

## Lessons from the Field

By Max Hitchins - [THEBestPub.com.au](http://THEBestPub.com.au)

### A Minute with Max and Justin

[http://au.youtube.com/watch?v=J\\_d-hVTrgc0](http://au.youtube.com/watch?v=J_d-hVTrgc0)

At the AHA National Convention I spoke with Justin O'Connor the CEO of Queensland Hotels Association. In this video clip I asked Justin "Where are Queensland pubs at today?"

He tells of the challenges faced by the Industry in QLD and the strategies QHA are adapting and adopting to face these challenges.

### Patrick Gallagher – video testimonial

[http://au.youtube.com/watch?v=Rfuyz\\_nyjMo](http://au.youtube.com/watch?v=Rfuyz_nyjMo)

Video takes an interview to 'another level.' As they do with testimonials. In this video testimonial Patrick tells of the importance of video's and how they used the idea to shoot video of the chefs at his hotel.

### Matt Coorey - always marketing

<http://www.thebestpub.com.au/GrandCentralHotel.html>

If you are into computing (and heaven help you if you are not) you may have set up an Out of Office 'autoreply', when you are going to be away from your computer or hotel? Usually the message will read "I will be away from....and will return on....In my absence please contact....."

Matt Coorey is the licensee of the Grand Central Hotel in Brisbane. You can 'meet' Matt at <http://www.thebestpub.com.au/GrandCentralHotel>.

html. He has taken the automatic reply to another level, by recognizing it as a marketing opportunity. This was an automatic reply I recently received from him.

I will be away from the hotel on Thursday 21st August from midday returning Monday 25th August. For any urgent queries contact Shanon McAuliffe on 0405 68 10 45. If it is not urgent grab a carton of your favourite craft beer from one of our Drinx bottle shops. Or, better still, call into the hotel and sample something from our "Rubber Stamp" beer list and I will attend to your email when I return.

If you are still not satisfied, head out to the Full Moon on Sunday for their wine and craft beer fair where they will be sampling the hard-to-get Tasmanian liquid gold "MOO BREW", amongst other craft beers from across Australia. Well done Matt.

### Bill Healey and AHA National

I am very pleased to be a part of a strong organization like the AHA. Of course if you are a State member of the AHA you are automatically covered by and represented at Government by AHA National. Bill Healey is the Director National Affairs for the AHA. I sat next to Bill at the opening educational sessions at the 2008 Australasian Gaming Show in Sydney. That day I began to realize some of the challenges he faced. The opening speaker was the anti-Poker machine Senator – Nick Xenophon. Originally

Mr Xenophon was an Independent Senator in the South Australia parliament. Now he is in the Federal Parliament – as an Independent. You may know him as the 'Ban the Pokies' Senator. It has been suggested, if he combines with 'The Greens,' he may well have the balance of power in the Senate on major issues. One of those issues could be Gaming. So as you know how he thinks, I wrote down some of the statements he made in his presentation.

"I vow to do everything I can to shut down the poker machine industry."

"Poker machines are an unsafe product."

"Prime Minister Rudd said – I hate poker machines."

"I'm going to support the Prime Minister in any way to get rid of pokies."

"I want to ban ATM's in all gaming venues."

Ummmm.....Bill sure has a tough job ahead.... but I'm awfully glad he is there representing me (and you) in these tough times.

About the author: Max Hitchins and his daughter Sallee Brown are the driving forces behind [www.THEBestPub.com.au](http://www.THEBestPub.com.au). If you would like more information about this innovative site contact [sallee@thebestpub.com.au](mailto:sallee@thebestpub.com.au)



## Meteoric rise for young company attributed to passionate customer service

"It's all about the relationships established in this industry and then backing it up with impeccable customer service 24/7" replied ImPOS Managing Director, Sean O'Meara when quizzed on how he took a small software development company which started in his friends garage to now penetrate and manage 150+ clients and increasing rapidly.

ImPOS (I am Point of Sale) is growing rapidly nationally and in just under four years is recognised as one of the market leaders in the

POS industry. "We are continually developing our product based on market needs and client requests – that's it. Not being in the game for 10 or 15 years gives us an edge with the technological advantage of not having to update software that was originally written in the 90's." says O'Meara.

ImPOS is proud of their fast growth and awareness within the POS industry and believes their youth is one of their major strengths in that they are not offering software that has been around for generations but the absolute latest in POS technology – next generation point of sale. This also makes them hungry to succeed and more willing to go above and beyond when it comes to customer service.

It is clear to see while new business will always be a focus, super-serving his existing clients is where O'Meara's passion lies. The hospitality industry doesn't work 9 to 5 Monday to Friday so a lot of emphasis is placed on the after-hours service and not the type that involves leaving a voice mail message for someone to call you

back the next day. O'Meara explains "A team of programmers and support staff allows us to always provide the optimum level of customer service Australia-wide. Remote support allows instant assistance to clients located in Tasmania to as far north as Cairns. On the rare occasion an issue stems from the hardware, it isn't uncommon for us to book a flight and get someone up there within hours. I am not going to leave a client in the lurch when they have a venue full of people. Our philosophy at ImPOS is to continue the love after the deal is done, that is when business relationships are truly put to the test and that is where a lot of our competitors fall over." It is this philosophy that has earned ImPOS a solid reputation in what can often be a transient industry. Greg Dodds, Owner of The Barking Dog and Barwon Club Hotel, Geelong put it quite simply, "My best investment in 20 years was going into business with ImPOS." This of course is music to O'Meara's ears given 80% of sales in his business are generated through word of mouth proving again the importance of superior customer service.