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ICX Board Member - Carolyne Gathuru, appreciating the Guest speaker, - Ms. Grace Wandera, for delivering an earth moving presentation

Redesigning Customer Experience as a Transformation Agenda

“Excellence is not a destination; it is a continuous journey that never ends.” - Brian Tracy

Customer Experience Excellence continues to be a subject that must be explored conclusively for enhanced productivity and performance across both the private and public sector. Customers have become more empowered over time and have acquired high service expectations from both the public and private sector. In order to enhance this culture among its members, ICX Kenya organized a Breakfast Forum on 15th June 2017 to address the topic: *Redesigning Customer experience excellence as a transformation agenda.*

The Guest Speaker, **Ms. Grace Wandera** – Deputy Commissioner – Marketing and Communication at Kenya Revenue Authority (KRA) graced the occasion where she spoke passionately on the transformation agenda the public sector is taking to make sure that

its customers feel appreciated and valued. “Why focus on customers as the public service”? Grace asked. *“Huduma Bora ni Haki Yetu”* meaning “Great Service is our right”. She emphasized that the public sector must offer great service to its customers as public servants are called out to serve the people. Grace also added that every organization must create positive brand memories for its customers. Creating these memories involves formulating a strategic customer experience plan which includes: building an internal service culture, shifting focus to customers and maximizing on technology to drive experience and efficiency.

“Transformation is a journey.” Grace remarked as she shared her experience at KRA. Some of the greatest challenges they have faced include lack of an adequate data sharing platform, governance - Customer Experience (CX) not seating at the board

BREAKFAST FORUM

level, communication and engagement and workforce management. KRA is however curbing these challenges by: Enhancing Customer Experience Management and Control, Delivering Omni-channel Experience and an increased focus on putting customer first. By enhancing customer experience management and control they have increased their focus on frontline service and strengthened their service architecture through service policies and standards. They are also measuring the quality of service delivery.

Grace also shared that they have made an investment in technology to improve Customer Relationship Management using iTax and iCMS. And lastly, they invested in offering training to the KRA staff in order to align their behaviour with desired service skills thus enabling them give great service.

In her conclusion, Grace called each government sector and the private sector to be at the forefront in ensuring customer delight and customer experience is key to every business.



The guests tallying their scores for the CX quiz



The guest speaker, Grace Wandera – Deputy Commissioner, KRA as she addresses the guests



Guests attentively listening to the guest speaker



The CX quiz winning team celebrating their winning in style



Guests giving feedback using the Msurvey mobile platform



Guests enjoying selfie moment after the event



Great Customer Experience equals to Customer's Delight

By Wanjira Kibanya – ICX Member and Managing Director,
Tezlo Consulting Limited

So the other day I walked nervously into a shop in what is known as “downtown” Nairobi looking for a better bargain or so I was made to believe by my friend who seemed to be known very well. The shop in question deals in clothing materials. At the entrance an *askari* (guard) asked to conduct a security check on me which I obliged. She thanked me and told me to enjoy my shopping experience. I felt my nervousness slowly start to die off. I was led to up a flight of stairs and then to a stall where she told me *madam ukimaliza nitaitwa nikuzindikishe* (madam when you are through I will be called to escort you back). I thanked her and was ushered by an elderly lady into the small material shop.

The elderly lady offered me a seat whilst asking whether I would take coffee, water, tea or soda. I declined but she went ahead to put a 300ml soda bottle on a stool near me. She then took the adjacent seat and inquired if I needed anything else. I told her I was fine and was looking for material. She indicated that materials were many and for her to narrow down to what I required, I would need to provide more information: The colour, texture, the occasion I was attending, would I be using it for that one occasion or for other occasions as well... the questions were precise and the answers from me were top of mind. Within minutes she brought out 5 materials and took me through the pro's and con's of each. After settling on what I liked she went ahead to recommend a good *fundi* (tailor) who apparently does stitching work for all her clients and if I wanted she could come and take the measurements from where I was and deliver once the garments were done. I felt so relieved that I would not have to deal with looking for a fundi. I thanked her as she ensured my contact was within sight to escort me.

Sitting in traffic I looked back at that experience. We always hear of companies talking about customer service as some complex, distant, expensive activity to make our customers happy and ensure they remain loyal. But here was an elderly lady who had not only managed to ensure I bought the material

from her but had also referred someone else to enable me have the finished product at a place and time of my convenience. I, who is very good at bargaining did not even remember to ask for a discount.

I am a corporate trainer and I believe in customer service training as a key area for any business. For a long time, it has been my observation that most organizations have a customer service department whose main role is to ensure that customers are happy, loyal and are providing feedback whether negative or positive to enable the organization make the experience worth the while and for the customer to always come back when the particular need of the product or service arises again.

It is important to note that for a customer to return, the experience has to be memorable from start to finish. Key for organizations is to ensure that all individuals in the organization are ambassadors of customer service. The initial point of contact for customers could be the *askari* manning the point of entry, and whether this individual is outsourced from a security firm or is a staff of the organization is a non-issue. Most organizations leave certain people out of customer service trainings yet they are in many cases the first point of contact for the customer.

Ambassadors of customer experience are all people in the organization from the casual labourers to the managing director. They should all speak the same language; the customer language where every day in every way whether big or small they are ensuring that their customers have a pleasant experience. Whether by taking time to listen carefully to what the customer needs or by acknowledging them with a smile. Customers remember how you made them feel. They will always want to come back where they felt acknowledged, appreciated and assisted.

ICX NEW BOARD

INTRODUCING THE ICX KENYA NEW BOARD

Ms. Benta Okinyi-Aseto
Board of Director, ICX Kenya



Benta is a passionate and seasoned customer advocate and expert, with over 20 years' local and regional experience gained from the banking and airline industries. These have been gained working with Barclays Group, Citibank, ABN AMRO Bank and Kenya Airways.

She has extensive experience in developing and executing impactful, innovative, strategic and tactical customer experience initiatives, translating customer insights into business actions for the benefit of the customer and the business, across different African markets. At Barclays Africa Group Limited where she has been the Africa Regional Head of Service with 12 countries in Africa under her direct responsibility, she was the executive responsible for Voice of the Customer initiatives as well as ensuring the business embedded the philosophy of 'Treating the Customer Fairly' known as TCF. These initiatives significantly improved the Customer Satisfaction Index (CSI) and Net Promoter Score.

Benta is currently the Chief Executive Officer at Celcos Africa Limited. Celcos Africa drives organisational change on a platform of Customer Experience, Strategic Leadership and Innovation.



Does everyone in your Organisation **Know**
about your plans for **CS week 2017**?
How will they be involved in the **activities**?

NEW MEMBERS

ICX KENYA IS PROUD TO WELCOME ITS NEW MEMBERS

INDIVIDUAL MEMBERS

- **Caroline Owino Cooperative Bank of Kenya**
- **Maria Musyoki Tusker Mattresses Limited (Tuskys)**
- **Pauline Muthoni Dyer and Blair Investment Bank**
- **Karungari Mutu Upskill Afrika**
- **Eugene Muhando Edge Three Sixty Limited**
- **Njuguna Mburu TELEKI Outdoors**
- **Paul Kitemu Inspired Resource Centre & Consultancy**
- **Mucha Mlingo Premier Training Services Ltd**
- **Rose Kariuki Life Skills Consulting**
- **Wilfred Mutuku Nzong'a AAR**
- **Zipporah Nekesa Wanjala KOPO KOPO INC**
- **Dorah Walowe Mtuweta KCB Bank Kenya Limited**
- **Corazon Adhiambo Hagono Sheffield Steel Systems Limited**
- **Jacqueline Mwangi Buyology Company Limited**
- **Grace Gathoni Njoroge Kenya Pipeline Company**
- **Benta Okinyi-Aseto..... Celcos Africa**
- **Fridah Cheruto Kirui Kenya Pipeline Company**
- **Emmanuel Nandokha Wylde International**
- **Jessicah Mumbi M'narobi..... National Hospital Insurance Fund**
- **George Gichuki Blue Marketing**
- **Maureen Omwanda Oxygens Group**
- **Michelle Hellena Wanga..... Kenya Maritime Authority(KMA)**
- **Sheilla Chelangat Parklands Sports Club**
- **Eve Achola Ogombe..... KRA**

CORPORATE MEMBERS

- **Synergistic Value Limited**
- **Multichoice Kenya Limited**
- **APA Insurance**
- **Safaricom Limited**

ICX CALENDAR OF EVENTS 2017

Activity	Jul	Aug	Sep	Oct	Nov
Member Round Tables	TBC				
AGM			TBC		
Study Tours		TBC	TBC		
CS Week 2017					
CS Week				2nd - 6th	
Gala Dinner and Innovation Awards				13th	



SUPPORTS **PEACEFUL** ELECTIONS.
KENYA IS GREATER THAN ALL OF US.



WE CELEBRATE WITH OUR MEMBERS

Britam

Association of Kenya Insurers Agents Awards

- Company of the Year 2017

DTB

Think Business Awards, 2017 and East Africa Awards, 2017

- Most customer centric Bank
- Best Bank in Asset Finance
- Most Innovative Bank in Kenya

NIC Bank

East Africa Awards 2017

- Best Customer Service - Kenya
- Best Customer Service - East Africa

Gulf African Bank

East Africa Awards 2017

- Best Islamic Bank - East Africa

KCB Group

Think Business Awards, 2017

- Best Bank in Mobile Banking
- Best bank in Mortgage Finance
- Best in Integrated Digital Marketing



Britam Holdings Plc Group Managing Director Dr. Benson Wairegi (far left), CEO Britam Life Assurance Company, Ambrose Dabani (2nd left), Principal Executive Director, Stephen Wandera (2nd Right) and Joseph Gathogo, Head of FA Network (Far right) celebrate after receiving the overall Company of the Year Award at the 2017 Association of Kenya Insurers Agents Awards for the 10th year in a row.



DTB team celebrates their winning during Think Business Awards



NIC Bank was proud to win Best Customer Service in Kenya and East Africa at the Bankers Awards 2017. This marks the second year running that NIC Bank has won both awards. NIC is committed to service excellence and ensuring their customers are well taken care of.

