

The official monthly business newsletter of New Media Services Pty. Ltd. It serves to give up-to-date information on the products and services under the NMS brand, as well as news involving the Web and Mobile industries.

Customer Support: The Strongest Chess Piece

A company that deals with products or services needs to understand the game of chess. Chess is a great analog for business; involving strategy, and at times calculated losses, targeted gains, even break-evens. The game of chess is about anticipation and reaction, prediction and preparation – just like business.

A great strategy can prepare a business well enough to stay above competitors and keep customers secure.

Your Business Chess Pieces:



THE PAWN

Pawn is the weakest and most abundant piece, it can however become as strong as a rook (rooks will be discussed later). Pawns are powerful tools. In the business sense, pawns are promos, prizes, tools for retention or for added satisfaction.



THE KNIGHT

The Knight is quite a special piece as this is the only piece that can jump over other pieces. Knights represent marketing. Knights like marketing strategies, are best placed in the center of your business. Knights control the highest amount of squares on a chessboard – eight (8). Just as your ads, campaigns and marketing targets cover the highest and most abundant part of the business – the customers. A good marketing strategy means greater customer interest.



THE BISHOP

Bishops are best at pinning-down other pieces. They work best moving diagonally and covering a significant number of squares. Bishops are your sales force. The sales team is filled with experts at pinning-down deals and generating sales. They may be knowledgeable at straightforward deals but they shine in finding just the right angle to make a sale.



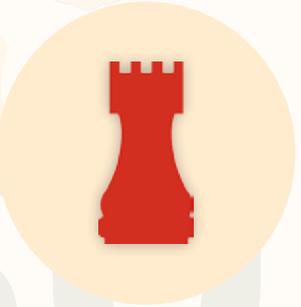
THE QUEEN

The Queen is said to be the most powerful attacking piece. It can move diagonally and horizontally. The Queen represents the products or services of the business. And like in chess, a Queen is not hurriedly used in a game. Why? Because opponents can attack it or strengthen its own pieces by setting the pace. Just like in business, the product or service needs to be carefully planned and prepared. Otherwise, it suffers from failure or, for great products/services, copied by competitors before it benefits the business.



THE KING

The King is the most valuable piece. Losing the King means the game is lost. If the King is in danger, it cannot be ignored. So keeping the King safe is the highest priority of any chess player. The King in this case is the Company /the Core. The very source of the business/brand. Obviously protected and safeguarded by all pieces to achieve the end goal of success.



THE ROOK

Covered last for the purpose of this discussion; the Rook represents Customer Support Services. A rook placed on an open file creates possibilities for even further advances. It easily attacks pawns to gain advantage of the tiles. In customer support, in order to protect a customer, a representative can provide assistance and even incentives to ensure retention (by using available pawns).

Retention is a huge part of the business. It allows a company to keep customers that have already proven their purchasing power. It safeguards return-business/clients. In fact, a Queen, as powerful as it is, can be sacrificed to get two Rooks. Why sacrifice a Queen for Rook? Because customer satisfaction is top priority. Literally, customers are the top priority of a business.

This is why the Rook becomes the strongest and in direct equivalency for business - Customer Support becomes the strongest chess piece.

Customer Support Services

A great in-house customer support team or a customer support service via business process outsourcing is a necessity. Even great products or services cannot please every customer. But by providing seamless support, the chances of losing a customer decreases greatly. In fact, a business that invests in good customer support can increase overall profits and help in better branding.

Great support is good marketing in itself. It is also a reliable way of gaining customer feedback for improvements in current products or services AND an amazing way of creating new innovations for future business endeavors.

Helping Build Better Lives

New Media Services is not just focused on Business Process Outsourcing, the company also takes to heart its corporate social responsibility through NMS-Cares; a company initiative to help Deaf children in their education and skills development.

Established in 2012 by Martin Eyking, the founder and CEO of New Media Services. With the support of his family, clients and employees, NMS-Cares Inc., became a nonprofit organization registered and incorporated with the Philippine Securities and Exchange Commission (SEC), registered with the Department of Social Welfare and Development – CAR and a partner of the Department of Education – CAR.

NMS-Cares brings programs and services to the Deaf, their families and to the general public.



NMS-Cares



New Media Services
CARES
We Deafinitely Care!

Mission

We provide programs and services for enhancing deaf education, skills development, sign language training, scholarship grant and community support to Deaf children and their families.

Vision

We envision a barrier-free society for Deaf children to experience a full life.

Approach

NMS-Cares staff is composed of Deaf and Hearing People, bridging the gap among the Deaf and hearing while also enhancing inclusivity. Our programs are designed towards empowering and ensuring sustainability. We accomplish this by partnering with families of Deaf children, community-based Deaf organizations, the government, other NGOs and the whole academe with programs or interests in serving the Deaf.

C - Collaborating professionally
A - Actively Advocating
R - Respect for Human Dignity and Rights
E - Equal Opportunity and Empowerment
S - Supporting the Deaf

Programs and Services



LIVE Program

(Learning thru Interactive Education)

The LIVE program utilizes current technology like iPads to help young Deaf learners in enhancing their Mathematics and English communication/comprehension skills. This hands-on and visually-driven program facilitates an interactive means of learning that helps develop a wider and stronger command of the concepts already learned in school.



ASIT Program

(After School IT)

AIT offers a classroom-based approach held in the NMS-Cares learning center. Aiding young Deaf learners in developing and enhancing their computer literacy skills. All for the purpose of further enhancing related skills, through accessible teaching methods combined with the use of up to date computers and learning equipment.



SLD Program

(Sign Language Defined)

A sign language skills training for varying levels of competency. This initiative encourages the active cooperation between the Hearing community and the Deaf community. Developing a proactive mindset in encouraging the hearing community to have improved communication with the Deaf. In the process, the Deaf gain a sense of security and a solid trust for others as equal members of the community.



POD Program

(Hearing Parents of Deaf Kids Support Program)

Offering a family-centered approach for supporting the family units of kids who are deaf or hard-of-hearing. Communication-focused services are provided at this crucial stage in language development. This involves working directly with the children as well as assisting their families. Helping them prepare for the unique challenges of raising a child who is Deaf or Hard-of-hearing.



DREAM Program

(Deaf Recreational Engagement Activity and Movement)

Through the DREAM program we encourage and promote physical and social health through sports. The lessons gained through sports are vital in educating, inspiring and actively engaging young Deaf individuals.



SLD Program

(Support for the Education of the Exceptional Deaf)

SEED is a scholarship program awarding annual scholastic grants for young Deaf students who have current financial hardships within their families that may prevent them from acquiring the education they need. This support provides financial assistance that affords Deaf youth the opportunity for education and access to knowledge vital for their future.



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OUR SERVICES



LIVE CHAT SERVICES

24/7 live chat operators handling all your mobile and web messaging needs Powered by Live Operator Online Platform (LOOP)



CUSTOMER SUPPORT SERVICES

Support services aimed at helping out end-users in a sincere and professional manner. A flexible suite of Voice, Ticketing and Customer Management Support Services.



WEB DESIGN AND DEVELOPMENT

Get visually fluid and functional designs, reliable and stable systems to fit your business requirements.



CONTENT MODERATION SERVICES

NMS Moderation Management Services employ Live Operators to review user-generated content, comments, data, submissions, Advertisements, and other types of web content.



SEO AND CONTENT SERVICES

Increase your website visibility and ranking with SEO and Content Services that aims to maximize the visibility of your brand, product/services on the World Wide Web.



IT SYSTEMS AND ADMINISTRATIVE TOOLS

Ready-to-integrate and Customizable platforms to perform simple to complex functions for your service needs.



SOCIAL MEDIA SERVICES

Social Media Services provides custom built social media strategies and campaigns to help you raise brand awareness, improve perception and increase market share to



SMS GO

SMS Chat Solution for optimum management of your business's customer support service.

NMS also handles tailor-made services based on your operations or manpower requirements. Have a campaign or project not covered by our list of services? Contact us and we'll be more than happy to make an assessment!

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