

Alexander Forbes Insurance (AFI) using Tshwane Metro bills in marketing

AFI has its product brochure inserted in the same envelope as the City of Tshwane Metro bills

Thousands of residents/ratepayers are fed up with the City of Tshwane's billing problems and its employees lack of customer care skills yet Alexander Forbes Insurance, most likely for a fee, associates itself with this municipality to market its products. Surely the negativity people harbour towards the Council will be extended towards Alexander Forbes Insurance ... unless there's some over-riding marketing reason that the Metro bills are chosen as a marketing vehicle. What do others think?

Forum created by **Tony Peters**

For more, visit: <https://www.bizcommunity.com>