

## SA Service Awards honour Spark ATM Systems

The 2012 South African Service Awards has acknowledged Spark ATM Systems with its win for customer service in the Financial Services: ATM Deployer category at a ceremony held in Johannesburg recently. The awards recognise companies for their excellent customer service, determined using ratings from entrants' clients, ensuring an objective result.



In its third year running, the awards comprised of seven different categories and included big South African brands such as MTN, Nedbank, Absa and Vodacom, among many others. With over 200 000 votes received for this year alone, the awards have become the largest consumer-driven customer service awards in Africa.

Russel Berman, sales director at Spark ATM Systems says the importance of delivering good customer service is vital to the success of any business. "Since the establishment of the company in 2005, we have placed great emphasis on ensuring that our most important stakeholders, our clients, receive the best service at all times. This is achieved through the provision of fast turnaround times; access to our call centre 24x7; flexible pricing structures; regular service visits and friendly, reliable technicians."

The recent establishment of the Consumer Goods and Services Ombudsman, in addition to the already functioning National Consumer Commission, indicate that South Africa is beginning to recognise the importance of providing good customer service in an increasingly competitive market. "Businesses which fail to provide good customer services will face possible repercussions from these bodies - not to mention a likely loss in customers - and simply cannot afford to ignore satisfaction levels regarding customer interaction anymore."

He says given tough economic conditions, where customers are cutting back whenever possible, now more than ever, businesses need to establish a long-term relationship with their clients and foster loyalty through good customer service. "This is key to ensuring business sustainability."

The company regularly surveys its clients in order to ensure the company maintains a high level of customer service. Results from the most recent survey revealed that 92% of its clients were 'extremely satisfied' with the level of service provided by its ATM contact centre, while 95% of its clients would recommend the company to friends and family.

He adds that by taking the initiative to rate service levels among customers, the company is able to maintain excellent levels of service. "Not only do the surveys show clients how seriously we take their satisfaction levels, we are also able to identify problem areas as they arise and develop appropriate solutions before they negatively impact the relationship.

"We are thrilled to receive recognition for our hard work and determination and will continue to seek out new ways and means to uphold this level of excellence," he concludes.

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