

# DHL acknowledges importance of customer service for African businesses

A recent [Forrester survey](#) has found that, internationally, 39% of customers tell their friends and families about bad customer experience. While there are no current statistics on the impact of poor customer service on businesses operating in Sub-Saharan Africa, it is safe to say that poor customer service can seriously affect a company's bottom line.



Fatima Sullivan

International Customer Service Week, acknowledged from 3-7 October 2016, provided DHL Sub-Saharan Africa with an opportunity to reward its superstar advisors and recognise their passion for the business and DHL customers

## Excellent customer service a key differentiator for businesses

Fatima Sullivan, VP of Customer Service for DHL Sub-Saharan Africa, says, "In an increasingly competitive world, good customer service is key to attracting and retaining customers. With a multitude of options now available to consumers when it comes to products and services in every sector, it is crucial for businesses to differentiate themselves through customer service excellence.

"Businesses must realise that customer service is the most important touch point between companies and customers. When a customer's satisfaction is increased by one point (out of 10), there is an average 10% increase in the possibility that he or she will remain a customer, according to the Institute of Customer Service. This statistic reveals that even small changes to improve customer service can have a positive impact on a company's client retention.

## Direct customer feedback is gold

"We strongly promote and advocate having an Insanely Customer Centric Culture at DHL Express – this means that the want and need to delight a customer is at the very core of each of our employee's DNA. Ensuring that the voice of the customer resonates throughout the organisation is essential to great service quality. While you can measure customer service key performance indicators daily, the most value is derived from direct customer feedback.

“Initiatives such as the Net Promoter Approach (NPA) management tool, which measures promoters and detractors among your customer base and proactively sources feedback from them is extremely useful in identifying areas for improvement and enabling the company to make the necessary changes to enhance their offering and continually offer better ways to deliver excellence to customers.”

“We take customer service very seriously and try to deliver great customer experiences that are full of surprising ‘wow’ moments. Proof of this lies in the fact that we have won over 20 external awards for customer service in SSA in 2016 so far,” concludes Sullivan.

“Building great consumer experiences is a complex task, involving strategy, integration of technology, orchestrating business models, brand management, and commitment,” adds Hennie Heymans, CEO of DHL Express Sub-Saharan Africa. “However, before all this can take place, it starts with having a great team.”

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