



# February Chain Mail

CHAIN MAIL – YOUR LINK TO GNS

## Introducing The GNS Help Centre Community Pages

By Paul Middleton,

In the last Chain Mail newsletter, we announced that we were trialing a new customer service platform. We are happy to announce the trial has concluded and we are now using this every day within GNS to provide a more efficient service and quicker resolution of your issues or requests. You may have noticed a change in the emails you receive from Customer Service and other departments as a result. This is all part of the system, and you should respond to the emails as normal.

One key feature of the new system is the GNS Help Centre (<https://support.gnswholesale.com.au/>), which acts as an online knowledgebase where you can access information 24 hours a day, 365 days a year. We're adding content to that system constantly, and we're hoping it will become your first port-of-call when you need information relating to procedures or terms and conditions, or to apply for services such as drop-ship or Officesmart. It also has information relating to our ecommerce services, YLN/YLS and Officesmart.

For questions we haven't covered yet, or for more general inquiries, there is a Community area. This part of the Help Centre is a public forum where you can ask questions of GNS directly, and receive answers from staff and/or other customers that might already know the answer or who simply want to be part of the discussion. The advantage of posting and responding to questions in this way is that everyone has access to the answers at any time of the day or night. Next time you have a question about how GNS does things or services such as drop-ship, or a suggestion for how things can be improved, why not post it on the Community?

At this time, posting a question requires you to Sign In. Details on how you can get a password to Sign In can be found here. In the very near future, we are hoping to integrate all services (GNS Online, the Help Centre, and other platforms) under a "single sign-on", which means you'll only need to remember one username and password, and will have access to all systems without having to log in to each separately.

Have a question? Post it on the Community!

Paul Middleton  
Marketing & Digital Products  
Manager  
[paul.middleton@gnswholesale.com.au](mailto:paul.middleton@gnswholesale.com.au)

### Have your Say!

You can read this article and add your own comments on the GNS Wholesale website at <http://www.gnswholesale.com.au/introducing-the-gns-help-center-community-pages/>

# Company Culture

By Jo Hanlon,

In dealing with many SME's (Small and Medium Enterprises) on a day-to-day basis, I find common issues pop up, one of which is "So how do we get the (company) culture we want?"

This may help define some of the key factors that assist to create a company's culture;

1. Your company's **C**ommunication style. It's tone, look, feel, frequency and content; *what* is talked about, *how often* it's discussed and *how* it's talked about can provide some insight, but also what is NOT talked about.
2. Your company culture will **U**nderpin behaviour. How do your stakeholders treat you and each other, and how do they interact with your company or business? Stakeholders can include staff, customers and suppliers.
3. Company culture creates and influences your **L**eading (future looking) goals and measures of success as much as it evolves from the **L**agging (already past) measures of success. Your leading goals and strategies should identify what staff need to pay attention to in the future.
4. Company culture will show the **T**ruths about your own or the company's values. It portrays the company's picture of how it sees itself and what people can rely on it for.
5. A great culture can be a **U**nique selling point for the company, making sure it stands out and appeals to both staff and customers. Is this a business I want to work for or deal with?
6. Your culture is generally **R**eal. It is hard to hide the real culture versus the desired culture for long if they are not aligned. This means it is important that the expectations people have are what they experience in reality. Congruence builds trust, and this is a key factor in growing, happy & healthy company.
7. Lastly, you should aim to have a culture that is **E**ngaging and **E**nergising. This helps keep staff interested in contributing genuine **E**ffort and care whilst at work. They will be proud to say they belong to your company and that will attract talented staff to you as a prospective employer.

Therefore, Company culture is a matrix of feelings, thoughts, behaviours, traditions, experiences and messages that are both consciously and unconsciously projected. This influences how staff, customers and others interact with the business from day one and ideally, it is supported by your overall brand position and messaging, which are the public bits that stakeholders see first.

Decide what attributes you'd like your culture to have – Do you want to be innovative (Bankwest) or stick with the tried & true (ANZ). Do you want to be friendly and casual (Jetstar) or formal and more structured (Qantas)? Think about what is "normal and expected" for your industry and consider, do you want to fit or

break that mould? Jot down 12 or so key words that you'd like people to use when describing your company culture and set about its creation.

Good luck.

Jo Hanlon  
HR Coach/GNS HR Manager  
[jo@mindyourps.com.au](mailto:jo@mindyourps.com.au)

## Questions or comments?

You can read this article and add your own comments on the GNS Wholesale website at

<http://www.gnswholesale.com.au/company-culture/>



# Using Our Network To Get The Message Through

By David Gifford,

GNS's marketing team sends several emails a week to our customers, informing our retail and commercial customers of upcoming and current promotions, service level updates

and supplier price changes, to name a few.

Busy and time-poor newsagents don't always have the luxury of wading through emails 'out the back' while customers demand attention 'up the front', so GNS has started to place a selection of mailers and other important information in your deliveries to keep you up to date with what's going on.

Have you seen these in your deliveries already? If so, what did you think? Did you learn something new? If not, please keep an eye out for them in the future and double-check the boxes you receive from GNS for any flyers you might have missed.

And please remember, we will continue to provide most of our communications via email, including promotions and new product opportunities, so please check your inbox as often as possible for emails starting with "GNS" in the subject line.

David Gifford  
National Retail Sales Manager  
[david.gifford@gnswholesale.com.au](mailto:david.gifford@gnswholesale.com.au)

## Share with us your thoughts!

You can read this article and add your own comments on the GNS Wholesale website at

<http://www.gnswholesale.com.au/using-our-network-to-get-the-message-through>

# From everyone at GNS



# Operations Update

By Jason McLeod,

During the Christmas period we experienced some significant delays with some major suppliers, which impacted our processing times. We did work tirelessly to meet demand as stock arrived, and to bring our service levels back in-line. However, this did cause delays right through the period. Generally, we had very good planning and fill-rates for BTS and the volume of orders volumes was significant.

This year, we implemented a supply link from our Melbourne DC to process Perth customers' promotional orders. Although this worked well, we were impacted by the train derailment (thankfully the driver survived as this was a significant accident). The section of the track where the derailment occurred was very remote – so remote, in fact, that roads had to be built to gain access to clear and salvage the wreckage! Fortunately we did not have customers' freight on the derailed train, but we did have freight on the train behind, which became locked-in for 2 weeks as a result of the accident.

Within 6 hours of the derailment, we secured priority road freight and service resumed very quickly. This was very lucky as the derailment impacted all freight for all industries to Perth and demand for alternative transportation increased dramatically. Many of our customers were impacted and it became very difficult to provide accurate updates as we were not provided very much information ourselves. We have since negotiated a new freight agreement with a logistics partner that will offer both rail and road services, with improved prioritisation.

We are currently working through sales planning for the next 12 months to improve our timelines and service levels to customers. In part due to the recent problems above, we've been through a really difficult period maintaining service levels. Planning for the future is helping us to resolve delays and establish new models and systems. This planning and review is also aimed to challenge our current management capacity and supervisor structures. We have recently started this review in our Victorian operation, which has experienced a decline in the level of service provided.

Through the review we have identified some important structural changes at a supervisor level and have commenced implementing those changes immediately.

We have commenced planning for our Mid-Year promotion already and in particular we are working to improve our logistics timelines, fill rates and quality assurance.

Jason McLeod  
Chief Operating Officer  
[jason.mcleod@gnswholesale.com.au](mailto:jason.mcleod@gnswholesale.com.au)

## Tell us what you think!

You can read this article and add your own comments on the GNS Wholesale website at

<http://www.gnswholesale.com.au/operations-update/>



# Meet The Commercial Customer Service Team

## Leanne Maggs

*How do you act when you're stressed out?*  
I swear a lot

*What is your favourite type of cuisine?*  
Thai

*What kind of music do you listen to?*  
A bit of todays & Eagles & Angels

*What is your dream car?*  
Audi R8 Spider convertible

*Have you ever broken any bones in your body?*  
Wrist & Foot

*Do you have any pets?*  
Cat

*Are you right or left handed?*  
Right

*Do you have a favourite board or card game?*  
Scrabble

## Nikolaos Englezos

*How do you act when you're stressed out?*  
Sit back, joke, laugh, get back in again.

*What is your favourite type of cuisine?*  
Greek, anything around grilling, but have been known to frequent certain Thai restaurants.

*What kind of music do you listen to?*  
Anything and everything, depending on the mood.

*What is your dream car?*  
Camaro.

*Do you play any sports?*  
Basketball

*Do you prefer McDonalds or Hungry Jacks?*  
Hungry Jacks

*Do you have any pets?*  
Not yet, aiming for a Labrador & Bulldog duo.

*What is your biggest pet peeve?*  
Cannot stand repetition

# GNS Christmas Party



# February Chain Mail

Want to receive regular updates from GNS?  
**Subscribe** to our mailing list

<http://www.gnswholesale.com.au/customer-email-list-subscription/>

GNS Wholesale Stationers  
10 Fairford Road  
Padstow, NSW 2211