



# INTERNAL CUSTOMER SERVICE !

During the formation years of a company, when it is literally living from day-to-day, the few handful of people involved flit seamlessly between the roles as diverse as an office boy to administrative assistant to purchase manager.....all the way up to the managing director ! Well, almost !



The office atmosphere is upbeat, everyone co-operates with every one else as if there is no tomorrow, there are no departmental demarcations and there is a singularity of purpose, namely, to succeed against all odds and make the venture a complete and resounding success.

Fast forward to 5+, 10+ or 15+ years.....the venture has done well; grown steadily over the years; established several branches in different cities / areas; may be even set up joint ventures in neighbouring and distant countries; can bank on an unfathomable amount of goodwill among its wide base of customers and well-wishers.....and you start noticing imperceptible changes.



Of course, I am not for one minute suggesting that it did not have to change, evolve, metamorphose itself with the changing times and circumstances. Growth without departmentalization, without a set of rules covering the corporate, administrative, operational, financial and sales-related aspects, without written down procedures and processes, without formalized work instructions.....would be chaotic, at best. With the rapid growth in the number of personnel, the human resources element also assumes prime importance.

These changes are necessary and essential and no, I am not referring to these.

My main focus is the imperceptible changes witnessed in how a department deals with or responds to another; how an administrative assistant deals with a purchase executive or an accountant; how service deals with sales.....on a day-to-day basis.



And herein we enter the realm of the **"Internal Customer"** !

Everyone is familiar with the external customer as someone who "signs our pay cheques". A good product, exceptional pro-active service and after-sales support are some of the key ingredients for keeping customers loyal. If there is a lapse, the customer has the choice to take his business elsewhere.

On the other hand, an internal customer can be anyone or any department in the organization; also, by virtue of he / she / it being internal, they do not have a choice. Regardless of the level and quality of response, service, help, guidance they receive from the other person or department, they have to live with it.



So how can one guard against this particular derivative of growth wherein delayed responses and deliveries become the norm; wherein departmental territories are guarded more determinedly than the gold at Fort Knox; wherein, one gets a vicarious thrill out of seeing another in the dock for a negligence; wherein collaboration is replaced by a spirit of non-cooperation; wherein the word "help" is thrown out of the window.....the list is endless.

I suppose it starts with a fundamental belief in the premise : **great external customer service depends on excellent internal customer service !**



## Inside...

INTERNAL CUSTOMER SERVICE !	1-2
SPECIAL TUG and CHARLOTTE BATTERIES !	2-3
VISTORS AT DEC, SAUDI !	3-4
DAH BASHI HAPPENINGS !	5

The minute everyone realizes, understands and makes it his “mantra”, his second nature, so to speak, the company is guaranteed its rise to the next level.

Exemplary internal customer service makes sound business sense as it sets the tone on how a company’s external customers are treated and leads to their long-term loyalty. Like a well-oiled machine, greater co-operation among the different departments only helps them to successfully meet the organization’s goals and aspirations and continuously deliver a high quality of product or service to the external customer.

Providing good and efficient internal customer service does not require a rocket scientist’s qualifications. If each and every individual, department, management or the organization as a whole strives towards :

- Improving inter-departmental communication
- Responding to emails and other forms of communication within 24 hours or earlier; if unable to do so, reverting to the concerned person / department with an acknowledgement and an update
- Recognizing the fact that everyone working in the organization has an important job to carry out
- Carrying out regular internal surveys to get feedback on all the important aspects of the business
- Following a policy of “open door” for complaints; responding quickly, positively and pro-actively to all complaints but ensuring that it does not turn into a witch-hunt
- Using the complaint as an opportunity for improvement
- Ensuring the existence of an upbeat morale and atmosphere in the work-place
- Nurturing an atmosphere of co-operation and team-work rather than confrontation among people / departments
- Ensuring that internal customer service is the responsibility of everyone without exception, be it the chairman and managing director or the electrician and office boy
- Updating the customers (both internal and external) on the progress of their orders, feedback, technical information etc.
- Ensuring that all promises are kept
- Arranging impromptu or organized outings for members from different departments

These are a few simple, tried-and-tested prescriptions for the healthy and continued growth of any organization. Extraordinary internal service is translated into long-term benefits that positively affect the bottom-line and keep the organization on an upward spiral.

Vinod Arya

## SPECIAL TUG and CHARLOTTE BATTERIES !

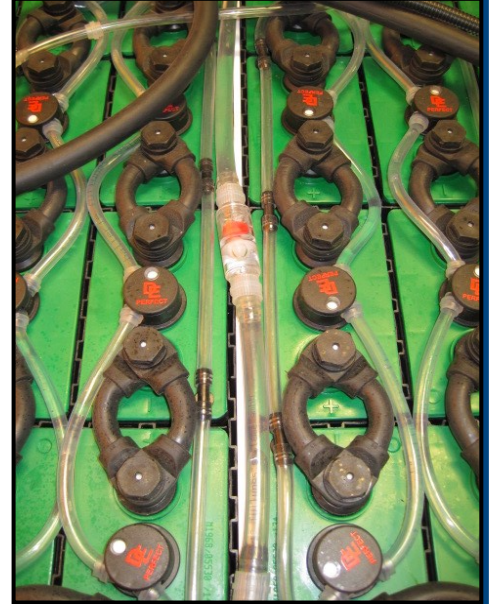
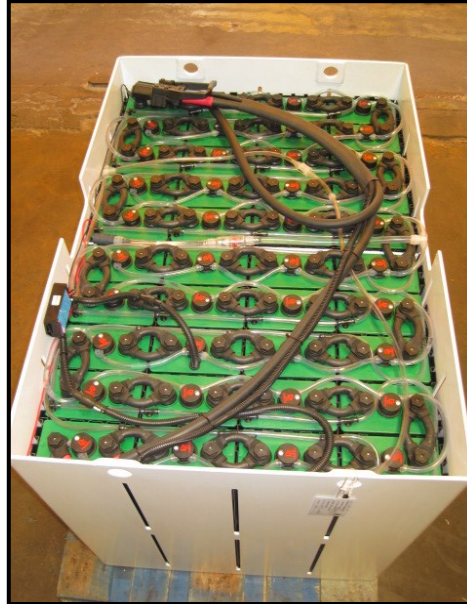
In an experiment conjointly pioneered by one of our prominent customers and **DAHBASHI ENGINEERING**, we have successfully deployed several specially-built Traction Batteries to power up Charlotte and Tug Tow Tractors.

The Batteries had to be housed in custom-built metal crates with several vents cut into the frame to allow for faster cooling to facilitate opportunity charging.





...continued from page 2



If the project is successful, it will improve the customer's operations wherein short breaks in the Tow Tractor's work schedule would be efficiently employed to "opportunity charge" the Batteries, thereby enabling the use of a battery for longer shifts and result in the reduction of Traction Batteries per Tow Tractor.



It is early days yet but the signs so far are quite encouraging.

**Chandan Vaidya**  
Regional Manager - MRP

## SOME DISTINGUISHED VISITORS at DEC, RIYADH !

On the 10<sup>th</sup>. of November, **DIESEL EQUIPMENT COMPANY** (our Joint Venture partners in Saudi Arabia) received a couple of important guests in the form of **Marc Zoellner** (Chief Executive Officer) and **Michael Entrup** (Head of the Reserve Power Division) of **Accumulatorenwerke HOPPECKE Carl Zoellner & Sohn GmbH**.

....continued from page 3



Due to constraints of time, it was a short visit but they were extremely pleased with what they saw and showed their appreciation by remarking that **Hoppecke** was in the right hands. It was indeed a pleasure for Ashok and his team to receive them.

Keep up the good work, Ashok !

**Vinod Arya**

## THE IDEOSYNCRACIES OF THE ENGLISH LANGUAGE !

Homographs are words of like spelling but with more than one meaning. A homograph that is also pronounced differently is a heteronym.

- The bandage was wound around the wound.
- The farm was used to produce produce.
- The dump was so full that it had to refuse more refuse.
- We must polish the Polish furniture.
- He could lead if he would get the lead out.
- The soldier decided to desert his dessert in the desert.
- Since there is no time like the present, he thought it was time to present the present.
- A bass was painted on the head of the bass drum.

- When shot at, the dove dove into the bushes.
- I did not object to the object.
- The insurance was invalid for the invalid.
- There was a row among the oarsmen about how to row.
- They were too close to the door to close it.
- The buck does funny things when the does are present.
- A seamstress and a sewer fell down into a sewer line.
- To help with planting, the farmer taught his sow to sow.
- The wind was too strong for me to wind the sail.
- Upon seeing the tear in the painting I shed a tear.
- I had to subject the subject to a series of tests.
- How can I intimate this to my most intimate friend ?



# November birthdays 2014! December birthdays 2014!

<b>Chandan Vaidya</b> 01/11	<b>Mohammed Ibrahim AlAmi</b> 15/11
<b>Kaiser Javaid Mughal</b> 01/11	<b>Prasanth Abraham</b> 17/11
<b>Vinayak Suryakant Chippa</b> 01/11	<b>Varun Anil Godambe</b> 24/11
<b>Chander Singh Kami</b> 02/11	<b>Khag Bahadur Sonar</b> 25/11
<b>Achaiah Vaterira</b> 02/11	<b>Ghabash Mohammed Asif</b> 28/11
<b>Phars B. Vishwokarma</b> 11/11	<b>Neeraj Dheer</b> 30/11

<b>Mudar Dargahwala</b> 10/12	<b>Richard Lasrado</b> 22/12
<b>Rajesh Rajan</b> 11/12	<b>Deepu Divakar</b> 24/12
<b>Akhil Balachandran</b> 13/12	<b>Habib Carim Abedin</b> 25/12
<b>Vaisakh Mohanan</b> 14/12	<b>Man Kumar Sunar</b> 25/12
<b>Arun Kumar Sunar</b> 17/12	<b>Hozaifa S. Moochhala</b> 27/12
<b>Lenin Thomas</b> 30/12	

....continued from page 4

Let's face it - English is a crazy language. There is no egg in eggplant, nor ham in hamburger; neither apple nor pine in pineapple.

English muffins weren't invented in England or French fries in France. Sweetmeats are candies while sweetbreads, which aren't sweet, are meat.

We take English for granted. But if we explore its paradoxes, we find that quicksand can work slowly, boxing rings are square and a guinea pig is neither from Guinea nor is it a pig.

And why is it that writers write but fingers don't fing, grocers don't groce and hammers don't ham ? If the plural of tooth is teeth, why isn't the plural of booth, beeth ? One goose, 2 geese. So one moose, 2 meese ? One index, 2 indices ? Doesn't it seem crazy that you can make amends but not one amend ?

If you have a bunch of odds and ends and get rid of all but one of them, what do you call it ?

If teachers taught, why didn't preachers praught ? If a vegetarian eats vegetables, what does a humanitarian eat ? Sometimes I think all the English speakers should be committed to an asylum for the verbally insane. In what language do people recite at a play and play at a recital ? Ship by truck and send cargo by ship ? Have noses that run and feet that smell ?

How can a slim chance and a fat chance be the same, while a wise man and a wise guy are opposites ? You have to marvel at the unique lunacy of a language in which your house can burn up as it burns down, in which you fill in a form by filling it out and in which, an alarm goes off by going on.

English was invented by people, not computers; it reflects the creativity of the human race, which, of course, is not a race at all. That is why, when the stars are out, they are visible, but when the lights are out, they are invisible.

P.S. : Why doesn't 'Buick' rhyme with 'quick' ?

**Author unknown (a forward)**