

THE SERVICE DIALOGUE

THE DIAMOND SERVICE AWARDS – WE THANK YOU

Last we held the 3rd annual Diamond Service Awards at the GICC. What can I say about the awards? Eish Mare Eish. They speak a lot for themselves, and all who have experienced them during the three years that they have been held will attest to that fact. The Awards are a fun, interactive evening where all competition is forgotten, where competitors sit together and bond over the reason, they are all there; recognizing and appreciating great customer service. May I say what a success the 2009 Diamond Service Awards were! The feedback from the participants and organizations is heartwarming and says that we at SBC are making the difference we seek. We graciously thank all our sponsors, the PSP, all the participating organizations and all who have supported us in our quest.

While preparing for the Awards, we were often asked why we held the awards. The primary reason we hold the awards is because there are individuals and organizations in Botswana who provide exceptional service and need to be recognized. Let me provide a little background about the awards:

Recognising that Botswana has become known throughout the world at large as a beacon in the African economy in 2007 SBC together with some strategic partners has embarked on a nationwide Campaign to promote a service excellence culture in Botswana. The campaign branded “proud to serve” supports the national cry to lure investors into the country, champion the brand and promote high standards of service delivery, real value proposition and strong positioning in the global market.

As Botswana although noted for our culture of hospitality, we do not fully transcend this to the business, service sectors and the world of work. A hospitality and service culture is the key to attracting both foreign investment and a flourishing tourist industry. It also serves as a differentiator to counteract external competition and encourage people to “Buy Botswana”.

The purpose of the campaign is therefore be to Brand Botswana as a highly service-oriented nation that strives for excellence and solicit buy in to this culture from all service oriented sectors. The objective of the campaign is to:

- Educate key sectors and the public at large of the need for a strong service oriented culture-This will be carried out through the Encourage healthy competition between service oriented organizations in both the public and private sectors through the use of service leagues which give consumers the opportunity to vote for the best performing sector.

A big part of the campaign are the **Diamond Service Awards** which recognize and celebrate each year the best customer service high performers selected from the service through purposeful and covert research .

Now that the history lesson is over, we also have to mention that simply put, we are the best at what we do, and when we identify such in others, why, the only thing we can do is to recognise and appreciate it, hence the Awards. The Diamond Service Awards have grown from strength to strength making them THE event of the year. One of the ways we have grown has been through the introduction of the Organisational awards. We had realised that for the past award ceremonies we had recognised individuals and not the organisations as a whole. Well, this year we showed our

appreciation to both the individuals and the organisation for which they work. We also introduced special Awards during this year's Awards ceremony. The special awards were for those individuals and organisations that blaze new trails in their service provision. They may have qualified for the individual or organisational awards, however, the service they provided necessitated that they be recognised separately from those awards.

At SBC we often say that to serve others you have to be humble. Humility not only demonstrates a willingness to extend oneself, it is a trait that all great service providers have. To be humble is not a weakness it is a strength that allows people to serve others with pride, and it should be appreciated as such. Well we appreciated all the winners and nominees for their humility and pride last night. Below is the complete list of all the winners and the categories they won it. Congratulations to the winners!

CATERGORY	WINNER
INDIVIDUAL AWARDS	
Product Knowledge	Mbiganyi Phumaphi – Banc ABC
Speed and Efficiency	Charles Lorato – National Development Bank
Enthusiasm and Positive Pride	Moses Ngorima – EOH Consulting
Problem Solving and Complaint Resolution	Mampie Masimege – Botswana Life Insurance
Service Pride	Stome Sharpe – Curry Pot
Going The Extra Mile (G.E.M)	Basimane Matlhabaphiri – Mascom
Customer Empathy and Assurance	Eva Nfokase – Botswana Post
Responsiveness	Patrick Masikara – Botswana Railways
Service Reliability	Charne Christensen – Grand Palm Hotel and Resort
Service Consistency	Lesedi Rakhudu – Botswana Building Society
Issues Resolution	Joe Ramotshabi – Debswana Shared Services
Award of Promise	Roselynd Dikgang – Lobatse Clay Works
Service Leadership Award	Robert Kabuzu – Cresta Thapama Francistown
ORGANISATIONAL AWARDS	
Customer Empathy and Assurance	Associated Fund Administrators Daniel Marumo Tshepo Maruatona Mogorosi Coangae
Going the Extra Mile (G.E.M)	First National Bank Botswana Mmamusi Ramotsheo Malebogo Makgalemele Bokamoso Giddie
Responsiveness	Botswana Savings Bank Beatrice Sekgarametso Jabulani Ngulube Benedict Motlhaomme Delvin T Jannie
Service Reliability	Barclays Bank Botswana Thuso Lisenda Kwakama Dambe Mpho Mautlane

Service Consistency	Standard Chartered Bank Botswana Khumo Makgoeng Tshepo Motshabi
Issues Resolution	Stanbic Bank Audrey Gaiqui Lame Pheko
Customer Experience	Woolworths Tebogo Batsima
Public Service Award of Promise	Ministry of Trade and Industry
SPECIAL AWARDS	
Client Confidence	Accenture
Self Motivation and Drive	Ompeotse Rannosa – Engen Kgale Petrol Station
At The Top	Engen Lobatse
DIAMOND PERSON OF THE YEAR 2009	MALEBOGO MAKGALEMELE – FIRST NATIONAL BANK BOTSWANA

Again we would like to extend our gratitude towards our sponsors: Botswana Public Officers Medical Aid Scheme (BPOMAS), MOBITEL, CHOPPIES, AFRICAN BANKING CORPORATION (ABC) and AIR BOTSWANA, THE BUSINESS DIARY and THE SUNDAY STANDARD.

Watch this space for the 4th Annual Diamond Service Awards 2010, If you thought that this year was great, wait until next year!

For more information contact:

SERVICE BRIDGES CONSULTING at

TEL: **3936205**

Fax: **3939157**

EMAIL: **info@sbc.co.bw**