



**EXCELLENT SERVICE  
STARTS WITH ME**

## **SUMMARY OF THE SERVICE EXCELLENCE-WELCOME CAMPAIGN**

**Collaboration between the Service Excellence national campaign  
and the Welcome campaign**



**tourism**

Department:  
Tourism  
**REPUBLIC OF SOUTH AFRICA**



**TSEI**

Tourism Service  
Excellence Initiative

## BACKGROUND

The White Paper on Development and Promotion of Tourism in South Africa in 1996 stated that poor service was a concern and this policy statement was verified by Skills Audit (2007) and Human Resources Development Strategy for the Tourism Sector (2008). Some of the roles of national government as prescribed by the White Paper are to establish a safe and stable political and economic environment for tourism to flourish and to facilitate the development of a tourism culture in South Africa and a supply of skilled manpower for the industry.

The Skills Audit done in 2008 indicated that most of the skills gaps identified in the 1990s have not been adequately addressed as they are still the same ones that are typically raised today, despite the number of various institutional structures established. One of the critical skills mentioned was the broad-spectrum (full range) of Customer/ Guest Relations Skills – across ALL occupational categories.

In 2010, Service Excellence Strategy was developed to address the issue of inconsistent service levels in the tourism value chain. The strategy has five pillars namely:

- Research and Information
- Upskilling of service delivery
- Public Awareness
- Service Norms and Standards
- Consumer Feedback System

The vision of the National Tourism Service Excellence strategy is to build a service excellence culture in the tourism sector and value chain. The long-term goal is to establish South Africa as a globally competitive service economy and the world destination of choice in terms of providing excellent customer service.

**Public awareness is one of the important pillars of the service excellence strategy. The key objective of the public awareness pillar is to educate consumers on minimum world class**

standards and motivate South Africans to provide outstanding service. Another objective is to create a culture of customer service in the industry and eventually the country.

## PURPOSE (PROBLEM STATEMENT)

The biggest problem as outlined in the Current Customer Service Delivery in South Africa (2009) is that the current state of customer service delivery within the country is inconsistent with extremes of poor to excellence service being provided.

## ENVIRONMENTAL SCAN

The National Tourism Service Excellence strategy also states that South Africa does not have an integrated approach to service excellence instead there is a myriad of initiatives. In an attempt to ensure alignment and integration of the different initiatives, Service Excellence directorate conducted an environmental scan and the following initiatives were identified as possible partnerships:

- Play your Part – Brand South Africa
- South Africa at Heart – Department of Arts and Culture
- Welcome campaign – South Africa Tourism

*Catalysts to creating a better South Africa*



Brand South Africa launched a campaign that inspires, empowers and recognises individuals/entities that drive positive change. This is to drive the outcomes of changing perceptions and increasing pride and patriotism amongst South Africans



DAC launched a campaign to solicit the values that define South Africans. What values are most dear to people? UBUNTU is one of the dominating values that people most identified with.



To showcase South Africa as a friendly, welcoming, memorable travel experience that is focused on providing world class service to all its customers.

On further inspection through meetings and communication with the identified stakeholders, the Welcome campaign proved to have more similarities and objective as Service Excellence, therefore they became our natural partners.

#### **SHORT-TERM GOAL OF SERVICE EXCELLENCE STRATEGY:**

To provide a pleasant and unforgettable service experience to South Africa's visitors, and to all other customers in the tourism value chain.

#### **WELCOME CAMPAIGN OVER ARCHING OBJECTIVE:**

To showcase South Africa as a friendly, welcoming, memorable travel experience that is focused on providing world class service to all its customers.

#### **TARGET MARKET**

- TOURISM TRADE IN SOUTH AFRICA
  - To educate trade (tourism value chain) that service excellence matters and to inspire a warm welcome thus developing a service-orientated culture.
- ORDINARY SOUTH AFRICANS
  - To turn South African into ambassadors for our country and great hosts.
- GLOBAL, AFRICAN AND DOMESTIC TOURISTS
  - To change perceptions of SA as an unwelcoming and unfriendly nation.

- INTERNATIONAL THOUGHT LEADERS AND INFLUENCERS
  - Demonstrating how welcoming South Africans are.

#### KEY MESSAGES:

SAT – Welcome to our family

NDT – Excellent Service starts with ME

#### PROJECT DESCRIPTION

The national campaign will be implemented in three phases, namely:

**Phase 1:** Launch of national campaign

**Phase 2:** Media campaign

**Phase 3:** Implementation of the national campaign and public awareness initiatives.

#### *Goal of the National Service Excellence campaign*

The goal of the national campaign is to create awareness around the National Tourism Service Excellence Requirements and the strategy.

#### *Phase 1 - Launch of National Campaign:*

The objectives of the Service Excellence national campaign are:

- To launch the National Tourism Service Excellence Requirements (norms and standards),
- Communicating the approved National Tourism Service Excellence strategy, and
- Introducing the collaboration between Service Excellence and Welcome campaign.
- Introducing other partnerships such as Brand South Africa.

#### Roll out of the Launch on the National Campaign:

## Deliverables:

- Develop the toolkit and content thereof
  - Service Excellence to include the following in the toolkit:
    - National Tourism Service Excellence Strategy
    - National Tourism Service Excellence Requirements (SANS 1197)
    - Guidebook on applying SANS 1197
    - Guidelines on utilising the web-based self-assessment tool
    - Customer Service Levels in South Africa Research report
- Develop a joint messaging document
- Service Excellence to be incorporate into the Welcome campaign website
- Incorporate the Service Excellence theme in the current welcome logo
- Develop Audio visual (AV) showcasing what a warm and friendly welcome is, the importance of service excellence and how to achieve that as an organization
- Both themes to be included on all creative and marketing material
- Develop AV showcasing what a warm and friendly welcome is, the importance of service excellence and how to achieve that as an organisation.
- Identify an item that can be used as a promotional collateral for service excellence and welcome campaign such as the “ molo beads”



- Develop a joint PR plans

## LAUNCH OF THE NATIONAL CAMPAIGN

The National Tourism Service Excellence Requirements will be launched in 2012. The launch will be a brunch with the Deputy Minister addressing the tourism captains, stakeholders and media on the National Tourism Service Excellence Requirements.

The National Department of Tourism will host the Service Excellence Launch for 100 delegates at Westcliff Hotel in Johannesburg, Gauteng Province.

A spokesperson from the National Department of Tourism will be the programme director and representatives from the following organisations will be considered as speakers during the event:

- Departmental Representative - *Welcome Address*
- Industry representative - *Endorsement & Practical Interventions on Service Excellence Initiatives*
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- Introduction of the campaign – *South African Tourism (SAT)*
- Deputy Minister of Tourism – *Keynote Address & the launch of Tourism Service Excellence Requirement*

### *Phase 2: Media Campaign*

The objectives of the media campaign will be:

- To create publicity on the importance of Service Excellence and the welcome campaign
- To disseminate information on the Service Excellence programme, strategy and welcome campaign
- To create an opportunity for the Department's principals to engage the tourism stakeholders and general public on the National Tourism Service Excellence Requirements and related issues.

### **ACTIVATION AT INDABA**

- Interactive exhibition stand showcasing Service Excellence and Welcome campaign
- Workshop on Service Excellence at Indaba

#### **JOINT PUBLIC RELATIONS PLANS**

- Joint press releases and messaging will be developed and distributed, amongst other PR related activities.

#### **MEDIA CAMPAIGN**

- The Service Excellence directorate will work closely with the Communications directorate and other relevant stakeholders to ensure that the communications plan for the event and post the event is developed.
- The communications plan will focus on event-specific publicity and an annual media plan to promote the programme and the campaign:
  - Placement of advertisement on the following media types
    - Print - quarter page strip advert on most dailies and community newspapers
    - Radio - DJ announcements and interviews on most national and community radio stations
    - Internet – banner adverts on NDT's website and other related websites
    - Social networks

#### ***Phase 3: Implementation of the Public Awareness Initiatives***

The objectives of the Public Awareness Initiatives will be:

- To communicate the world-class service standards that organisations should strive to achieve;
- To encourage organizations in the industry and value chain to create customer service culture within their organizations;
- To encourage attitude and perception change of employees, employers and general public on customer service.



