



## CUSTOMER FIRST™ STANDARD LAUNCHED IN SOUTH AFRICA

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*“Without customers there is no business and you need the right people to do the business”*

*The goal as a company is to have customer service that is not just the best, but legendary.*

SAM WALTON

*There are no traffic jams along the extra mile.*

ROGER STAUBACH

An important factor in retaining customers is providing excellent customer service. ProServ South Africa is the exclusive licence holder of Customer First™ in South Africa and assists their clients in achieving outstanding customer service by means of proven practical and customised methodologies.

Organisations which are striving to achieve Customer First™ are sending out a strong and clear message to the market that the customer is at the centre of their business priorities.

The Customer First™ approach for achieving customer service excellence consists of three sections, each with multiple statements to which compliant companies adhere:

- Customer Relationships - relate to the role clients play in the organisation.
- Market Awareness - focuses on how the company functions in the market.
- People - covers topics relating to the ability of the staff to serve clients.

Excellence at the customer interface is the key to:

- Building your business
- Establishing a real competitive advantage
- Winning more customers
- Maximising your customers' loyalty and future business

Implementing the Customer First™ standard will help your organisation overcome a number of potential problems which you may encounter when trying to achieve service excellence:

- Really understanding customer needs
- Tailoring services to meet needs
- Providing quality customer care and follow up
- Identifying benefits that customers have gained from services



At ProServ South Africa, we assist our clients with the implementation of Customer First™. Independent research has shown that these are the top five real impact measures for organisations which have achieved Customer First™:

- Real Impact: Increased financial turnover
- Real Impact: Improved services
- Real Impact: Winning new customers
- Real Impact: Competitive differentiation
- Real Impact: Customer loyalty

Your journey to achieving the Standard is practical, developmental and really value-adding. The key milestones along your journey include the three focus areas. Below are a few examples of questions related to these three pillars:

- Building Customer Relationships
  - How do you identify and then meet your customers' needs?
  - How do you follow up with your customers?
  - What practices are in place to deal effectively with customer complaints and queries?
- Maximising Market Awareness
  - What is your approach to understanding the market?
  - How is the target market identified?
  - How are your services improved and new ones developed to better meet your customers' needs?
- Developing Your Staff
  - How do your people understand and assess their customers' requirements?
  - Are your recruitment methods ensuring you have the best person for each position?
  - How do you ensure that your people are continually developing their skills so they can provide the best service to your customers

ProServ South Africa will be glad to assist you in obtaining the Customer First™ standard and achieving excellent customer service for your clients. Our methodologies and the duration of interventions can be customised to suit your needs.

**Customer First Website: [www.customerfirst.org](http://www.customerfirst.org)**

**For more information, contact us: [tjade@proserv.co.za](mailto:tjade@proserv.co.za) or 011 700 0400**

**[www.proserv.co.za](http://www.proserv.co.za)**