

## Workers' Day (Public Holiday) 1 May

This South African public holiday commemorates the working class – *the cogs that keep the clock ticking!*

### SOME HISTORY

Following the first democratic elections in South Africa in 1994, 1 May was inaugurated as an official national public holiday. Known as International Workers' Day (also as May Day), the holiday is widely celebrated, with as many as 80 countries honouring the date and what it stands for.

The history of Workers' Day goes back to the 1886 Haymarket Affair in Chicago, where police tried to disperse a large crowd of striking workers (they were protesting for a shorter work day of eight hours). A bomb was thrown at the policemen by an unidentified assailant, and law officers then proceeded to fire live ammunition at a defenceless crowd of unarmed strikers (sound familiar?).

Though, it wasn't until 1891, after successful annual demonstrations on 1 May around the globe, that Workers' Day was formally inducted into the official calendars of many countries. Since then, Workers' Day has been used by the working class across the world, South Africa included, to emphasise the need to establish fair labour practices and employment standards. In our nation, the Communist Party, trade and labour unions were heavily entrenched in the fight against Apartheid. Thus, it was of little surprise that our democratic government chose to commemorate this day and its ideology after the fall of the oppressive regime.

While this public holiday doesn't quite receive all the fuss it rightly deserves, it serves as a stark reminder to governments of the power of the working class.

**Happy Worker's day!**

**To all the mother's  
Wishing you a wonderful Mother's day!  
13 May**

Mothers are a special gift  
sent from God above,  
They bless us with their nurturing,  
And fill us with their love.

They pick us up when we are down,  
And when we're sad they know,  
They're always there to lend a hand,  
And guide us as we go.

And mothers are like special jewels  
that can't be bought or sold...  
A mother's love's more precious  
than the rarest gem or gold.

Yes, mothers are a special gift  
sent from God above,  
And we'll be blessed forever with  
their never ending love!



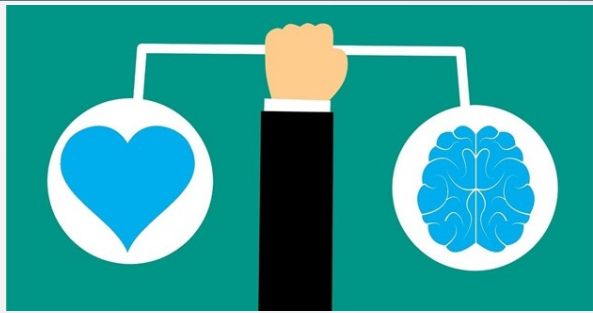
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## Empathy - a two-way street in customer service

It's no secret that personalisation is essential in developing a successful customer experience. Central to that is getting to know all you can about your customer and using that information to drive the interaction.

One step further is the role empathy plays in these interactions, and that's not just your company driving or encouraging empathetic interactions, it's also guiding your customers into a place where they express empathy towards you and your representatives. If you can get your customers to that place, you're inhabiting an emotionally connected environment that provides the perfect springboard to build and strengthen the personal relevance of your brand to customers.

"Affective empathy involves stepping into another person's emotional state ("I feel your pain"). Cognitive empathy requires a genuine understanding of someone else's condition ("I see what you mean"). Both types have their place in business but the most effective leaders emphasize cognitive over affective empathy". - Theano V. Kalavana

### Bots vs. humans in the role of empathy

It's been said that AI isn't effective when it comes to highly emotive and potentially complex interactions – the kinds of interactions that are enhanced by a human touch, but that's not entirely true: AI-driven bots can be developed with empathy as characteristics in their chats. As far-fetched as it may seem, a bot saying "I'm sorry" is all part of taking the conversation to the next level. Ultimately though, engaging with your customers as emotive beings, part of which includes respecting, acknowledging and then truly understanding their feelings, is a great way to reach them as individuals.

Of course, your human contact centre agents can be far better at delivering authentically empathetic service, but this is a skill that doesn't always come naturally to all individuals. Great scripting coupled with poor delivery makes any attempts at empathy sound hollow and false, undermining your efforts. Your customer support team must be capable of both expressing genuine empathy and being able to take the conversation forward to reach a swift resolution.

The levels to which empathy plays a role depends a lot on the nature of your business. In debt collection, for example, empathy can play a great part in moving the interaction towards resolution, i.e., getting your defaulted customer to commit to paying the debts they've incurred. It's certainly more effective than threatening your previously-loyal customer, as this may impact on your existing relationship and any future business once they've resolved any outstanding debts. It is important to establish an emotional connection to create relevance and to make the customer care enough to commit to payment – a difficult, but an achievable goal with the right training, skills, approach and personnel.

### A personalised, human approach

In a more rigid setting such as legal advice, empathy can help to reduce the robotic, contract-driven interaction and allow contact centre agents to engage in a more conversational way, while ensuring that all of the legal compliance boxes are ticked along the way.

As stated, affective empathy can be helpful in some interactions, but it can also be a stumbling block to achieving cognitive empathy when it comes to achieving business strategy. The warm, fuzzy feelings are not your entire goal – they're a meaningful means to an end that is not designed to be cynical, but practical and productive.

In terms of customer experience, adopting a personalised, human approach in customer service will allow your customers to view your brand in the same way: if they feel like they're being treated as humans, they'll be more likely to reflect empathy back at you rather than taking an adversarial position when interacting.

Ultimately, empathy can translate to fantastic CX and resultant marketing opportunities via word-of-mouth referrals and positive brand sentiment that delivers long-term value.

"Source: [www.bizcommunity.com](http://www.bizcommunity.com)"

# Top Candidates



## Western Cape—Sales and Marketing Manager

A dynamic Sales and Marketing Manager in Hospitality/Tourism industries. She is an outgoing professional and has a long track record of successfully directing the execution of tactical operating plans and has worked with some of the world's most respected and recognizable brands.

She is adept with policy development, data analysis and reporting. Her on the job experience has afforded her a well rounded skill set, including management, sales, marketing and event management skills.

She has more than 8 years' experience in sales and marketing, in-depth knowledge of the MICE & Groups Industry, 5 years' experience in managing staff and 7 years' hotel and hospitality experience.

Budget planning, sales planning, building relationships, presentations, managing processes are but some of her experiences and she would welcome the opportunity to contribute to company's on-going success.

She has a 30 Day Notice period and her salary expectations are negotiable.

*Please contact Hayley Kagerer at 079 680 1982 for more information*

## Western Cape—Maintenance/Construction Manager

Our candidate is a profit-driven construction expert and marketer with extensive events management, marketing and admin experience. He has an excellent eye for design and an understanding of the potential audience. Has a high level of literacy and is able to create engaging communications which incite action.

Exemplary communication and relationship-building skills ensure the ability to network skilfully and build mutually beneficial relationships. Works well under pressure and multitasks in order to achieve goals to tight deadlines

In his opinion an Installation Manager should have the following attributes:

1. Open for new ideas
2. Be honest and straight
3. Honesty between workers
4. Learn from other people and learn people new skills
5. Hard worker, prepared to go the extra mile for the company.

He is an excellent candidate and are looking forward to a new challenge and will create new opportunities, be respectfully towards the owner and his business and to assist and work with the owner to grow the business.

The candidate's availability is negotiable with a salary expectation of R20k

*Please contact Johalize Swart at 021 201 5077 for more information*

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[www.intelligentplacement.co.za/employers](http://www.intelligentplacement.co.za/employers)

Top skills available in the market in various sectors.

# Top Candidates



## Eastern Cape—Administrator

Our candidate has more than 3 years solid office administration experience in various office administration duties and responsibilities.

She is a friendly and dedicated lady, who is always willing to go the extra mile. She can work well independently and also in a team capacity.

She is fully computer literate and has a certificate in End-User Computing in MS Excel, Windows 7, MS Word and also Internet explorer.

She is willing to undergo any necessary training required to meet the demands of any future employer that can benefit from her skill set and experience to date.

She has a positive attitude and eager to learn nature and would like to add value to your organisation by challenging herself to greater heights and personal development.

*Please contact Janine Julyan at 083 235 0707 for more information*

## Gauteng—Plant Manager

This individual has extensive experience driving sustainable business improvement in Supply chain, including implementing lean Manufacturing, Operations improvements, Capital investment optimisation and Project management. He is a technically strong, ethical individual with a keen intellect that is business solution orientated. He has experience in roles ranging from Operations Management to Engineering and Project Management.

In his current role he is a Plant Manager of a 15,000 ton per annum two shift manufacturing facility. In his previous roles he has successfully managed a R200 million multi-disciplinary investment project. As a Process Design Engineer, he has successfully completed designs for global chemical companies. As a Project Manager he successfully managed several multi-disciplinary projects.

Our candidate has worn many hats in his career fulfilling roles like Plant Manager, Engineering Manager, Process Design Engineer, Automation Engineer and Project Manager. As a result, he has gained the ability and resilience required to manage complex operations, multi-disciplinary projects and to navigate complex challenges.

Notice period: 1 Calendar month

Salary expectations: R1,7 mil per annum

*Please contact Faith Solomon at 021-201 5077 for more information*

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# Quick Ways to make Someone Happy

Here are quick things you can start doing today.  
Pick one and see how it can affect someone in your life.

- ◆ Share something funny you found online. Play one of your favourite clips from a stand-up show you love if you are out of jokes and good stories at the moment.
- ◆ Smile. Even if you're only spending 30 seconds on talking to the cashier in the supermarket checkout line.
- ◆ Give a stranger a compliment. Few things can brighten a day like getting a kind and unexpected compliment from someone you pass by or you have just met. So take a few seconds and give that to someone you encounter today and tell her how nice her shoes, hat or hairstyle looks. Or ask him where he where he got that cool t-shirt or umbrella.
- ◆ Help out practically with advice. If a friend needs some help then ask someone you know who has been in that situation for advice. Or do a bit of online research to find what he she might be looking for.
- ◆ Pick some flowers. It only takes few minutes but the joy lasts for days.
- ◆ Give a hug. It unstressed and it can disrupt negative thoughts and change someone's mood surprisingly quickly. Use when appropriate though.
- ◆ Cook their favourite food if they have had a bad day. I know from my own life that it can really cheer me up on such days.
- ◆ Get their favourite takeout food. If you want a quicker option than cooking a meal when they are having a crummy day. A variation on this idea is to get just a small piece of their favourite chocolate or other treat.
- ◆ Bring something nice for the coffee break at work. Maybe some sweet fruit, like clementine's. Or some fancy and really tasty tea. Or maybe something from the local bakery. This can be a big cheer up.



## Office Funnies...

**DILBERT**

**BY SCOTT ADAMS**

