



Accolades for the top South African Service Delivery Companies at the Ask Afrika Orange Index® Awards

Understanding the intricacies of service delivery to achieve satisfied consumers

The 13th annual Ask Afrika Orange Index® service delivery awards were hosted recently in Johannesburg, where the top ten service delivery companies were announced and insights into local state of service in 2013 were shared. In general service levels have gone up with a decline in dissatisfaction - a visible success in 2013 with an overall 84% customer satisfaction, after a decline in service levels in 2012 of 80% customer satisfaction. The top twenty companies were ranked and the top two companies over 22 industry categories were announced. This year over 30 000 ratings were collated using triangulated methodology, researching 109 brands and 22 industries, to ensure an accurate and representative sample and the results were independently audited by the top auditing firm BDO and top independent statistician Dr Neethling.

The top 20 overall winners in alphabetic order are: ABSA, Audi, BMW, Capitec, Clientele Life Assurance Company, FNB, Foschini, Gems, Metropolitan, MTN, Old Mutual, Pick n Pay, Steers, Telkom Mobile, Toyota, Truworths, VodaCom, Vodacom Internet, Volkswagen, Woolworths Food.

Andrea Rademeyer, CEO of Ask Afrika congratulated winners, "These are South Africa's hero's and South African's need a lot more heroes." Nine out of the 22 industry categories set the bar in terms of industry performance. The Automotive industry maintains pole position on leader board for the second year running. Telecoms, Electronics + White Goods and Casinos show the greatest improvement. Home Décor, Food Retail and Medical Aid decline the most on Ask Afrika Orange Index® score. The table below shows the ranking of the top two companies per industry category. There were four new industry categories introduced in 2013: Car Tracker, Online Shopping, Car Rental and Hotels. The wining industries and those which have shown the greatest improvement managed to delight their customers.

The transactional element of service delivery improved in 2013 however, "The sad news is that to the consumer this does not matter as much, what the



Andrea Rademeyer CEO of Ask Afrika and Ferial Haffajee editor of City Press and keynote speaker at the Ask Afrika Orange Index Awards - Oct 2013

current day South African consumer is looking for is humanness, authenticity and trust," commented Sarina de Beer, MD of Ask Afrika.

A lot of store face-lifts and renovations resulted in strong performance on tangibles but consumers seem to be wanting more. Satisfaction levels are still challenging in the area of social capital where consumer pressure is evident and increasing. Despite good increases in performance on public service and social contracting dimensions, it is still not meeting expectations. Dissatisfied customers in particular still question authenticity in service strategies and companies need to focus on building trust.

Ferial Haffajee, editor of City Press, opened the event with a state of the nation address, "South African's are very invested in their country and the results of the Ask Afrika Orange Index® show that this same commitment to good for their country is what consumers are asking of brands, they are tired of the squandering of brand promise."

Ask Afrika Orange Index® compared Public with Private Sector service delivery and noted that they are both following the same direction and improving in terms of customer satisfaction. The gap between them is however still big and this implies that consumers are relying heavily on the Private Sector for service delivery which means that they are often paying taxes and private companies for the same services and expectation is migrating to this sector, to improve education and healthcare for example. Unexpectedly the gap was sometimes not that pronounced, for example satisfaction rating for belief in leadership was 50% for Government and 62% for the Private Sector, however asking the same question about corruption levels revealed that 66% for Government and 52% for the Private Sector believed they were corrupt, which is high on both counts. The Ask Afrika Orange Index® enables an economic collaboration between Public and Private sectors.

The Ask Afrika Orange Index®, with its meticulous research and expert collaboration, provides the foundation for in-depth discussions on service trends and diagnostics in the South African corporate and consumer landscape.

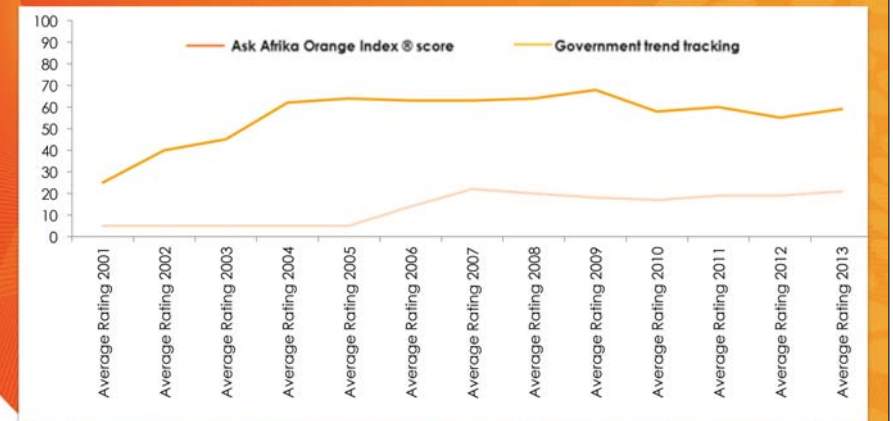
The 2013 local state of service

Service levels have gone up with a decline in dissatisfaction – a visible success



The 2013 local state of service

Private and public service levels following the same direction.



Rudolph le Roux – Media 24 – National Business Manager, Andrea Rademeyer – CEO & Founder Ask Afrika and Emanuel Christaudo – CRM Director Truworths – Ask Afrika Orange Index® winner



Sarina de Beer, MD of Ask Afrika presents at their Ask Afrika Orange Index® Awards

Industry Category Winners - Top 2 - Ranked

Industry	Company	Position Q113
Airlines	SAA	1
	Mango	2
Automotive	Toyota	1
	Audi	2
Banking	Capitec	1
	FNB	2
Casinos	Carnival City	1
	Sun City	2
Clothing retail	Truworths	1
	Foschini	2
Electronics and white goods	Incredible Connection	1
	Electric Express	2
Entertainment	Multichoice DSTV	1
	SABC	2
Fast food	Steers	1
	KFC	2
Food retail	Pick n Pay	1
	Woolworths Food	2
Furniture retail	Price and Pride	1
	Barnetts	2
Home and Décor	Mr Price Home	1
	@Home	2
Independent cellular providers	Glocell	1
	Nashua Mobile	2
Internet service providers	Vodacom Internet	1
	MTN Internet	2
Long-term insurance	Clientele Life Assurance Company	1
	Metropolitan	2
Medical aid	Gems	1
	Discovery	2
Petrochemical	Sasol	1
	Shell	2
Short-term insurance	Santam	1
	Miway	2
Telecommunications	MTN	1
	VodaCom	2
Car rental	Avis	1
	Europcar	2
Car tracker	Tracker	1
	Altech Netstar	2
Hotels	Protea Hotels	1
	Sun International Hotels and Resorts	2
Online shopping	Kalahari	1
	OLX	2

This benchmark is known for its singular breadth. The Ask Afrika Orange Index® customer satisfaction benchmark has investigated the South African customer service market since 2001. The benchmark not only has commercial value, but also trending value with a 13 year history coupled with diagnostic value to pinpoint problems and success stories across the full customer service value spectrum.

In terms of the research methodology, the fieldwork has been conducted via face-to-face and telephonic interviews over a 6-month period from February to July 2013. There was a 30 000 people response, that was representative of the South Africa demographic reflecting benchmarked South African consumer data sources such as the Target Group Index SA [TGI SA], Stats SA and AMPS. The Ask Afrika Orange Index® is independent, no client lists are used for interviews and it benefits from its extensive sample size. The questionnaire is relevant being annually updated for local consumer trends and the scope is comprehensive. Trend diagnostics and forecasting are based on sophisticated statistical analyses and service excellence expertise.

The value of the benchmark

lies in its local relevance, without forcing an international model to local circumstance, the Ask Afrika Orange Index® measurement has been customised for 22 industries and enables an objective measurement of customer service in both the private and public sectors.

“South Africa provides a complex research landscape as multifaceted research methodologies need to be employed to reach all the relevant segments of the population to ensure that the sample is truly representative,” said de Beer.

“Ask Afrika Orange Index® creates an opportunity for cross industry learning, for companies to learn from other top-performing service industries. Finally, a unique opportunity is presented to profile South African consumers and investigate mass consumer changes over time. This enables companies to adapt their delivery accordingly to remain relevant. ■