



CUSTOMER RELATIONS MANAGEMENT




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FOOD FOR THOUGHT




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8 Rules for Good Customer Service

- 1 Train your staff
- 2 Don't make promises you can't keep
- 3 Be helpful
- 4 Address complaints
- 5 Answer your phone
- 6 Listen
- 7 Throw in something extra
- 8 Take the extra step




the balance

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THE LEGISLATION



- The constitution of the Republic of South Africa section 195
 - Accountable administration
 - Timely, Transparent, Accessible and Accurate
 - High standard of professional ethics be promoted and maintained
- Municipal Systems Act Section 6
 - Clear relations,
 - Co-operation and communication with the community
- Municipal Systems Act – Section 95



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SECTION 95 OF MSA



- Sound Customer Management System
 - Customer Care centres across the city
 - Accessible Contact Centre
 - Online platforms – No need to leave the comfort of your home
- Mechanisms for feedback and dealing with complaints
 - Ability to rate the service – at the care centres/online platform
- Information on costs of the service
 - Our bills indicate the tariffs applicable for service



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SECTION 95 OF MSA cont....



- Consumption of services has to be measured
 - Meter readings are done mostly quarterly for electricity
 - Meter readings are done monthly for water
 - Online platforms supporting the sending of readings by the customers.
- Receipt of regular accounts
 - The city has about 900k customer accounts
 - Billed over 26 billing days across the month
 - Customers are encouraged to register online to receive/view accounts
 - SMS functionality – every day
 - Traditional postage system is still in use



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SECTION 95 OF MSA cont...



- Verification of accounts and consumption with the allowance for appeals
 - With the detailed bill issues – verification is instant for customers
- Accessible pay points
 - All centres across the city have the cashiering facility
 - Online payment methods are encouraged
 - Direct debit process easier and effective
 - Third party payments through various shops
 - Implemented internal Masterpass/QR code payment process



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CRM defined



- A process of managing all aspects of the interaction an organization has with its customers.
- An integrated approach in coordinating across multiple channels, platforms, departments etc.
- A strategy to maximize organizational profitability, revenue and overall customer satisfaction.



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CRM defined



- ❑ **Multiple platforms are proving to be difficult to manage**
 - Social Media
 - Telephone
 - Emails
 - Municipal Apps
 - Official Municipal website
- ❑ **Multiple stakeholders all involved in customer information**
 - Contact Centre
 - Walk in Centre
 - Multiple Customer Facing Departments
- ✓ Emphasis is on ensuring that the City speaks with one voice



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INTEGRATED CRM APPROACH



DISINTERGRATED

- Duplication of inter-department functions
- Fragmented customer services systems
- Inconsistent customer services processes
- Inefficient coordination of customer services delivery
- Ineffective stakeholder management
- Limited accessibility to full offering of services
- Non customer centric culture
- Reactive responses to issues
- Reporting mechanisms not consolidated

INTERGRATED

- Customer Satisfaction
- Customer loyalty
- Payment for services
- Information Sharing
- Ability to service customers based on their needs

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CUSTOMER FOCUSED APPROACH



- Training and retraining
 - Teams benefit from learning from each other.
- Research and Benchmarking
 - Always check what other people in the same field are doing
- ✓ **Aligning Changes in legislation, economy and technology to customer needs**



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CRM REGISTER



- Ensure the register/call logging is easily accessible to customers.
- The CRM policy must be developed
- There should be a complaints handling procedure in place.
- The details must be correctly recorded.
- Responses to be issued in a timely manner.
- Follow up after resolution to determine customer satisfaction and feedback.
- Monitoring system and review of procedures & CRM Policy

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CLASSIFICATION



Important to determine the differences:

- Complaints – Must be handled within the service level agreement
- Queries – As above and ensure clear and to the point resolution
- Disputes – Must be specific and responded to within the specified period in line with the Policy
- Compliments – Always acknowledge and share with the team.



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Reporting



- Manage weekly/monthly reports
- Determine the trend and raise with the impacted sections
- Determine the area trend and resolve in terms of service delivery and budget allocations
- Trend analysis will also assist in terms staff training
- Consequence management

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