



# Eswatini Service Excellence Awards

## Introduction

The Eswatini Service Excellence Awards conferred to organisations that are doing so well in championing and promoting service excellence. Consumer expectations are continually rising; the wider community is becoming aware of the value and role that Customer Service plays in achieving business success. This highly demanding area is arguably the critical success factor for many organisations and the country at large. Eswatini Service Excellence Awards recognise, promote and reward excellence, professionalism and outstanding achievement in all sectors of the economy.

## Awards categories

### 1. Best in Sector

Nominations for the Most Customer Centric Organizations in the following service sub sectors will be awarded.

Hotels & Lodges, Computer Electronics & Repairs, Furniture Shops, Internet Service Providers (ISP), Banks, Credit & Savings institutions, State Owned Enterprises & Large Corporations, Local Authorities (Municipal Councils and Town Boards), Medical aid Companies, Hospitals & Clinics, Retail grocery (individual shops), Clothing retail, Fast Food Outlets & Restaurants, Real Estate (Estate Agents), Funeral Assurance, Security Companies, Automobile, Courier services, Service stations (Fuel Stations), Proudly Swazi restaurants, Pharmacies, Professional services (Consultants, Agencies, Advisors etc), Insurers, Insurance Brokers, Travel & Tours Agents, Printing /Branding & Designing, Government Departments, Hardware, Mall or Complex.

wards are given to any company in the respective services sub sectors above.

The judges are looking to see:

- An understanding of why customer service is important to companies in the respective sectors
  - A clear customer service strategy that has put the customer at the centre of the business
  - Evidence of how the team/organization has tackled the challenges unique to the sector
  - Innovative thinking
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- Effective processes for handling complaints and how customer feedback is used to improve service

## 2. Specific Awards

- **Best Application of Technology to Improve Customer Experience**

This Award is open to any organization that has successfully applied technology as part of an overall strategy to improve its customer service and satisfaction offering. Technology can be new, existing or applied in an innovative way to give competitive advantage. Judges will seek evidence of the solution that the technology has provided and how the integration of the technology is measured as successful.

- **Customer Commitment Award (two awards for SME & Large Enterprises)**

This Award is open to any new or existing organization that has differentiated itself through a well-communicated customer commitment. Judges will look for evidence of the execution of a customer oriented culture showing a consistent commitment to customer service excellence.

- **Customer Service Innovation of the Year**

This Award is open to any organization that has instigated a new and innovative way of improving its customer satisfaction ratings. Innovation can be a product, service, software or process which enhances the overall customer experience and that has definite business benefits. Entrants will need to present new and fresh ideas that have the intention of improving satisfaction levels and a measurement system to support any improvements.

- **Best Use of Social Media to Improve Customer Experience**

This award is for companies who have a clear and defined Social Media policy, including all Social Media platforms such as Twitter, Face Book, LinkedIn and Google+

The Judges will be looking for:

- A clear understanding of why and how your customers use social media.
- Innovation and creativity in the way social media channels are used.
- Clear KPI's within your social media policy IE: How long it takes to get back to your client Via a Tweet.
- Evidence of your team/individual going the extra mile – giving the WOW factor.
- How social media has changed customer service within your business?

- **Efficient Utilization of Multichannel Support**

This Award is open to any organization that has efficiently used multichannel support as a way of improving its customer experience. Support channels can be call centres, walk in centres, social media, web chat, emails etc., and the organization should demonstrate a coherent and cohesive multichannel system that enhances the overall customer experience and that has definite business benefits. Entrants will need to



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present new and fresh ideas that have the intention of improving satisfaction levels and a measurement system to support any improvements.

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- [Contact Centre / Service Centre of the Year](#)

This category is open to Contact Centres & Service Centres.

Judges will be looking for:

- The ways in which the contact/service centre has used its size to achieve extraordinary things for customers and staff
- Robust people processes that make the centre a pleasure to work for, with evidence of staff motivation and effective training, coaching and development
- A people-centric environment with effective communication vehicles
- A clear understanding of the service centre's role within the business at all levels, with appropriate resources and systems in place to ensure on-going success
- Evidence of the positive impact of the centre on the company as a whole
- Evidence of the positive impact of the centre on the company as a whole
- High service levels supported by mystery shopping findings

- [Service Quality Award](#)

This award is primarily intended for, but not limited to the Manufacturing sector and is given in recognition of outstanding service in the area of Service Quality and adherence to quality standards for the benefit of the consumers. The Service Quality Award is given in recognition of consistent and reliable quality assurance where the provision of goods in Swaziland is concerned.

### 3. Individual Awards

- [Customer Service Strategic Leadership Award](#)

This Award is open to any Chairman, CEO, Board Director or senior individual who has demonstrated exceptional leadership and vision in the field of customer strategy serving as an inspiration to others. Judges will require evidence of vision, leadership, communication and successful outcomes from the deployment of developed strategies. Entrants for this category can be nominated by their organizations peers or colleagues.

- [Customer Service Business Leader Award](#)

This category is open to senior customer service professionals only and must be Manager/Director level or above.

They must be the voice of the customer on their company's board and have influence over the customer service strategy of the organization. Finalists will be required to undergo a video interview.

Judges will be looking for:

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Evidence of lateral and innovative thinking in boosting the customer experience

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- An uncanny knack of keeping the concerns of the customer at the top of the boardroom agenda, which has the respect of other senior managers
- A conspicuous and sustained interest in customer feedback
- Strong communication skills and evidence of good managerial practices, including teamwork, motivation, and support

### • Customer Service Personality in Sector

This award is open to any Customer Service professional who maintains customer experience over the phone or face to face.

The Judges will be looking for a person who:

- Has had a big impact on the customer service operation as a whole
- Understands their place in the company and why it's important for them to do a great job
- Has an obsession with making life better/easier for customers
- Shows evidence of innovative thinking and clear communication with colleagues
- Continually outperforming set targets
- Has an ambition to make continuous improvements

### • Overall Customer Service Personality of the Year

This award is open to any Customer Service professional who maintains customer experience over the phone or face to face.

The Judges will be looking for a person who:

- Has had a big impact on the customer service operation as a whole
- Understands their place in the company and why it's important for them to do a great job
- Has an obsession with making life better/easier for customers
- Shows evidence of innovative thinking and clear communication with colleagues
- Continually outperforming set targets
- Has an ambition to make continuous improvements

### • Technical Support team of the Year

This category is open to a back office, or internal facing team that does not often come into direct contact with the company's customers.

The judges are looking to see:

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- Examples of when your team have delivered 'above and beyond' in order to provide the high standards of customer service
- Innovation and initiative when trouble shooting or problem solving
- Evidence of strong communication both between the team and with their clients
- Demonstrable teamwork and mutual support
- Evidence of how the team's work and innovations have improved the performance of the business areas they support

- **Customer Experience Team of the Year**

This award is open to any Customer Service team who works with their customer over the phone or face to face

Judges will be looking for:

- An understanding of the team's place in the organisation as a whole and how its performance impacts on business objectives
- Clear communication between team members and a willingness to help each other
- Evidence of the team going the extra mile to help customers
- Evidence of how the team has improved the customer experience (e.g. feedback surveys, statistical data etc.) and of the team's impact on the performance of the operation as a whole (e.g. sales performance).

- **Young Innovative Leader with Excellence Appreciation (40 years and Below)**

Judges will be looking for:

- An effort by young Swazi in coming up with an innovative idea.
  - Evidence of the organization going the extra mile to help improve service delivery and livelihood of the Kingdom.
  - Evidence of how the business idea can transform the Kingdom going to 2022
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# Award Submission Guidelines

## Organisations

A company can enter into one or all the awards categories provided they have the requirements for entry. The following criteria highlight a number of key elements which should be present in each awards submission. Whilst the judges will expect some information from each subject heading, this criteria is provided as a guide only. Submissions should be no longer than 2500 words. Information provided by applicant will also be verified by independent auditors. Applicants are required to provide one hard copy of their submission and one electronic copy.

Submissions should be emailed to [awards@irdmconsultancy.co.za](mailto:awards@irdmconsultancy.co.za) or sent to: **IRDM, Second Floor Four Ways Building opposite Galp, Mbabane, Swaziland by the 10<sup>th</sup> of September 2018.**

The submission should contain the following self-evaluation key elements.

## Background

The brief company's history in line with service delivery, vision, values, mission, customer service charter.

## Products

Any special products or services developed distributed, manufactured or promoted by the company – and how these products or services, are marketed and sold. How the effective design of products and services make good customer service possible. Also explain how supporting services are being used to ensure customer convenience and exceptional customer experience

## Company Philosophy

The aim and vision of the company, particularly with regard to customer service, risk taking, continuous research and development and total quality management, certification with any local or international standards board,

## Management and Leadership

- What management techniques are used, a look at employee relations and the managerial style of the company.
  - What is the mission, philosophy or guiding principle that directs your approach to customer service?
  - What is done at all levels to develop and promote this approach? Comment on the degree of organisation-wide commitment to Customer Service.
  - What strategies exist to promote communication both internal and external, between staff and customers, up and down and between functional groups, to ensure sharing of common information, new ideas and feedback?
  - How does the organisation communicate about itself to the general community?
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- How is the vision for Total Quality Service articulated and motivation for continuous improvement maintained?

#### Information and Analysis

- What Customer Service research is undertaken by your organisation and how frequent?
- How are the current requirements of customers identified? What research is undertaken to predict the future needs of customers?
- How benchmarks were obtained and set? What reporting systems were required?
- How planning was important to your overall success?
- What performance indicators have been set and monitored?
- How is data collected and disseminated?
- How are your management and business practices supported by fact based measurement systems?

#### Technology

- Explain the technology if any being used to compliment your service/product offering and to enable customer service provision a convenience.
- If you have a call center or a switchboard explain briefly your average ring time, holding time.

#### People

- What training and development programs exist to drive development in Customer Service at all levels of the organisation?
- How frequent do you train your staff?
- How does the organisation recognise and reward staff in relation to Customer Service?
- How has the workforce been involved in developing strategies for success? What areas were identified by employees to improve the company's operations?
- Is the workforce committed to excellence? How have improvement teams been formed and momentum maintained?
- How was training used to change workplace culture and build awareness?

#### Problem Solving

A look at the problems associated with the introduction of a Total Customer Satisfaction philosophy and how these challenges were overcome. What have been the costs and benefits of your experience?

#### Innovation and Improvement

- What systems and processes exist to promote on-going Customer Service improvement across the organisation?
  - What processes exist to optimise employee participation in the development of excellence in Customer Service? How is quality promoted?
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- How are standards maintained and improved? What system improvements have occurred to support people delivering service? It would be great to include examples of actual or planned innovations to improve Customer Service. The examples could be used to demonstrate some special characteristics of your organisation.
- Developing and implementing innovative systems, procedures, or techniques that reduce costs, eliminate paperwork, enhance efficiency, and contribute significantly to quality service to customers.

#### Responsiveness

- How does the organisation encourage, process and use customer and employee feedback?
- Briefly outline your complaint handling process
- What recovery mechanisms and authority does staff have to solve customer problems?
- Operating hours and after hours backup support(where applicable)

#### Customer Satisfaction and Results

- How does the current performance of your organisation compare with its history and other similar organisations? Supporting evidence of customer satisfaction with the goods and services provided by your organisation would enhance your chapter. This could be in the form of anecdotes, examples or even statistical analysis. Evidence that shows the process of improvement over time would be useful i.e. 2017 first half versus 2018 first half.

#### Philosophy

Your company's philosophy on success, excellence, adoption of global best practices and world class performance.

#### Individual

A brief write up of not more than 500 words which include the following:

##### The Executive's/ Director's/ Personality's Philosophy

- Philosophy on success, excellence, adoption of global customer service /call centre best practices and world class performance.

##### Management and Leadership

##### Achievements

##### Support for external customer improvement initiatives

##### Involvement of all staff in customer service and service delivery

##### Name and designation of the nominee and of the person/organisation who nominated





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