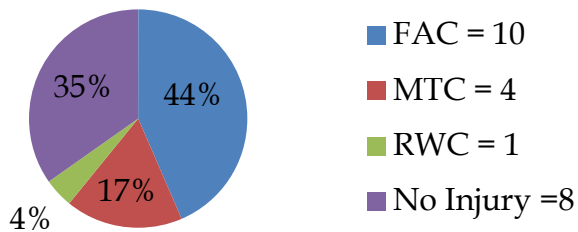
- Failure To Follow Safe Working Procedures = 8
- Failure To Recognize Hazardous Procedures = 1
- Bypassing Safety Devices = 1
- Improper PPE = 10
- Equipment Failure = 1

As informed earlier the “safety culture” is a very important feature that can only be developed and adopted by ship staff willing to do so and be assured that it pays in the long run.

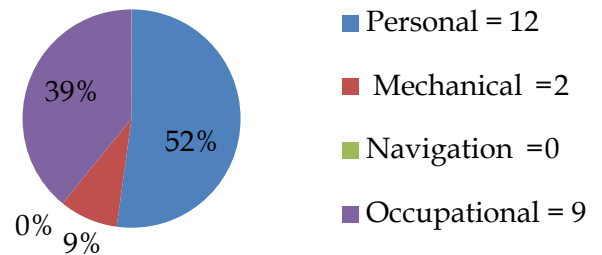
We are all responsible for our safety first and our “Safety Day” slogan “SAFETY STARTS WITH ME” has to start with using the PPE as informed in the SMS and various circulars.

It is an appeal to all ship staff to report more Freeze Card and ensure to learn from them and reduce incidents.

Near Miss Category Wise



Near Miss Characteristics Wise



We are lucky to an extent and thus did not have any injury in many of the cases. However, let's not ride our lady luck and ensure we work safely and return home from ships with no injuries or scars.

We need to improve the tool box talks and ensure that we use it to improve work culture and reduce any incidents.

The senior officers must give clear instructions and assess the risk in the job to mitigate it adequately.

Near Miss

Incident Description	Corrective Action	Office Response
While shifting life raft cadet's finger injured by tighten hand between railing and raft.	After Inspection briefed to all crew about safety precautions, and strictly told to Every crew to wear HAND GLOVSE & PPE.	While any lifting & shifting job is in progress to primarily ensure that personals maintain safe distance between objects being lifted / shifted and unmovable fixtures around it. Thus, better job planning and coaching is required by senior officers to ensure trainee like cadets work safely.
While leaving Bandar Abbas, The Master noticed that a strong wind from the West was pushing the Ship towards the shallow patch. The tug on the Port side which was staying some distance away also clung on to the ship side, fearing she may be the first to ground. The Master, who was noticing this dangerous situation emerging, then drew the attention of the Pilot.	Though the Pilot was competent, filling up the Pilotage Claim Form during a crucial part of the maneuver, caused a distraction. This distraction was the Root Cause for him not noticing that the vessel was not keeping the desired track. However the Bridge Team keeping watch on the vessel's movement did not fail to notice the drift to Port. Routine paperwork like the Master Pilot exchange and Pilotage Claim Form should preferably be completed prior commencement of vessel movement.	A good and efficient Bridge Team is essential to come through any adverse condition. Over reliance on a single person who may be distracted for a short period of time cannot be ruled out At the back of the mind must always remain the thought that the Pilot is there only to assist the ship, the Command always rests with the Master.

Freeze Card

Incident Description	Corrective Action	Office Response
Found crew mixing plastic & paper.	Staffs were trained for handling of garbage. Explained them how to segregate the garbage.	Regular training and re-training is only way to ensure all ship staff is aware of the various garbage laws and comply with them. Please ensure to check when the next training for MARPOL is due and try to propane it.
O2 and acetylene bottles v/v were not shut while having tea break.	Same time advised and strictly briefed to use safe working procedure during hot work.	We cannot be negligent with safe procedures and need to be alert to avoid incident. Let's be motivated and ensure "safety starts with me"
Ab was found entering in to the pump room without informing duty officer and noted log entry made after inspection of pump room.	Strictly briefed and advised crew involved to use proper communication and log entry procedure while entering in to the pump room.	We need to ensure re-training of cargo operation safety at frequent intervals and ensure crew follows them. This could be part of briefing before cargo operations.

ART ATTACK...



Gauri Varma

Age: 6 Yrs



Aarya Karkade

Age: 5 Yrs



Shreyashi Nath

Age: 7 Yrs





The mantra of Sending email is:

"I Promise to send only relevant information to relevant people"

Reply: Reply within 48 Hours or inform when you can

Reply All: Shoot off Email to all –Only if it is relevant to everyone

Forward:

- Forwarding jokes , large attachment etc. is not funny, it clogs up office mail system and Mail boxes
- Always check for confidential information before forwarding

Structure of Email

1. Addressing :

To: Mark only to relevant People who need to take action on the mail.

Cc: Mark to those for whom the email is 'For Information Only'

Bcc: This is a sneaky bit of mail and most people won't open it. Avoid it in Official Emails

2. Subject Line

- Precise headline for the message
- Makes easier to handle of e-MAIL
- Avoid sending e-mail with No subject

3. Message Text

- Always use spell Checker and Re-Read to avoid Embarrassing Mistakes
- Keep the message focused and readable and short
- Brevity and clarity
- Use paragraphs
- Break into paragraphs; skip lines between
- Avoid fancy typefaces

4. Attachment

- Use sparingly.
- Cut and paste relevant parts of attachment into text of Email.
- Use URL links instead.
- Upload attachments to website and cite URL.

Free service

<http://www.scribd.com/>

<https://www.yousendit.com/>

- Attach before filling in the TO field so that you never forget an attachment.

5. E-mail Signature

- Use an appropriate signature
- Brief (4-5 lines)
- Informative
- provide all contact information
- Professional
- do not include pictures, quotes, animations

1. If you had five mango and two bananas in one hand and two mango and four bananas in the other hand. what would you have ??
2. Why is 6 so much afraid of 7 ??
3. who is silent in the parliament??
4. When does an Indian Potato changes its nationality?
5. Ten men were in a boat on the river Ganga. The boat turns over, and all men sink to the bottom of the river, yet not a single man got wet??
6. If it took twelve men eighteen hours to build a wall, how long would it take nine men to build it?
7. How many months during this year can have twenty eight days ?
8. What is Longest Word in the Dictionary ?
9. If I have it , I don't share it . If I share it , I don't have it. What is it?
10. Which is the most shocking city in the world?

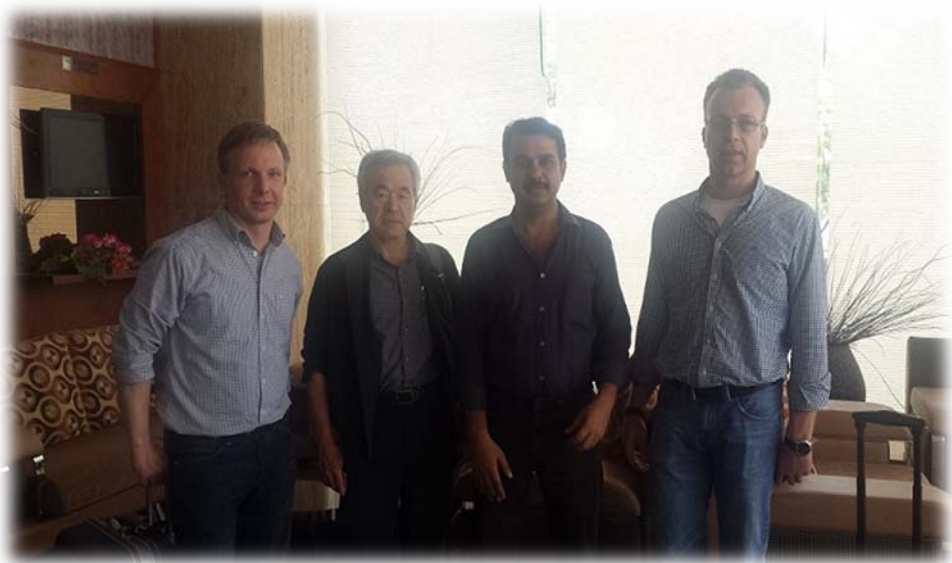
Answers



1. Very Large Hand
2. Because seven was hungry and 'seven ate nine' (7, 8, 9).
3. The Letter 'A' is silent in the parliament.
4. When it become French fries
5. Because they were all married and not single.
6. No time at all it is already built
7. All (all months have twenty eight days at least)
8. Smiles, because there is a mile between each 's'
9. Secret
10. Electricity



Fecilitation to Mr.Senthil as Technical Advisor to Class NK (U.A.E.)



Green Ship Recycling , Bhavnagar