

Zimbabwe turns the spotlight on customer experience

The Zimbabwe Chartered Institute of Customer Management (CICM), in partnership with Contact Centre Association of Zimbabwe (CCAZ), will be co-hosting the Zimbabwe Customer Experience and Service Delivery Symposium on August 30, in Harare, to address service delivery.



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According to the organisers, the meeting will bring new insights into effective service delivery in both the public and private sectors: “The conference will set a stage for an inclusive framework that will help improve service delivery across all sectors of the economy.

The significance of a Customer Experience and Service Delivery Symposium at this juncture is critical insofar as increasing competition has made it more difficult for organisations – both public and private – to retain customers against the backdrop of shrinking disposable income.

“It will bring together the corporate community and Government departments to discuss the service delivery status of Zimbabwe at a macro level and find out ways on how best to improve it,” said Chartered Institute of Customer Management CEO, Dr Ricky Harris.

Delegates expected to attend the event include directors, CEOs, general managers, policy makers, local authorities, departmental heads from public and private sectors, contact centre and customer service personnel.

The thrust of the Customer Experience and Service Delivery Symposium is in line with Government-led initiatives to enhance the efficiencies of state entities and local authorities. Government, through the Office of the President and Cabinet (OPC) is undertaking several economic reforms in the context of 'ease of doing business' to transform the business environment to be more transparent, fair, honest, cost effective and competitive.

Economic transformation

The goal is to project Zimbabwe as a competitive investment destination, and attract much needed foreign direct investment and economic transformation. The current reform processes involve the amendment of any regulations that are deemed to be a hindrance to business growth.

The Zimbabwe government is also in the process of promulgating a consumer protection law, which will provide for the setting up of a national complaints handling body.

Speakers will include, Minister for Information, Communication and Technology and Courier Services, Supa Mandiwanzira; Ambassador Mary Sibusisiwe Mubi, senior principal director in the Department of Public Affairs and Knowledge Management in the Office of the President and Cabinet; Denny Marandure, CEO of ZOL; Rosemary Siyachitema, executive director of the Consumer Council of Zimbabwe; Memory Nguwi and Reuben Gwatidzo, president of the Information Society Initiatives Trust, among others.

The Chartered Institute of Customer Management (CICM) is a globally-recognised customer service and call centre professional board, which carries out a series of customer-centric conferences across Africa. Other events hosted in the country include the Customer Service Week which is tabled to run from the 2-6 October 2017.

This will include a breakfast meeting on the 4 October , where the Customer Satisfaction Index for all sectors will be presented. Annual Service Excellence Awards will be held on 30 October.

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