

The logo for Octagon Africa features the word "octagon" in a white, lowercase, sans-serif font. The letter "o" is replaced by a stylized orange graphic consisting of two curved segments that form a partial circle. To the right of "octagon", the word "AFRICA" is written in a smaller, white, uppercase, sans-serif font.

octagon
AFRICA

Brand, Marketing and Customer Service Department

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Brand and Marketing



Definition of Branding

- A marketing practise in which a company creates a name, symbol or design that is easily identifiable as belonging to the company
- Branding makes a memorable impression on consumers but allows your customers and clients to know what to expect from your company
- It is a way of distinguishing ourselves from the competitors and clarify what it is we offer that makes us the better choice

Definition of Marketing

- Is the action/activity/process of promoting, selling, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large

Definition of Business Development

- The activity of pursuing strategic opportunities by cultivating partnerships or identifying new markets for our products and services

Role of Brand and Marketing

- Increase reach and impact of Octagon Africa profile both online and print
- Brand integrity and increased awareness

Importance of Brand and Marketing to Octagon Africa

- Brand positioning which is one of our key strategic pillars where our key goal is to:
 - Maximize our digital platforms to enhance brand perception
 - Have continuous brand building – as an on –going process
 - Deliver positive impact to society through communication and CSR strategies
- **Recognition**
 - Our professional logo is memorable and powerful. It makes a lasting first impression
- **Increase Business Value**
 - Firmly established in the market place hence have more leverage in the industry

- **Generates new customers**

- Positive impression and familiarity drums up support for the company through word of mouth recommendations

- **Employee pride and satisfaction**

- The first point of branding for the company is its people

- **Trust within the marketplace**

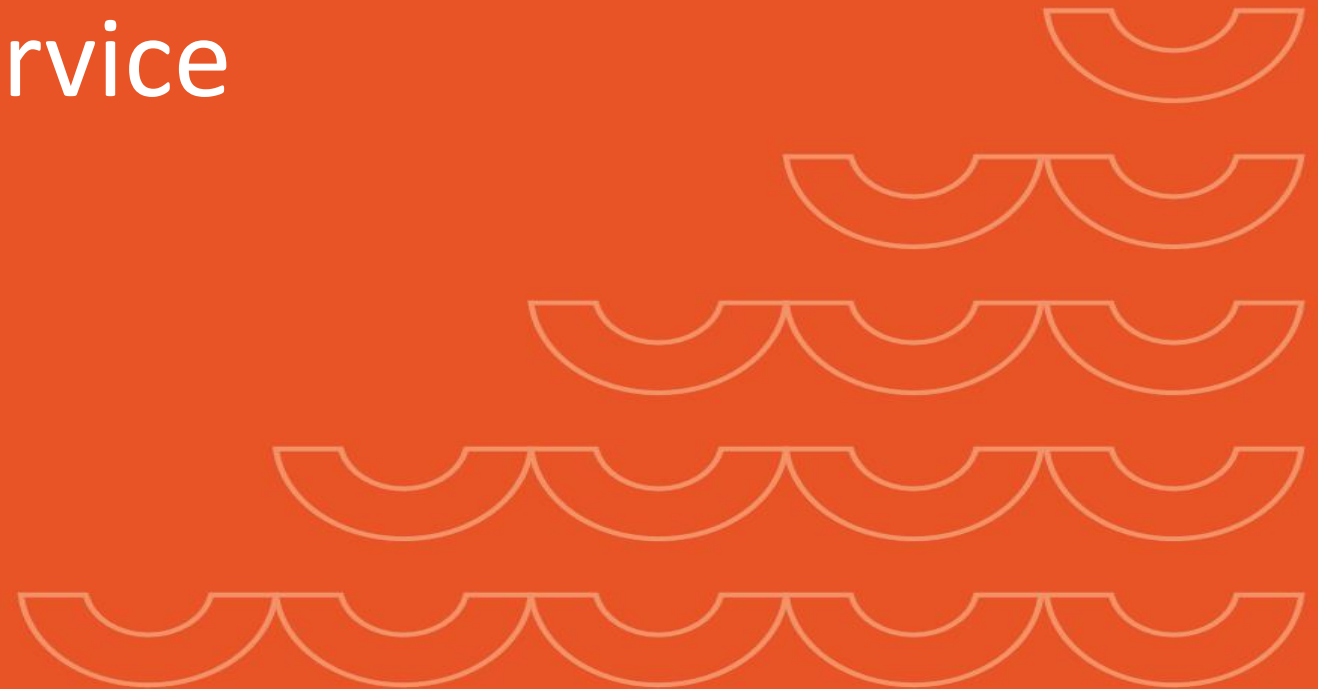
- Build trust with consumers, potential clients and customers hence likely to do business with us

- **Support Advertising**

- Advertising strategies will directly reflect the brand and desired portrayal

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Customer Service



Definition

- Is the assistance and advise provided by a company to customers who buy or use their products or services
- It is an important / essential part of delivering customer satisfaction at every single 'touch –point' – website/phone/email/in-person
- Good customer service typically means providing timely, attentive, upbeat service to a customer and making sure their needs are met in a manner that reflects positively on the company or business
- Customer Intimacy is one of the key strategic pillars at Octagon Africa and hence this means at every level of interaction, one should ask:
 - Am I exceeding expectations?
 - Do our customers feel connected to Octagon?
 - Do our customers trust Octagon?
 - Do I always deliver as promised?
- Everyone is responsible for customer service

Key to Delivering Good Customer Service

- Respond rapidly
- Keep records of the interaction
- Acknowledge and fix mistakes as quickly as possible
- Go the extra mile

Steps to Handle Customer Complaints

- Listen
- Empathize and Apologize where appropriate
- Offer and Execute solution
- Follow up and Thank customer for the business

Dealing with a Difficult Customer

- Listen
- Build rapport through empathy
- Lower your voice
- Know when to give in
- Never get angry / upset
- Never take it personally
- Remember you are dealing with a human being (everyone has bad days)
- If you promise to call back – call back

Essential Skills for good Customer Service

- Listening
- Communication
- Patience
- Empathy
- Resilience
- Persuasion

Brand, Marketing and Customer Service



Department Structure

