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## World Cup 2010: South Africa leaves a legacy to remember

The 2010 World Cup has come and gone, and South Africa has grabbed their chance to shine as host nation with both hands and the world took notice of the success of the biggest sporting event on the planet.

There was a great deal of negativity and much was said when South Africa was awarded the right to host the 2010 World Cup, but the only way to prove the doubters wrong was through patience and perseverance.

Some good and positive points for the country were that the World Cup 2010 again brought our nation together as one, despite race, colour, age and provincial rivalry. We all became one and stood behind not only Bafana Bafana, but behind South Africa and Africa as a continent.

This is what South Africa and the South African people have done, and we should all be very proud of how the tournament has gone.

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One of the many fans gracing SA with their presence.

## Customer First Standard Launched in South Africa

An important factor in retaining customers is providing excellent customer service. To help organisations achieve this, ProServ SA is in the process of implementing Customer First in collaboration with the Tourism Enterprise Partnership (TEP). It is a practical approach and a proven method for achieving customer service excellence.

The standard is divided into three sections: Customer Relationships, Market Awareness and People. The first relates to the role client play in the organisation, the second focuses on how the company functions in the market and the last part of the CF standard covers topics relating to staff ability to serve clients. Organisations that strive to achieve this standard will send a clear message to their customers and potential customers that they are customer focused and that the customer is at the heart of the organisation.

In May 2010, organisations in the Eastern Cape were chosen for the Customer First pilot project. Selected organisations operate in the following industries: accommodation establishments, restaurants, museums and tour operators. During the coming months the organisations will be supported to identify gaps and recommendations implemented. The selected organisations will be assessed by an independent assessor body. The first accreditation visit will take place later this year.

Customer First makes a difference in an organisation through:

- Giving a competitive advantage
- Increased financial turnover
- Improved services
- Gaining new customers and retaining current customers
- Customer Loyalty and trust

[Click here for more information](#)

Customer First



## Customer Satisfaction Surveys - Service Offering

Each organization's existence depends for a substantial part on the extent to which customers are satisfied with your product or service offerings. In every industry customer satisfaction is a key differentiator. Establishing customer expectations and measuring to what extent your organization is exceeding these, is a vital but often time consuming exercise.

ProServ South Africa offers a tool geared towards electronically gathering customer feedback with real time reporting possibilities. Collecting vital customer data, sending out reminders, obtaining various reporting and benchmark structures are now easily achievable. Benefits of using Customer Satisfaction Surveys include improving Client Relations, enhancing Organisational Performance and monitoring Departmental Standards. If your organization needs improvement in any of the above areas please do not hesitate to contact us and we will provide you with more detailed information on this service offering and information on how we can create a unique solution for your organisation



ProServ Clients using Amplix

"Every Company's greatest assets are its customers, because without customers there is no company." Michael LeBoeuf

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