

# ZAMBIAN INSTITUTE FOR CUSTOMER MANAGEMENT



Chartered Institute  
Of  
Customer Management  
SATISFACTION • TRUST • POSITIVITY



# CUSTOMER SERVICE WEEK

2-6 OCTOBER 2017

## About the Institute

The Zambian Institute for Customer Management (ZICM) is a non-profit making national body focused on growing the Zambia Customer Service/Call Centre Industry, its people and Standards to global standards. ZICM partners with local and international networking groups, local customer service/call centre stakeholders, companies in the service sector, local/international customer services/contact centre professional bodies, recruitment agencies and government of Zambia to achieve its mandate to promote a culture of service excellence in Zambia. The thrust of ZICM revolves around professionals/employees working in call centres, contact centres, customer care/services and other related disciplines. The idea of its formation was motivated by other networking groups in first world countries, Asia, Middle East and some few African countries that had yielded tremendous customer service/call centre industry growth, boosted the service sector and contact centre industry, created employment, improved service delivery and connected contact centre/ customer services professionals with international recruitment agencies and academic professional boards.

## OUR OBJECTIVES

The ZICM was founded with the following initial aims:

- To promote customer service as a profession and to improve the level of its practitioner's professionalism through training, assessment, accreditation and certification.
- To provide people working directly or indirectly in customer service (Public or Private sector), with the education and professional standards that will enable them to reach their full potential in their chosen field.
- To develop and promote the International Customer Service Standards, and a national Customer Service Awarding system, which will help organisations develop and sustain a customer ethos through improvements to the design, delivery, quality and effectiveness of customer service strategies, policies and systems.
- To improve knowledge of the components of customer service excellence through research, training and development programmes, publications, awards, conferences and customer focus groups.
- To promote Zambia as a preferred location for global contact centres and a key hub for the call centre industry in the African continent
- To facilitate the exchange of customer service and call centre ideas through Workshops, conferences, forums and monthly discussion groups
- To advocate and strive to make Customer Care more visible and understood by policy makers, other practitioners and the community as a whole

## Background to the International Customer Service Week (First Full Week of October)

Customer Service Week is an international event devoted to recognizing the importance of customer service and to honouring the people who serve and support customers with the highest degree of care and professionalism. Since 1991, the Customer Service Group has sponsored the official Customer Service Week program. In 1992 the U.S. Congress proclaimed Customer Service Week a nationally recognized event, celebrated annually during the first full week in October, other countries adopted and to this day over 80 countries take part in the CSW celebrations.

The International Customer Service Week logo is a trademark of the Customer Service Group, which regulates its use. This year's Customer Service Week theme is Service Champions™. The theme recognizes that everyday, frontline customer service professionals are champions in their customer's eyes. It's a powerful message for service teams and entire organizations to celebrate during Customer Service Week.



### Zambia Customer Service Week (2-6 October 2017)

As part of the international celebrations, Zambia has joined the rest of the world to celebrate the Customer Service Week (CSW). The Zambia Customer Service Week is dedicated to promote a culture of service excellence in Zambia and to appreciate the role of customers and customer service/call centre employees in business growth and sustainability. The Zambian Institute for Customer Management will host the CSWeek for the very first time in Zambia this year. We are inviting all corporates to join us in celebrating this wonderful cause!

This year, during this special week, organizations can:

- Boost morale, motivation and teamwork.
- Reward frontline reps.
- Raise companywide awareness of the importance of customer service.
- Thank other departments for their support.
- Remind customers of their commitment to customer satisfaction.

## Customer Service Week Program

### In-house programs: 2-4 October 2017



All participating organisations will carry out in-house programs and also have their logos featured on all publicity and promotional campaigns undertaken for the awareness of the Customer Service Week. During the in-house programs, companies have the opportunity to celebrate the CSW at their premises in their customer service centres. Inhouse programs may include but not limited to:

- Customer service trainings
- Customer related promotions
- Decorating customer service areas
- Rewarding key account customers
- Top management serving customers
- Employee fun day(Fun dressing, dress competitions, customer service reward programs)

Promotional campaigns will include but not limited to:

- Street/Road March (companies are free to join )
- Road shows
- Billboards, posters, electronic and print adverts
- Branded CSW t-shirts, shirts and other materials to use for in-house programmes
- Participation certificates

## Customer Service Week Exhibitions



All participating organisations will participate in the CSW Brand expo which will take place in Lusaka on the 29<sup>th</sup> of September at Arcades Mall. Companies will get stands to exhibit their customer focused brands as well as showcase their customer service initiatives for the year. Various forms of entertainment will be available and this will be a great opportunity for companies to sell their customer focused brands and show the nation their commitment to service excellence.

## Customer Service Conference 5-6 October 2017

**Theme: The eXperience Factor: Taking the lead in to the Experience Economy.**

The service levels in Zambia are debatable but agreeably below par, especially in most public service departments/companies and small to medium enterprises. This does not exonerate the large corporations

as a lot of effort is collectively needed to curb mediocrity in service delivery. While the average corporate is conscious of the need for service excellence as witnessed by their mission statements and marketing statements, marginal effort is being put on the operational front mainly due to the cost barrier and to a larger extent, complacency.

The growing demand to accelerate innovation in advancing customer service delivery is crucial in today's fast-paced and global economy. That complexity is generating the urgency in crafting long-term programs across all channels to enable organizations to build lasting and profitable relationships with their customers. Fortunately, new technology is transforming the way Customer care can be provisioned. New ways to apply customer analytics, KPI strategies and multiple modes of communication are changing how companies reach new customer and keep existing customers engaged. Customer care emerges as not only a key differentiator between companies but is also fast becoming an invaluable tool to capture new markets and new customers. If a customer centric culture is deliberately infused into a business, the return on such a strategy will be very high.

ZICM is pleased to host this conference to discuss customer experience and its effects in any business as well as latest issues, standards, global best practices and trends related to the field of customer care and service delivery.

## **Call For Papers**

We are offering a chance for Academicians, Customer Service Enthusiasts and Gurus to submit their papers for presentation during the conference. The conference welcomes papers on all aspects of everyday life in Customer Service. This conference welcomes interdisciplinary perspectives on customer service issues. Research papers which adopt a variety of methodological approaches are of interest to this conference. This includes studies which are based on in depth case studies of particular organizations; surveys of service oriented organizations; historical studies of such organisations; observational studies; archival research and discussion papers on matters of contemporary debate.

## **Conference Objectives**

- To bring together players in the customer service and consumer industries together to network, share ideas, benchmark and learn new trends and global best practices
- To raise awareness on Customer Service in the country
- To incentivise the promotion of a culture of service excellence in Zambia
- To find out and improve the Customer Service status quo of the country
- To motivate players in the service sector to work towards service excellence
- To set pace for the Customer Service Excellence Awards through discussion and review of this year's customer service status.

## **Customer Service Excellence Awards and CSW Dinner**

The end of the customer service week will be celebrated on a dinner on the last day of the CSW. All companies and individuals can join in the dinner celebrations. On the same night will be the Service Excellence Awards Ceremony where winners will be crowned for Service Excellence. The CSW dinner can be attended by anyone not necessarily

Service Excellence awards participants as this marks the end of the customer service week and a celebration for success.



## Customer Service Excellence Awards

6 October 2017 (Dinner Gala)

The Zambia Service Excellence Awards are organised and managed by the Zambian Institute for Customer Management. With customer expectations 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. For this reason it was important that the country has its own National Customer Service Awards to recognise, promote and reward excellence,

professionalism and outstanding achievement in all sectors.

### 2017 Customer Service Excellence Awards

A separate document (Customer Service Awards Methodology) is available for the more technical details of the awards. Email [awards@zicama.com](mailto:awards@zicama.com) to get a copy.

#### Time frames

This year the awards will be held at the Radisson Blu Hotel, Lusaka on the **6<sup>th</sup> of October at 1830Hrs.**

Awards entries are open from **June 12 to September 30.**

#### Requirements for Organisations

Organisations who wish to participate in the awards should submit a company write up to ZICM headquarters or send it via email on the following contact details: [awards@zicama.com](mailto:awards@zicama.com)

The write up should include the organisation's customer service philosophy and initiatives highlighting why they should be crowned for excellence and also indicate which categories they want to be nominated in and why as stipulated in the Service Excellence Awards Methodology. For example an organisation can be nominated in either one of The best in sector, The best call centre, Most customer focused CEO, Best in CSR or all of them if they feel they have strengths in both categories. **However, whether an organisation is considered for one category or more, the participation fees remain constant.**

#### Adjudication Process

The adjudicators will use the following tools to come up with the winners. For a more detailed description read the Service Excellence Awards Methodology.

##### 1. Company write ups

These are documents submitted by organisations to be considered for the awards. These documents should provide evidence of why the company should be considered in that award category

##### 2. Online and Physical questionnaire results

Surveys will be done physically throughout Zambia and Online. A standard questionnaire will be used for both. Results will be co-used for adjudication

##### 3. Mystery shopping data

Mystery shoppers will be deployed to all participating organisations and results also used in adjudication.

The adjudication committee for the awards is composed of captains of industry, academics, renowned experts in the fields of marketing, research and customer service.

#### Award Categories

## 2017 Categories

Entries are now open (June 2017) for the following categories for this year's awards. Entries close on the 30<sup>th</sup> of September 2017. All organizations and individuals actively in the consumer facing industry involved in the delivery of customer service are entitled to enter the Awards, provided that all award conditions are satisfied.

### 1. Best in Class

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

• Hospitality sector • ICT and Telecoms • Internet Service Providers • Media (Digital, Print, Multimedia) • Courier Services • Banking & Financial Services • Public Sector, Local Authorities & Utilities • Healthcare & Pharmaceutical • Transport (air, rail, road) • Retail & Fast foods • Education Insurance (General, Life, Finance, Health etc.) • Automobile industry (Vehicle Servicing, Assembling, Sales) • Security • Professional Services (Consultants, Agencies, Advisors etc.)

Awards 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
- 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+

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

- **Contact Centre of the Year**

This category is open only to contact centres.

- **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 Zambia 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 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.

- **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.

- **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.

- **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.

For more information, please contact us:



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