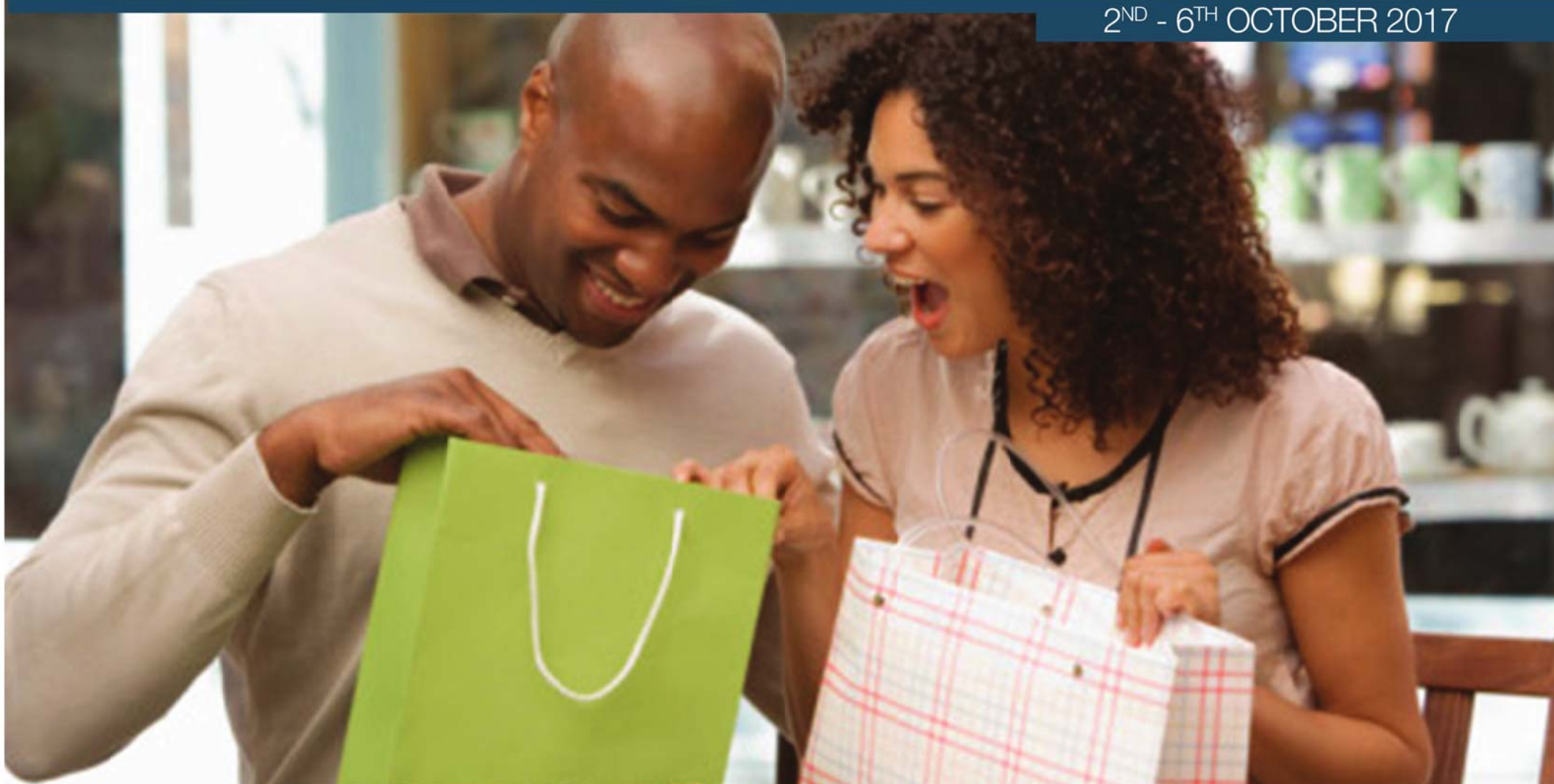


CUSTOMER SERVICE WEEK 2017

2ND - 6TH OCTOBER 2017



WHAT IS CUSTOMER SERVICE WEEK?

Customer Service week (CSWeek) is celebrated annually in the first full week of October since the late 1980s. It is a time when customer oriented organizations and institutions around the world recognize the importance of customer service excellence in their organizations. Organizations and institutions that participate in Customer Service Week carry out special activities to highlight the importance of great customer experience to the success of the organization and reinforce a customer-focus culture. Leading financial, healthcare, insurance, manufacturing, hospitality, communications, not for profit and educational institutions, as well as government agencies have participated as a way to highlight the importance of Customer Experience.

Participating in Customer Service Week is a great opportunity to:

- Recognize and appreciate external customers for their custom and loyalty
- Remind customers of your commitment to customer satisfaction.
- Recognize and appreciate staff for the role they play in delivering great customer experiences.
- Reward members of staff who are a great example in serving customers.
- Boost morale, motivation and teamwork.
- Raise companywide awareness of the importance of customer service
- Thank other departments for their support in delivering great service to customers and highlight the important role they play in serving customers.

In Kenya, ICX Kenya has promoted participation in CS Weeks since 2011 as part of its mission to raise leading customer experience performance and professionalism in Kenya. Some of the organizations that have participated in the past include:

PAST PARTICIPANTS

1. ABC Bank
2. Access Kenya
3. Africa Practice
4. Afrisec Telcom Ltd
5. Airtel Kenya
6. Allen Cole Consultants
7. Amaica Resaturant
8. Baby Love Network
9. Barclays Bank
10. Bible Society of Kenya
11. Brand Conversations
12. Brand Notions Media Agency
13. Britam
14. Capital Colors Creative Design Ltd
15. CFC Stanbic Bank
16. Chase Bank
17. Chloride Exide Ltd
18. CIC Insurance Group Ltd
19. Commercial Bank of Africa
20. Consolidated Bank of Kenya
21. Co-operative Bank of Kenya
22. CS Consulting
23. Daykio Plantations
24. DHL Express
25. DT Dobie & Company K Ltd
26. Diamond Trust Bank
27. Edens pot
28. E-Enovators Ltd
29. Evolve Consultants
30. Family Bank Limited

....PAST PARTICIPANTS

- | | |
|---|---|
| 31. Fargo Courier | 61. Naivas Supermarket |
| 32. Galleria Mall | 62. Nakumatt Holdings Ltd |
| 33. Gateway Insurance Kenya | 63. National Bank of Kenya |
| 34. Genius Executives Center | 64. NIC Bank |
| 35. Gertrudes Childrens' Hospital | 65. Pan Africa Life Insurance |
| 36. Guaranty Trust Bank | 66. Parapet Cleaning Services Ltd |
| 37. Gulf African Bank | 67. Passion to Profit |
| 38. Heritage Hotels | 68. PayNet |
| 39. Higher Education Loans Board | 69. Rafiki Microfinance Bank |
| 40. Huduma Kenya | 70. Reach Creatives Ltd |
| 41. ICEA Lion Group | 71. Rent - a - Fine Car |
| 42. Jacaranda Health | 72. Resolution Insurance |
| 43. Jubilee Insurance | 73. Riaru University |
| 44. KCB Group | 74. Safaricom Limited |
| 45. Kenya Airports Authority | 75. Savannah Cement |
| 46. Kenya Bankers Association | 76. Siginon Freight |
| 47. Kenya Orient Insurance | 77. Simba Colt Motors |
| 48. Kenya Post Office Savings Bank | 78. Standard Chartered Bank Kenya |
| 49. Kenya Postal Corporations | 79. STANZA Solutions |
| 50. Kenya Revenue Authority | 80. Synthesys Systems |
| 51. Liberty Life | 81. Tabaki Freight Services International Ltd |
| 52. Lifeskills Consulting | 82. Tamarind Group |
| 53. Madison Insurance Company Kenya Ltd | 83. The Boma |
| 54. Melvin's Tea Kenya | 84. The Standard Group |
| 55. Moi Teaching and Referral Hospital | 85. Total Kenya |
| 56. Murata Sacco Limited | 86. Toyota Kenya |
| 57. NACADA | 87. UAP Insurance |
| 58. Nairobi Hospital | 88. Viscar Industrial Capacity |
| 59. Nairobi Serena Hotel | 89. Wylde International |
| 60. Nairobi Womens Hospital | 90. XRX Technologies |



CBA celebrated CS Week by giving back to the community through its "CBA Champions for Charity" initiative with children from the slums.



Jubilee Insurance team delights in offering car services for their customers



KRA Team enjoys selfie moment with their Commissioner General John Njiriani

CUSTOMER SERVICE WEEK 2017

“ RAISING CUSTOMER EXPERIENCE EXCELLENCE ”

CS WEEK 2017 GALA DINNER

The CS Week celebrations will culminate in a Gala Dinner to recognize participants, share and network on 14th October 2017. Details will be shared closer to time. be sure to book your Corporate tables early!

HOW TO PARTICIPATE: 5 EASY STEPS

1. Introduce the concept in your organization and gain commitment and support across the board.
2. Confirm your participation by paying registration fees:
 - ICX Kenya members - Kshs 3,500; Non-Members - Kshs 5,800 (VAT Inclusive)
 - Fees are Payable by Cheque or Mpesa Till Number 880879
3. Involve your team to generate ideas to celebrate CS WEEK.
4. Implement the planned activities during the Customer Service Week.
5. Report on your CS Week activities using the template that will be provided.



DTB team expresses their delight during CS Week



Enovators Limited team delights in receiving CS Week certificate of participation



HELB staff represented their biggest customer - the student - by attending the Gala in Graduation attire

WHY MUST YOU PARTICIPATE?

Organizations that participate in CS Week 2017 will be doing so to communicate:

- The strategic role Customer Service plays in their organizations.
- The importance and value they place in their customers, as well as in their Staff who serve customers.
- Highlight their commitment and efforts they are making in enhancing their Customers' experiences and inculcating a customer focused culture.

CREATING AWARENESS AND PROMOTING CUSTOMER SERVICE WEEK IN YOUR ORGANIZATION

- Put up customer service week banners, posters, balloons in the office/branches.
- Promote it on intranet, emails, social media, website, newsletters, screensavers and stationary.
- Issue press releases to local newspapers/magazines and radio/TV stations
- Publish an agenda for the week.
- Take over the in-house magazine — issue a special edition.

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Facebook ICXKenya **Twitter** @icxkenya **LinkedIn** ICX KENYA



CIC Insurance served their customers in style by dressing up in unique African attire



David Ndome, National Bank flaunts CS Week innovation award - Most aligned to the theme - Listening to our Customers



Huduma Kenya delights in immersing the overall winner for CS Week Innovation Award 2017