

CIMG

WORKING FOR GHANA

40th

ANNIVERSARY

**CIMG ANNUAL
NATIONAL MARKETING
PERFORMANCE
AWARDS**

**THEME:
REPOSITIONING
GHANA TO LEVERAGE
AfCFTA FOR ECONOMIC
DEVELOPMENT**

**Saturday,
November 06, 2021**

📍 LABADI BEACH HOTEL | 🕒 7:00PM

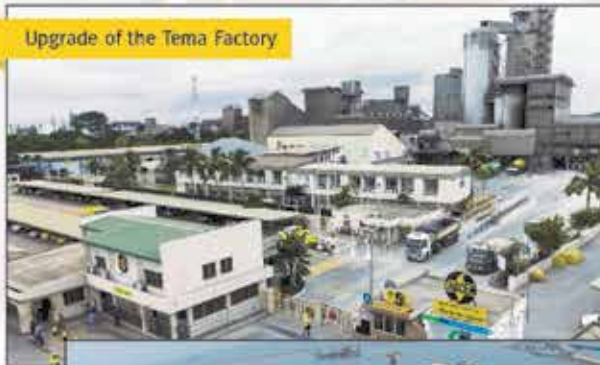
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Marketing Ghana

  cimggh

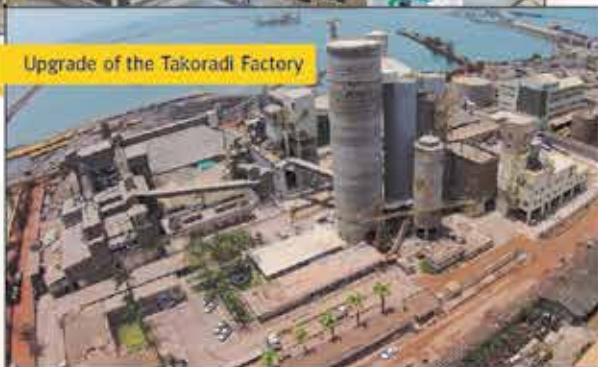
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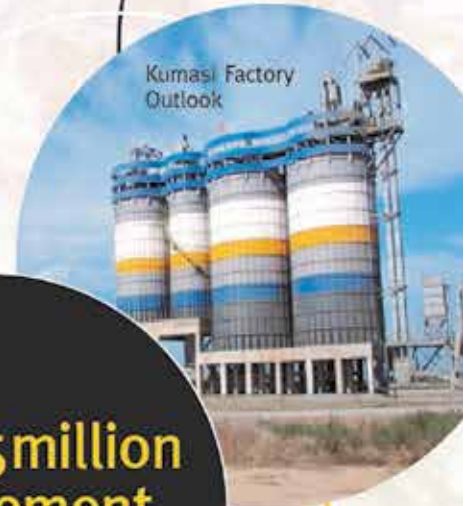


Upgrade of the Takoradi Factory

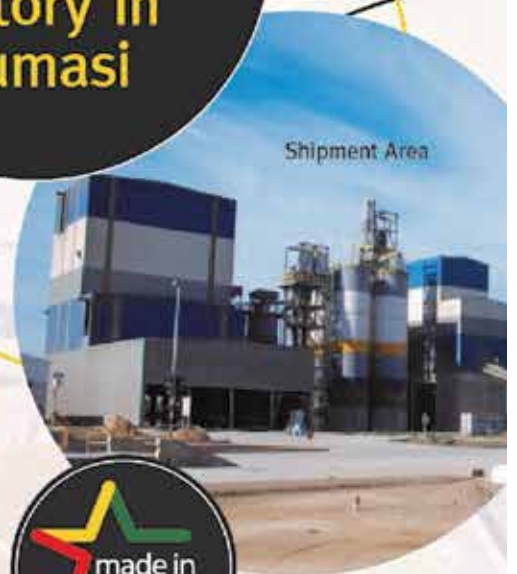


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Chartered Institute of Marketing, Ghana (CIMG)

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CIMG NATIONAL PRESIDENT'S WELCOME MESSAGE

Dr. Daniel Kasser Tee

Distinguished Members of the Chartered Institute of Marketing, Ghana, Captains of industry present Valued stakeholders, here present and those joining virtually,

Ladies and Gentlemen

Good evening and welcome to the 32nd Annual National Marketing Performance Awards, being observed, once again, differently, due to the fact that the COVID-19 pandemic is still here with us. We thank you exceedingly for abiding by all the COVID-19 protocols put in place by the leadership of the institute and the event organisers.

As a good corporate citizen, the CIMG owes it as an obligation to ensure that the lives of its members and patrons of the CIMG awards are not put in harm's way, hence our insistence on not exceeding the 25% quota set by His Excellency the President of the Republic for indoor events. That is why we are repeating last year's numbers of about 250, instead of the over 1,000, for previous awards held before the onset of the pandemic. We do this in the hope that better times will soon come for us to continue enjoying Ghana's longest standing and the most prestigious awards, the CIMG Annual National Marketing Performance

Awards. This hope emanates from the fact that Ghana continues to make efforts aimed at getting its adult population vaccinated and, at the same time, planning to manufacture COVID-19 vaccines locally. We accordingly appeal to businesses to consider channelling some support to the few Pharmaceutical Companies that will start such ventures in Ghana.

You will notice, Ladies and Gentlemen, that we are tonight recognising high performers from the maiden CIMG-CSI, which was organised for the banking industry of Ghana. As we have already made known to the public, customer satisfaction surveys will feature prominently on the annual agenda of CIMG for which a report will be published annually. For each report, 5-Star performers will be listed in that year's awards brochure and those who meet the CIMG standard threshold will be accordingly recognised at the Annual National Marketing Performance Awards, as we are doing tonight.

I wish to thank all individuals and businesses who have supported us throughout the year, and particularly for the planning and execution of this year's awards. This is notwithstanding the slowdown in business, adversely affecting some industries. Your support and participation in the processes are mainly responsible for bringing us to this point where we are ready tonight to recognise deserving winners.

I therefore seize this opportune moment to congratulate all winners as well as the good people gathered here and those following us online for agreeing to patronise this year's event.

To our winners tonight, it is an indication that you have demonstrated exceptional performance in your business areas here in Ghana. Considering the fact that Ghana has a very small market size, compared to some other giants across the continent, there is a compelling case for us to consider cross border trade as an incentive to increasing our production capacities in order to bring down per unit cost of production, and riding on the back of the AfCFTA to reach larger markets. This also goes for all other businesses operating here in Ghana, be they the producers of physical goods or providers of services. It is for this reason that the CIMG found it expedient and opportune in settling for the Theme for this year's awards, Repositioning Ghana to Leverage AfCFTA for Economic Development.

Fortunately, there are many Professionally qualified Marketers in Ghana with the skills and knowhow of international marketing, who can help us achieve this quite easily. Let us engage their services to help grow our businesses beyond the borders of Ghana.

To my colleague Marketers, I say to you that this is the time to make our services

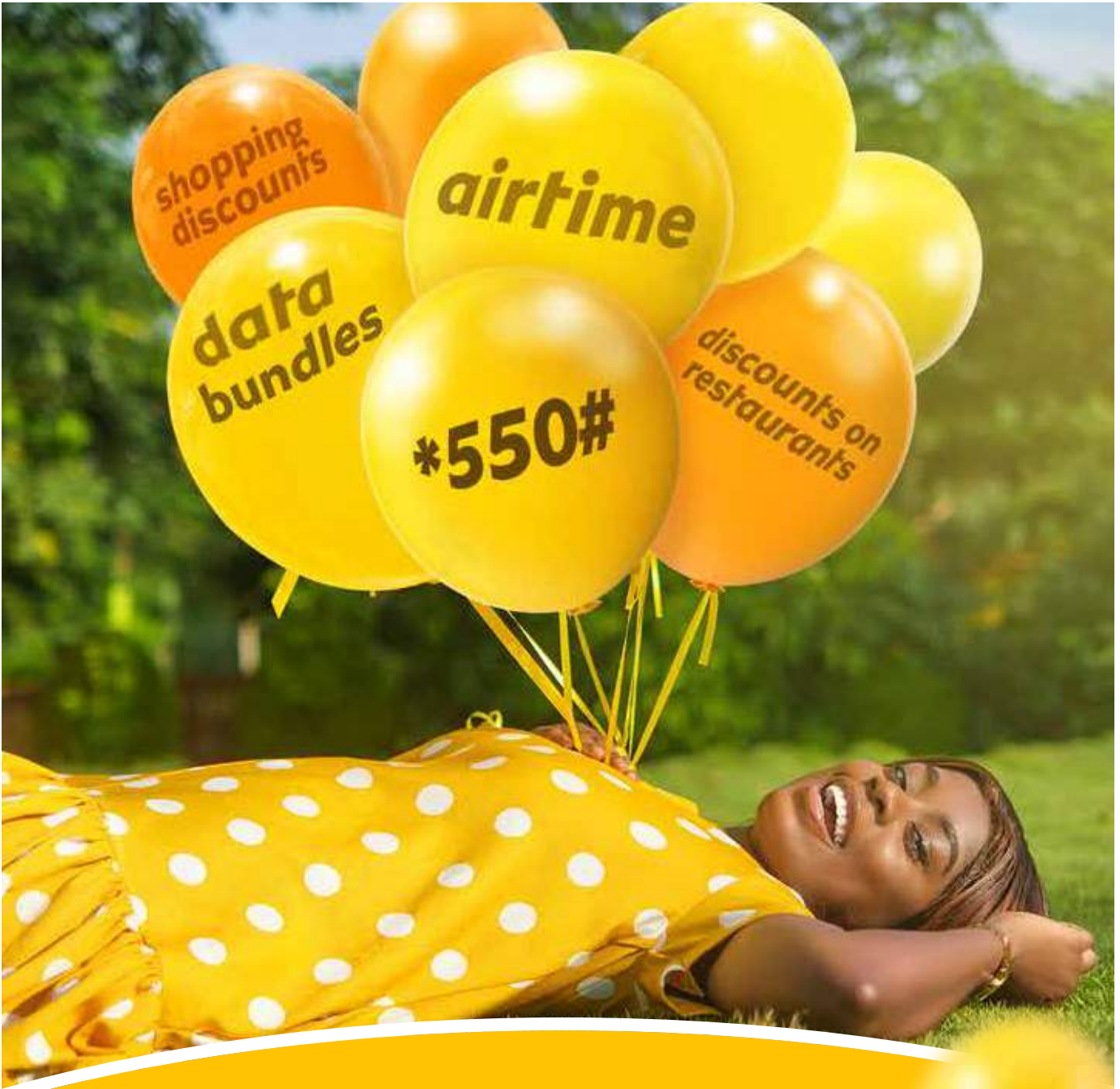
available to Ghanaian businesses. We could not have had a more opportune time than this.

On behalf of the Governing Council and the entire membership of the CIMG, it is my honour to welcome you all to the 32nd CIMG Annual National Marketing Performance Awards and to thank everyone who, in one way or the other, has contributed to the success of this awards programme.

To all award winners, I extend my warmest congratulations to you.

Please enjoy the evening





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FRATERNAL MESSAGE FROM THE SPECIAL GUEST OF HONOUR

MARY CHINERY-HESSE



On the occasion of the 32ND CIMG National Marketing Performance Awards, I take this opportunity to thank the entire Chartered Institute of Marketing, Ghana, for invitation to be the special guest of honour at this event. I am pleased to bring you warm greetings from the University of Ghana, Legon.

For decades now, you have immensely contributed to developing top-notch marketing professionals in Ghana, earning a reputation as a first-class marketing institute. This award ceremony is evident of your amazing efforts at a fleckless practice of marketing. This year's event is themed: "REPOSITIONING GHANA TO LEVERAGE AfCFTA FOR ECONOMIC DEVELOPMENT"

There is no better moment to have such a conversation, especially at a time when the coronavirus pandemic has propelled everyone to embrace digitalisation. AfCFTA is an important milestone for the continent, particularly when the late Osagyefo Dr Kwame Nkrumah tried to unite Africa in the past. Two key elements that can drive this repositioning agenda reside in two highly connected areas in business these days, customer service and digital marketing. We can only succeed if we execute data-driven plans, and as marketing practitioners CIMG provides you with all the needed support.

In October this year, we celebrated customer service week emphasising the power of service, honouring all customer-interfacing employees and customers. Customer service is a significant component of the message your brand makes to its customers. It begins and ends when customers interact

with your brand either for enquiries, purchases or after-sales services. Every message you churn out will be tested within the customer service department of your organisation. To compete efficiently, you must also invest in a functioning customer service support to appeal and keep customers, as it can affect your organisation's bottom line.

When digitisation gradually became embedded in our daily lives, the face of business operations experienced a gradual paradigm shift as well. People have now become accustomed to handling digital devices and taking advantage of the internet for their transactions. Indeed, Ghana as a country is already advocating for cashless systems. Social media has become an integral component of digital marketing and campaign strategies among others. It has become incumbent on you, as professional marketers, to also adapt to this new trend to reposition Ghana. From social media, e-commerce, e-mail marketing, content marketing, influencer marketing to search engine optimization (SEO), search engine marketing (SEM) and display advertising, there a plethora of ideas that can be applied as single strategies or a combination to elicit the desired outcomes, we so seek.

In all, I commend the Chartered Institute of Marketing, Ghana, for establishing and overseeing the best learning environment to develop top-notch Marketers in the country. I wish you all the very best as you take on this challenge to Reposition Mother Ghana and I trust that you will rise to overcome the challenge.



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CIMG AWARDS 2021

PROGRAMME OUTLINE

6:00 pm

Arrival of Dignitaries

6:00 pm – 7.00pm

Cocktails and Networking

Opening Prayer

Introductory Remarks and Introduction of Dignitaries

Dinner and Dance

Welcome Address by Dr. Daniel Kasser Tee, (National President, CIMG)

Music and Dance

Speech by Special Guest of Honour

Presentation of Awards Part I

Presentation of Awards Part II

Presentation of Awards Part III

Music and Dance

Presentation of Awards IV

Response on behalf of award winners

Closing and group picture of all award winners





Vision Statement

To be the voice of marketing practice in Ghana



Mission Statement

The Chartered Institute of Marketing, Ghana (CIMG), seeks to lead in the development of world-class marketing professionals and practitioners for effective marketing practice in Ghana.



Functions of the Institute

To achieve the objects under section 2, the Institute shall:

- a. provide training and conduct examinations in accordance with international best practice to improve the skills and competencies of all those working in and aspiring to work in marketing;
- b. set the agenda for the practice of marketing;
- c. promote the role and value of marketing as a critical tool for business development;
- d. support Government in the development of policy and regulation of marketing activities;
- e. advocate responsible and ethical marketing practice for marketers and businesses in general;
- f. conduct innovative marketing research;
- g. conduct and provide for the conduct of qualifying examinations for membership;
- h. award professional certificates;
- i. develop best practice and thought leadership programmes;
- j. promote marketing as a leading career path and employment choice for future generations; and
- k. perform any other function that is ancillary to the objects of the Institute.



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PATRON'S MESSAGE

REPOSITIONING GHANA TO LEVERAGE AfCFTA FOR ECONOMIC DEVELOPMENT



The founders of the Chartered Institute of Marketing Ghana deserve to be congratulated for their vision and foresight, as we celebrate the 40th Anniversary of the birth of the Institute. From a humble beginning as an association of marketing practitioners in Ghana, the Institute has now been recognized as a professional body worthy of awarding certificates for aspiring marketing practitioners. This will help to build a corps of skilled marketing practitioners in Ghana, needed for the country to take full advantage of the establishment of the African Continental Free Trade Area (AfCFTA) with a total population of over 1.3 billion people. However, for Ghana to fully benefit from this expanded market, we need to reposition Ghana from its current economic and social state by providing more educated workforce with emphasis on technical training, entrepreneurial and business management skills including marketing and basic accounting. Ghana should move away from being mainly producers and exporters of raw materials but to become value added economy.

The Chartered Institute of Marketing should continue to play a key role in developing the skills of business operators in Ghana to adopt professional marketing approach in all their operations, given the diversity of the habits and attitudes of consumers in the expanded market. The government, on the other hand must continue to give priority attention

to the provision of infrastructure such as roads, railways, electricity and water supply systems particularly in the rural areas, to facilitate free and cost effective movement of goods and services to and from the rural areas to the urban centers. Our educational system should be re - orientated to create a workforce of skilled manpower aimed at agricultural modernization and technical skills for manufacturing industries. The legendary Ghanaian hospitality and political stability must be fully exploited to attract foreign investors and tourists.

I have no doubt that the Chartered Institute of Marketing Ghana with 40 years of experience in promoting marketing practice in Ghana, will continue to improve the competence and capability of Ghanaians to take full advantage of the potential huge market that AfCFTA will bring to bear. Additionally, good institutions and investment in human capital will be an absolute necessity.

Again, my congratulations to the Institute on your 40th Anniversary.

WILSON ATTA KROFAH
PATRON

AWARDS PLANNING COMMITTEE MEMBERS

1. AGNES EMEFA ESSAH (MRS)
CHAIRMAN

2. MR NOEL KOJO-GANSON
MEMBER

3. MR NATHANIEL PALM
MEMBER

4. MR ELI KPODO
MEMBER

5. BERTHA DE GRAFT-JOHNSON (MRS)
MEMBER

6. DORIS ADABASU KUWORNU (MS)
MEMBER

7. DR ANNIE BABAH-ALARGI (MRS)
MEMBER

8. MR CHRIS ASEMPA
MEMBER

9. MR AARON FENU
MEMBER

10. JOANNA ASANTE (MS)
MEMBER



ANNUAL NATIONAL MARKETING PERFORMANCE AWARDS:

In line with our mission to deepen the interest of the marketing profession and that of its members, and to ensure that the Institute impacts positively in the performance of its legitimate role in society, the economy of Ghana and the world at large, the Chartered Institute of Marketing, Ghana (CIMG) initiated an award scheme, which has been in existence for the past 31 years with great success.

The objectives of the Awards are:

- To create awareness for the Marketing Concept and its importance for the success of businesses.
- To promote high professional standards and to encourage excellence among marketing practitioners.
- To stimulate healthy competition among organizations
- To ensure an improved quality of products and services being offered by businesses.

It is instructive to know that some individuals and organisations, who have won the CIMG awards, have moved on further to win some international awards. It is now emerging that there is an encouraging level of competition among organizations and industry because of the healthy competition the awards have generated.

Organisations are now adopting creative and innovative marketing strategies in their activities (i.e., the financial, manufacturing, and electronic media industry,) to improve on their performances.

The CIMG ultimately aims at seeing organisations (both private and public) embrace the marketing Concept and be Marketing oriented in their operations. The Annual National Marketing Performance Awards has indeed played a catalytic role in shaping the future of businesses.

Marketing has a major role to play in the development of the country and the competitive nature of global business, hence, the necessity for the continuous awareness creation programmes.

With a marketing driven economy, players in the Ghanaian economy will be expected to rely on modern marketing practices in the realisation of their business successes. The awards, therefore, create an avenue for individuals, organisations, etc. to strive for excellence, thereby, improving their operations.



THE AWARDS CATEGORIES

The Awards cover 6 major competitive areas:

- Hall of Fame,
- Personalities,
- Media/ Marketing Communications
- Business organisations,
- Products, and
- Not-for-Profit organisations

There is a non-competitive category. The CIMG President's Special awards which are given to a noticeable female and male achiever in any endeavour of life that contributes to national progress.

1. CIMG Hall of Fame

Companies that have won awards in a category for three (3) consecutive times are inducted into the CIMG Hall of Fame on the fourth win. Companies that have successfully retained their Hall of Fame status for ten (10) consecutive times, will be inducted into the Elite Hall of Fame category on the 11th win. This year, we have ten (10) organisations that will have to justify their continuous stay in the CIMG Hall of Fame.

2. Personalities

Great marketing does not come without hard work and dedication, and we realised that individuals could shine when creating and running their businesses. It is important to recognise and award these personalities for their good works. For this, we have four personality awards:

- I. Marketing Man of the Year
- II. Marketing Woman of the Year
- III. Marketing Practitioner of the Year (Practising Marketer)
- IV. Marketing Student of the Year (Student Marketer or Recently Qualified)

3. Media/ Marketing Communications

There are 5 awards in the Media/Marketing Communications Categories:

- I. Above the Line Campaign of the Year (Outdoor, TV/ Radio Adverts)
- II. Below the Line Campaign of the Year (Brand Activation, Sales Promotion, Direct Marketing, etc.)

- III. New Media Campaign of the Year (Facebook, Twitter, LinkedIn, Instagram, etc.)
- IV. TV Programme of the Year
- V. Radio Programme of the Year

4. Business

- I. Marketing-Oriented Insurance Company of the Year – General
- II. Marketing-Oriented Insurance Company of the Year – Life
- III. Marketing-Oriented Hospitality Facility of the Year (Hotels)
- IV. Marketing-Oriented Hospitality Facility of the Year, (Allied & Support Services)
- V. Marketing-Oriented Manufacturing Company of the Year
- VI. Marketing-Oriented Petroleum Company of the Year
- VII. Marketing-Oriented Media Organisation of the Year
- VIII. Marketing-Oriented Motor Firm of the Year
- IX. Marketing-Oriented Bank of the Year
- X. Marketing-Oriented Rural Bank of the Year
- XI. Marketing-Oriented Finance House of the Year
- XII. Marketing-Oriented Savings and Loans Company of the Year
- XIII. Marketing-Oriented Micro-Finance Company of the Year
- XIV. Marketing-Oriented Agro-Based Company of the Year
- XV. Marketing-Oriented Indigenous Catering Facility of the Year
- XVI. Marketing-Oriented Internet Service Provider of the Year
- XVII. Marketing-Oriented Telecommunications Company of the Year
- XVIII. Marketing-Oriented Telecommunications Company of the Year (Allied and Support Services)
- XIX. Marketing-Oriented Airline of the Year (International)

- XX. Marketing-Oriented Airline of the Year (Domestic)
- XXI. Marketing-Oriented E-Commerce Organisation of the Year
- XXII. Marketing-Oriented Emerging Digital Media Organisation of the Year
- XXIII. Marketing-Oriented Retail Outlet of the Year
- XXIV. Marketing-Oriented Real Estate Company of the Year
- XXV. Marketing-Oriented Private Health Facility of the Year
- XXVI. Marketing-Oriented Postal and Courier Services Company of the Year (Domestic)
- XXVII. Marketing-Oriented Postal and Courier Services Company of the Year (International)
- XXVIII. Marketing-Oriented Corporate Pension Trust of the Year
- XXIX. Over-all Marketing-Oriented Company of the Year

5. Product

- Product of the Year - Services
- Product of the Year - Manufacturing
- Emerging Brand of the Year

6. Not-for-Profit Organisation

History of Awards Categories

All of the categories have seen constant monitoring, reviews and amendments. There used to be Industrial Company of the Year, but this has been changed to Manufacturing Company of the Year, while Supermarket of the Year has also been changed to Retail Outlet of the Year. In the 2007 edition, two additions were made. These were Not-for-Profit Making Organisation and Emerging Brand.

In 2010, Marketing Practitioner category was added. At the same time the Insurance and the ICT categories were split into General and Life insurance and Telecoms and ISPs respectively.

In 2013 the following awards were added: Airline of the Year (Domestic, Non-Bank Financial Institution, Hospitality Facility of the Year (Allied and Support Services) and Rural Bank of the Year.

In 2016, E-Commerce Organisation and Emerging Digital Media Organisation were also added to reflect the changing marketing environment. The Telecom Company of the Year (Allied and Support Services) was also added to cater for that sector which has become relevant to the telecom industry.

In line with the same principle, award nominees were

made to access and answer their questionnaire online. The panel members equally accessed and evaluated the entries online. This innovation has now become part of the selection process.

Characteristically, in keeping pace with changing demands in 2017, the Non-Bank Financial Institution award was split into Finance Company of the Year, Savings and Loans Company of the Year and Microfinance Company of the Year.

And in 2019, five (5) awards categories were added, and these are:

- Real Estate Company of the Year
- Private Health Facility of the Year
- Postal and Courier Services Company of the Year (Domestic)
- Postal and Courier Services Company of the Year (International)
- Corporate Pension Trust Company of the Year

Similarly, we made changes in the Integrated Marketing Communications sector to reflect changes in that sector. We now have Above-the-Line, Below-the-Line and New Media replacing Outdoor, TV/Radio Adverts and Brand Activation awards.

This year, CIMG is not awarding three categories, as listed below, because they failed to meet the criterion of attaining more than 50% after the assessment:

- Marketing-Oriented Real Estate Company of the Year
- Marketing-Oriented E-Commerce Organisation of the Year
- Marketing-Oriented Airline of the Year (International)
- Marketing-Oriented Airline of the Year (Domestic)
- Marketing-Oriented Retail Outlet of the Year
- Marketing-Oriented Telecommunications Company of the Year (Allied and Support Services)
- Marketing-Oriented Finance House of the Year
- Marketing-Oriented Postal and Courier Services Company of the Year (International)

We also requested the Hall of Fame category to answer questionnaires like the other awards contestants in addition to filling the corporate diary for determination of an organisation's stay in the Hall of Fame. Thus, an organisation's continuous stay and membership of the Hall of Fame is subject to securing a minimum score of fifty percent (50%) after the independent evaluators have assessed their entry.



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THE SELECTION PROCESS

The Governing Council of the CIMG, in collaboration with stakeholders such as AGI, GNCCI, MOTI, National Insurance Commission, Ghana Association of Bankers, Research Institution(s), etc., play an active role to enhance the selection process.

The process involves an elaborate procedure as follows:

Nominations are invited from the public through advertisement in the dailies. The nominees are verified, and the companies or personalities are served with questionnaires that are designed to elicit information from the nominee, according to set criteria based on various groupings like Personality, Business, Media/Marketing Communications, etc.

- Panels were formed for each of the award groupings to assess the responses and score them online.

Membership of the panels cuts across corporate Ghana, but deliberate effort was made to constitute the various panels with those who are knowledgeable in the task or groupings they belong to.

However, the groupings were formed based on 60 per cent technical persons and 40 per cent non-technical persons but competent to work on the submissions. Depending on the category, we had persons drawn from ICAG, CIB, AGI, AAG, GIBA, Disability Society, MUSIGA, Insurance Brokers, Parliamentary Service Board, etc.

- The findings (scores) of the panelists were collated by the research organisations that worked with the CIMG. (This year, the Nielsen Group and Media Monitoring Services worked with the CIMG)
- In order that the results were marketing oriented, weighting was applied to the scored criteria with areas like CSR, Innovation, consumer insight and visibility having higher weighting scores.
- After applying the weight, the research organisation declared the final scores to the Governing Council which deliberated on it and confirmed the final placement for each category.

The collated results are subjected to a pre-determined weighting and the results are, at this stage, used to rank and shortlist the nominees to three (3). These results are then submitted to an eighteen (18) member CIMG Governing Council that critically examine the procedures used in assessment to make sure that the winners are selected according to set criteria and professional marketing principles and standards.

The decision of the Governing Council becomes the final result for awarding the winners.

Council selects award winners based on careful analysis of available background information.



KEY CRITERIA FOR SELECTION

- Marketing Innovation
- Technological Innovation
- Level of Sophistication
- Geographical Coverage
- Outstanding Contributions to National Development
- Public Image
- Market Place Success
- Societal Impact
- Market Share
- Market Growth
- Sales growth and market coverage
- Customer Care Schemes
- Cleanliness of environment
- Enhanced services provided

A survey was conducted on the CIMG Annual National Marketing Performance Awards, to assess the public perceptions of the process.

The sample was drawn from corporate organizations and individuals.

The survey revealed that CIMG awards concept has a very favourable image and is recognized as a benchmark of marketing excellence in Corporate Ghana. The following quotes buttress this point.

“For sure, the old impressions that limited marketing to mere buying and selling has virtually given way to sophisticated strategies that include new product development (NPD), brand equity management (BEM), customer value propositions (CVP), Integrated marketing communications (IMC) and customer relationship management (CRM)”. – His Excellency the Vice President,

Alhaji Aliu Mahama at the CIMG Marketing Performance Awards, 2007.

“There is the need for greater collaboration between professional bodies and government to determine the manpower requirement of the country. I am glad that marketers in this regard have set the pace for developing such a relationship. I am, however, not surprised that the marketers have initiated it, because I know they are trained to develop sustainable relationships, and the primary role of marketing is to create and keep customers”. Marketing, by definition, talks about building long-term relationships. His Excellency President John Dramani Mahama – Awards 2008.

FUTURE CHALLENGES

As with most dynamic societies, which are susceptible to change, CIMG intends forecasting, and responding appropriately to the changing demands of society. There will be the need to re-examine the criteria for the selection process, making the necessary changes to meet the expectations of prospective winners.

With the passage of the Marketing Bill into an Act, the CIMG as a regulator of the marketing profession in terms of training and standards must work seriously to keep the sanctity and the acceptability of the CIMG awards very carefully so as to send signal to the general public about its desire to regulate the profession





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ABOUT THE CHARTERED INSTITUTE OF MARKETING, GHANA

The Chartered Institute of Marketing, Ghana (CIMG) was founded in July 1981 with the vision to be the voice of marketing practice in Ghana under the Professional Bodies Registration Act 1973 (NRCD143). The Institute aims at seeing both private and public organizations embrace the marketing concept and be marketing-oriented in their operations. In 2020, the CIMG received a Presidential Charter by the passage of the CIMG Act 2020 (Act 1021) with the main objects to set standards for the practice of marketing and to regulate the practice of the marketing profession in the country.

Marketing is fundamental to the success of any business and the Chartered Institute of Marketing, Ghana plays a major role in promoting the marketing profession, encouraging organizations to strive towards maintaining international standards in marketing practice.

In exercising this function, the Institute seeks to:

- provide world class training and conduct examinations to develop the skills and competencies of members and the general public;
- champion the role and value of marketing as critical tool for business development;
- influence government policy and regulation on marketing and business;
- advocate responsible and ethical marketing practice for marketing and businesses;

- promote the conduct of innovative marketing research, best practice and thought leadership in the marketing profession; and
- promote marketing as a leading career path and employment choice for future generations.

Membership

There are seven categories of membership. These are:

Fellow - (1) A person with at least one of the following qualifications is qualified to be enrolled as a Fellow Member:

- I. A fellow of a recognized marketing professional body approved by the Institute
- II. A full member with at least 15 years contribution to marketing practice or education, and who has a highly proven record of expertise, experience and success within a senior management position in Ghana or elsewhere;
- III. A full member who has served on the Council for more than six years; or
- IV. A past president of the Institute

(2) The decision for conferring the status of a Fellow is vested in the Council.

(3) A person who qualifies under subsection (1) and is conferred with the status of Fellow by the Council may use the title "FCIMG".

Full Member - (1) A person with at least one of the following qualifications is qualified to be enrolled as a Full Member:

I. A full member of a recognized marketing professional body approved by the Institute; or

II. a degree in a marketing related subject, with a minimum of 10 years practical experience within a recognised area of marketing practice or marketing education and holds an appointment equivalent to a Marketing Director.

(2) A person who qualifies under subsection (1) and is conferred with the status of Full Member by the Council may use the title "MCIMG".

Associate Member - (1) A person with any one of the following qualifications is qualified to be enrolled as an Associate Member:

I. an Associate Member of a recognised marketing professional Associate member of any other recognized marketing professional body approved by the Institute;

II. a degree in a marketing related subject with a minimum of three years' experience in a recognised area of marketing;

III. a certificate of participation in Chartered Institute of Marketing Postgraduate Diploma in Marketing; or

IV. a degree in a non-marketing related subject, with a minimum of ten years practical experience within a recognised area of marketing practice or marketing education and holds an appointment equivalent to a Marketing Director.

(2) A person who qualifies under subsection (1) and is conferred with the status of Associate Member by the Council may use the title "ACIMG".

Qualification for enrolment as an Emerging Associate Member

I. A person with a degree in an academic discipline other than a marketing related subject and at least five years' experience in a recognised area of marketing is qualified to be enrolled as an Emerging Associate Member.

II. A person who qualifies under subsection (1) and is conferred with the status of Emerging Associate Member by the Council may use the title "eACIMG".

Qualification for enrolment as a Graduate Member

(1) A person with any one of the following qualifications is qualified to be enrolled as a Graduate Member:

I. a university degree in a business-related subject with marketing specialisation; or

II. a Higher National Diploma Marketing with no practical experience.

(2) A person who qualifies under subsection (1) and is conferred with the status of Graduate Member by the Council may use the title "GCIMG".

Qualification for enrolment as a Student Member

A person in a recognised marketing professional institution or any other tertiary institution pursuing a marketing qualification is qualified to be enrolled as a Student Member.

Qualification for enrolment as an Honorary Member

(1) An Honorary Member shall be conferred on a non-member of the Institute

Student Membership:

I. who has more than fifteen years' experience in marketing and is in a senior management position; or

II. who has won the award for the Marketing Man or Marketing Woman of the Year.

(2) A person who qualifies under subsection (1) and is conferred with the status of Honorary Member by the Council may use the title "HCIMG".

Qualification for enrolment as a Corporate Member

A body corporate is qualified to be enrolled as a Corporate Member if that body corporate is a marketing-oriented institution recognised by the Institute.

Restriction on the use of the title "Chartered Marketer"

A person who is not a Full Member or a Fellow of the Institute with a minimum of two years continuous professional development in the relevant areas of marketing practice approved by the Council shall not accept or use the title "Chartered Marketer".

Currently, the Institute has a total membership of over 600 active members with majority of fellows and members holding very high academic and professional qualifications ranging from first degrees to doctorates.

Many members also have long-standing experience in marketing practice and have the capacity to undertake any marketing duty.

MEMBERSHIP GRADES

Membership grades are conferred according to academic/professional qualifications, job function, level of seniority and practical experience.

GOVERNING BODIES

The governing bodies that help in running the Institute are:

1. The Board of Patrons (Honorary)
2. Governing Council

The Institute has a secretariat manned by a Chief Executive Officer who administers the day-to-day affairs of the Institute under the direction of the Governing Council.

ACHIEVEMENTS

Since its inception, the Institute has been able to carve a positive image through effective contribution towards the creation of marketing awareness and the training of students and businessmen in marketing concepts and practices.

ACTIVITIES

The main activities of the Institute have been consultancy, training and advocacy.

CIMG CONSULT ACTIVITIES

The institute has a subsidiary called CIM Consult.

The objective of the CIMG consult is to ensure that businesses overcome obstacles or identify new opportunities and grow.

Among the services offered by the CIMG Consult are:

- a) Organising seminars and workshops to educate the general public on issues of marketing practice.
- b) Holding conferences on important national economic issues and to discuss and suggest measures for solving those problems.
- c) Carry out marketing research activities for individuals, charities, government, NGOs, and institutions.
- d) Holding in-house training courses for staff and management of institutions.
- e) Serving as members on interview panels to select suitable candidates for organizations and institutions, particularly those needing marketing personnel.
- f) Drawing up business and marketing plans for industries and individuals who require such services.

All members of the consultancy services group are highly qualified, experienced and motivated individuals whose total efforts offer the best results expected by purposeful organizations or institutions.

CIMG PLACEMENT SERVICES

The CIMG placement services provide a professional, confidential and personalized recruitment services to organizations and institutions.

This specialist placement services also assists CIMG corporate members to find suitable staff in all areas of marketing, advertising and sales as well.

The CIMG placement services also source expert marketing management skills for companies on contract projects or outsource basis.





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CIMG CONSULT

TRAINING

CIMG Consult delivers training programmes that span the basics of marketing through to issues of strategic importance.

CIMG is also able to offer you solutions on strategic marketing, looking at options that will meet your specific needs, focus on areas with potential for growth, etc.

COMPANY SPECIFIC PROGRAMME

These are individually tailored to meet your organisation's business needs. The courses are delivered by our resource persons, either at the premises of CIMG, your own training facilities, or at a venue of your choice.

ADVOCACY

The Chartered Institute of Marketing, Ghana over the years has played its advocacy role in various capacities.

Typical among these are:

- The development of HND syllabus
- The Institute also sits on the following boards and committees
 - Ministry of Tourism
 - Quarterly consultative meeting with the Private sector (MOTI)
- The institute also made contributions to the following:
 - IPS BILL
 - VAT BILL

ROLL CALL OF CIMG PRESIDENTS

Mr. Frank Appiah	(1991-1994)
Mr. Adjei Sefah	(1994-1998)
Mr. Harrison K. Abutiata	(1999-2003)
Prof. Stephen Adei	(2003-2007)
Mrs. Josephine Okutu	(2007-2011)
Dr (Mrs) Shola Safo-Duodu	(2011-2015)
Mr. Kojo Mattah	(2015-2019)
Dr. Daniel Kasser Tee	(2019-Till date)

THE CIMG PROFESSIONAL MARKETING QUALIFICATION PATHWAYS

The Chartered Institute of Marketing, Ghana (CIMG) witnessed the passage of the Chartered Institute of Marketing, Ghana Act, 2020 (Act 1021) by the Parliament of Ghana and, subsequently, assented to, by the President of the Republic. The Act establishes CIMG as a regulatory body with the dual objective to set standards for the practice of Marketing and regulate the practice of the Marketing profession in Ghana.

By this Act, CIMG is thus mandated under section 3 of the Act to, among others, provide training and conduct examinations in accordance with international best practices to improve the skills and competencies of all those working in and aspiring to work in marketing, conduct and provide for the conduct of qualifying examinations for members, award professional Marketing Certificates; conduct innovative marketing research, advocate responsible and ethical marketing practice for marketers and businesses in general, and develop best practices and thought leadership programmes to promote the interests of consumers and society.

To this end, the official launch of the CIMG Professional Marketing Qualifications was held on April 29, 2021, with the first set of students to commence tuition in July and examinations slated for December of 2021. Following the launch, the CIMG has been engaging the various universities and other centres of higher learning to serve as Accredited Study Centres (ASCs). These universities are being supported to deliver tuition and guidance to all persons, students and the working population, desirous of acquiring the CIMG professional marketing

qualification (ProM) and, ultimately, becoming Chartered Marketers.

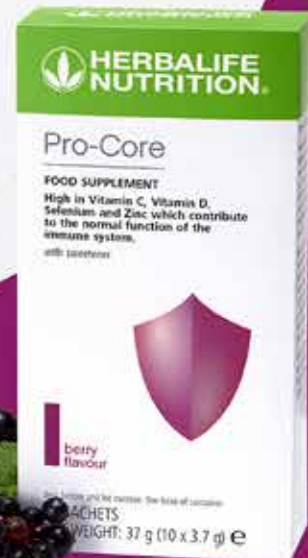
The CIMG Pathways, is being run by the professional wing of the Institute, to serve the Ghanaian market under its school, with the Ghana School of Marketing (GSM) as one of the study centres providing tuition.

Presently, the Institute provides training for individuals who wish to study for its newly launched CIMG Qualifications for a dual professional marketing qualification. Programme pathways being run by the CIMG include the following:

- CIMG Programme Pathway 1: Professional Certificate in Marketing
- CIMG Programme Pathway 2: Professional Advanced Certificate in Marketing
- CIMG Programme Pathway 3: Professional Diploma in Marketing
- CIMG Programme Pathway 4: Professional Bachelor's Degree in Applied Marketing
- CIMG Programme Pathway 5: Professional Postgraduate Diploma in Marketing
- CIMG Programme Pathway 6: Professional Marketer – CIMG USP
- CIMG Programme Pathway 7: Professional Master's Degree in Applied Marketing
(Research-Based)



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THE WAY FORWARD

CIMG offers dual qualifications that are both academic and professional in nature. The Master's degree is academic, while the Chartered Marketer is the professional marketing aspect of the Chartered Institute of Marketing, Ghana, which is aimed at ensuring a high degree of professionalism.

The syllabus therefore responds to the following emerging issues or challenges in curriculum design, and will continue to see updates that will correspond with emerging environmental issues:

- Business Ethics
- Digitalization of businesses, processes, and the emerging institutional development such as independent institutions like FinTechs.
- Development of marketing insights using machine learning and big data.
- Removal of the perception that marketers do not have a good appreciation of business finance and accounting.
- Why the CIMG qualification should be taken as a professional qualification and not like any other qualification.
- What distinction CIMG designation gives its holders
- Future room for change and qualification development

It is the aim of the Institute that all professionally qualified Marketers in Ghana to use the newly approved ProM qualification in a bid to promote the qualifications to the market.

Thus, all holders of professional marketing qualifications, such as the DipM awarded by CIM and other analogous professional qualifications from recognized professional bodies around the globe would be awarded the ProM qualification by CIMG.



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Tel: 030 396 2275, 0243 025672

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Opp. Benji Lodge
Winneba Road
Tel: 0302 335323

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P.O. BOX CI 403
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TAKORADI

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or Close to STC Terminal
Tel: 0303 962219

LATEBIOKORSHIE

Sakumona Link
Near Capital TV
Tel: 0303 952278

KUMASI

Airport Roundabout
Close to Melcom 5
Tel: 0303 954727, 0242 448544

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New Hillina Total Filling Station
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	CATEGORY	WINNERS
1.	MARKETING MAN	MR. SELORM ADADEVOH, CEO, MTN GHANA
2.	MARKETING WOMAN	DR MRS. EDITH DANKWA, CEO, B&FT
3.	MARKETING PRACTITIONER	MR. ELI HINI, CEO, MOBILE FINANCIAL SERV(MTN)
4.	MARKETING STUDENT	MS ERICA MARFOWAA DIN-CHIN, KEY ACCOUNT MANAGER, APOTICA

HALL OF FAME –ELITE CATEGORY (>10)

5.	MOTOR FIRM	TOYOTA GHANA CO. LTD
6.	RETAIL OUTLET	MELCOM

HALL OF FAME (<10)

7.	INSURANCE COMPANY (GEN)	ENTERPRISE INSURANCE
8.	INSURANCE COMPANY (GEN)	VANGUARD ASSURANCE
9.	INSURANCE COMPANY (LIFE)	SIC LIFE
10.	MOTOR FIRM	JAPAN MOTORS
11.	BANK	ECOBANK
12.	PETROLEUM	GOIL
13.	AIRLINE (DOMESTIC)	AWA
14.	TELECOMMUNICASTIONS	MTN GHANA

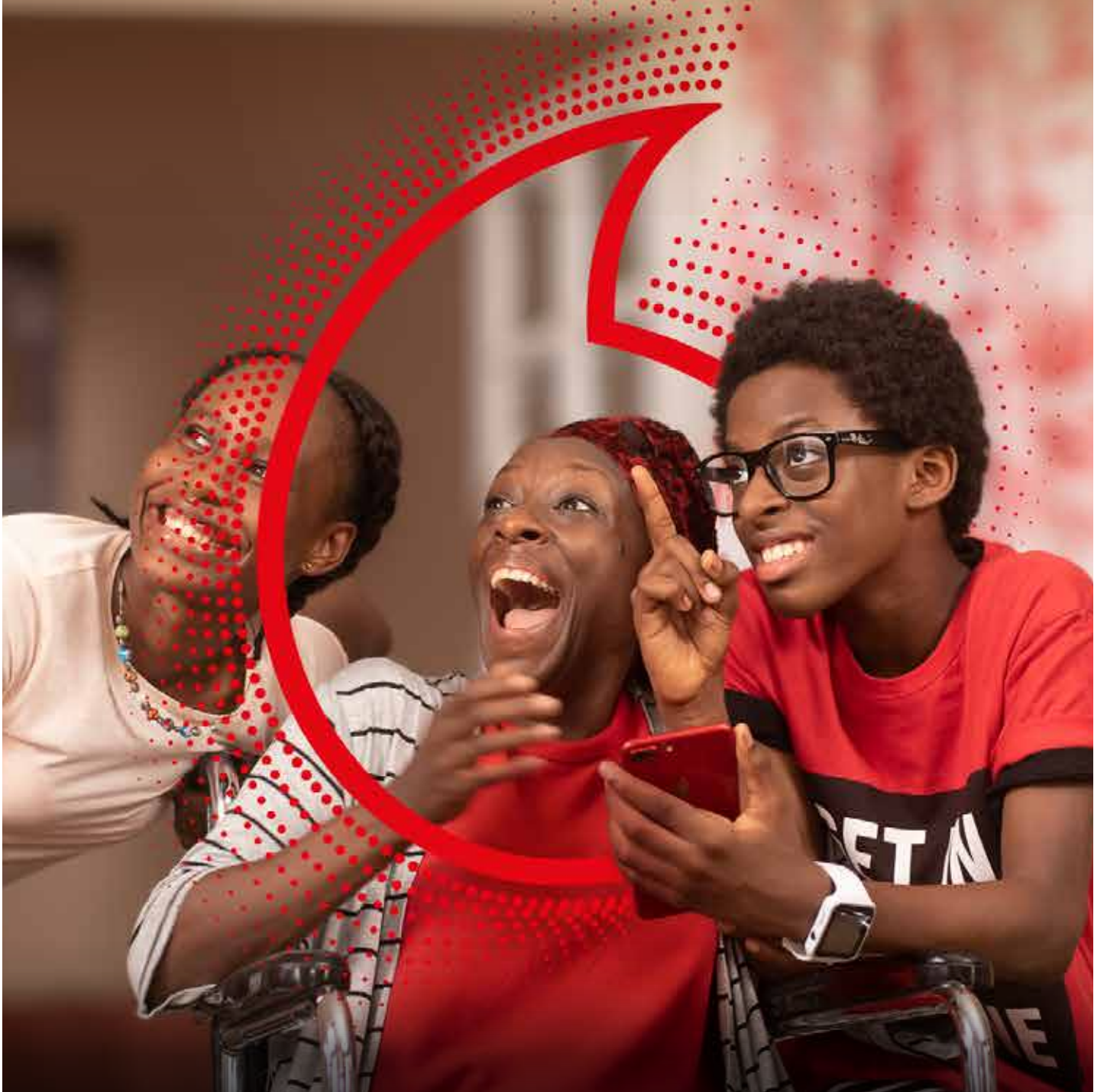
MEDIA & MARCOMMS

15.	ABOVE-THE-LINE CAMPAIGN	ENTERPRISE LIFE DREAM BIG WITH US CAMPAIGN
16.	BELOW-THE-LINE CAMPAIGN	UNILEVER PEPSODENT PURPOSE CAMPAIGN
17.	NEW MEDIA CAMPAIGN	MTN WEARITFORME DIGITAL CAMPAIGN
18.	TV PROGRAMME	TV3 GHANA'S MOST BEAUTIFUL
19.	RADIO PROGRAMME	ASEMPA FM EKOSISEN

BUSINESS

20.	INSURANCE COMPANY (LIFE)	ENTERPRISE LIFE
21.	INSURANCE COMPANY (GENERAL)	HOLLARD INSURANCE GHANA
22.	HOSPITALITY FACILITY (HOTEL)	EUSBETT HOTEL, SUNYANI
23.	HOSPITALITY (ALLIED & SUPPORT SERVICES)	ADANSI TRAVELS
24.	PETROLEUM COMPANY	TOTAL PETROLEUM PLC
25.	REAL ESTATE	NOT AWARDED
26.	PRIVATE HEALTH FACILITY	ST. JOHN'S HOSPITAL & FERTILITY CENTRE
27.	POSTAL AND COURIER SERVICE (DOMESTIC)	VIPex COMPANY LIMITED

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2020 AWARD WINNERS' LIST



BUSINESS		
28.	POSTAL AND COURIER SERVICE (INT.)	NOT AWARDED
29.	CORPORATE PENSION TRUST	GLICO PENSIONS
30.	MEDIA ORGANISATION	GRAPHIC COMMUNICATIONS GROUP LIMITED
31.	MOTOR FIRM	SILVER STAR AUTO LIMITED
32.	BANK	ABSA BANK GHANA
33.	RURAL BANK	AMENFIMAN RURAL BANK
34.	FINANCE HOUSE	NOT AWARDED
35.	SAVINGS & LOANS COMPANY OF THE YEAR	OPPORTUNITY INTERNATIONAL SAVINGS & LOANS
36.	INDIGENOUS CATERING FACILITY	BUSH CANTEEN
37.	TELECOM COMPANY	VODAFONE GHANA
38.	TELECOMS (ALLIED & SUPPORT SERVICES)	NOT AWARDED
39.	INTERNET SERVICE PROVIDER	DIMENSION DATA
40.	MARKETING-ORIENTED ORGANISATION	GOIL
41.	AIRLINE OF THE YEAR (DOMESTIC)	NOT AWARDED
42.	AIRLINE OF THE YEAR (INTERNATIONAL)	NOT AWARDED
43.	MANUFACTURING COMPANY	UNILEVER GHANA
44.	AGRO-BASED COMPANY	WILMAR AFRICA LIMITED
45.	DIGITAL MEDIA	B&FT ONLINE
46.	RETAIL OUTLET	NOT AWARDED
47.	MICRO-FINANCE	FWF MICRO FINANCE
48.	E-COMMERCE	NOT AWARDED
49.	NOT-FOR-PROFIT ORGANISATION	CHILD RIGHTS INTERNATIONAL
50.	PRODUCTS (MANUFACTURING)	B5 PLUS PRE-ENGINEERED BUILDINGS
51.	PRODUCTS (SERVICE)	VODAFONE FREE MMI (SEND MONEY FOR FREE)
52.	EMERGING BRAND	KASAPREKO PUMA DRINKS
CIMG PRESIDENT'S SPECIAL AWARDS		
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	MULTIMEDIA (JOY BRANDS)	
	MULTIMEDIA (ADOM BRANDS)	



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THE LEAGUE TABLE OF CUSTOMER SATISFACTION

...My two pesewas on CIMG's Customer Satisfaction Index Report

By J. N. Halm (B&FT)



Another year. Another first full week of October. Another Customer Service Week. As usual some organisations decided to stick to what they have always done - candies at the disposal of customers and fancy dressing with specific themes for each day of the week. As a matter of fact, one bank swapped the candies for coconuts this year, so at least, they did something different this year. How a stunt like that is meant to celebrate customers still beats my mind. However, the 2021 Customer Service Week will be remembered for something more impactful—the release of Ghana's 1st Customer Satisfaction Index Report by the Chartered Institute of Marketing Ghana (CIMG).

The timing of the release of the report, on the very first day of October, was as significant as it was interesting. The Report all but set the agenda for this year's Customer Service Week. From the outsider's perspective, I was really looking forward to how the banks, especially those that found themselves at the lower rungs of the table, were going to react to the Report.

From what I observed, and as expected, those banks who scored well in the Report were quick to trumpet their achievements. Some even went all out to broadcast the good news. The Ghana News Agency (GNA) did a story on just one of those 5-star banks, as if that was the only bank that was rated 5-star. Our own Business & Financial Times started the Customer Service Week with an eye-catching

headline "Only 11 banks are 5-star rated", sending shivers down the spine of many bank managers that Monday morning.

One of those well-performing banks took to bulk SMS and social media platforms to announce its achievement. The message read:

"As we mark International Customer Service Week, we're excited to have been adjudged a 5-star Bank in Service Quality as well as Best Bank for Service Quality in the CIMG-CSI Report. Happy Customer Service Week!"

It was clear that those in there were quite excited about where they had been placed on the log. Can you blame them? In an environment where poor customer service is an everyday occurrence, if you are said to be a 5-star service provider, then it really is a big deal.

Unsurprisingly, the reactions of those banks at the tail end of the table were more subdued. Some employees of those banks that were at bottom rungs of the table had misgivings about the findings contained in the Report. Some individuals contacted me wanting to know how the researchers came about their final rankings. Understandably, some employees were quite upset at what they saw as an unfair study that had not taken many factors into consideration.

For instance, some had questions about the sampling method used to gather the data. What were the profiles of the respondents? Although

the Report provided important information about the respondents, such as their age, account type and number of years they had been customers of the banks, the Report was not clear on what percentage of respondents had applied successfully for loans with those banks. An experience like a loan being turned down can colour the impressions of most customers. It is a fact that unsuccessful loan applicants are not always very complimentary when talking about their bankers.

Personally, I believe the Customer Satisfaction Index Report achieved something significant. For one, it added much-needed context to the celebration of this year's Customer Service Week, at least for the banking industry. In the end, a staff dressing like a fireman, policeman, nurse or doctor to celebrate customers during the Week meant very little if the bank was way down the table of customer satisfaction.

The Report also brought to light the vast difference between what many banks believed customers thought of them and what customers actually thought of them. In many cases, it was clear that the perceptions did not match the reality.

In the end though, it is evident that the Report has largely been accepted by the industry. I guess the reputation of CIMG has something to do with it. An Institute that has been around since 1981, helping in the development of world-class marketing professionals and practitioners, is a force to reckon with. The CIMG Awards Scheme which has been around since 1991 is one of the most respected in the country. The CIMG has earned its reputation.

As far as I am concerned, every single bank in this country has a lesson to learn from this Report. The banks with 5-star statuses, sitting atop the log, should know that their worst enemy and fiercest competitor would be complacency. The other institutions propping them up will be putting in measures to ensure that the table will look far different next time around. Those sitting up there should see themselves as sitting ducks and we all know what happens to birds that sit still. They are easily shot down. The winners have to find ways of keeping their strategies and tactics fresh. Anything less, and the winners might not be too pleased next year by this time.

I would be the first to admit that it can be very disheartening for those in charge of customer service in the institutions that did not do too well, according to the Report. Some of these managers and heads of departments have put in so much effort over the years to improve the quality of service experience in their various organisations. The contents of this Report have the potential of really demoralising these individuals.

From where I stand, however, I believe that rather than feeling discouraged, the findings should challenge them to do more to improve the quality of service they are providing. Top management of these banks should also take a serious interest in the quality of the experience their customers are having. The Voice of the Customer must be heard at all ExCom meetings and even in the boardroom. That is one sure way of ensuring that next year by this time, the League Table of Customer Satisfaction would look far different.

THE CIMG-CSI, 2021

The Chartered Institute of Marketing, Ghana (CIMG), in its role to fulfil the mandate of conducting innovative marketing research, carried out Ghana's first Customer Satisfaction Index survey, and the report was launched on September 30, 2021.

BEST BANK IN SERVICE QUALITY

#	NAME	BANK PERFORMANCE	RANK	RATINGS
1	ECOBANK GHANA	97%	1st	OVERALL BEST
2	PRUDENTIAL BANK	96%	2nd	1ST RUNNER UP

NET PROMOTER SCORE

#	NAME	BANK PERFORMANCE	RANK	RATINGS
1	PRUDENTIAL BANK	77%	1st	EXCEPTIONALLY GOOD

SERVICE QUALITY

#	NAME	BANK PERFORMANCE	RANK	RATINGS
1	ECOBANK GHANA	97%	1st	5-STAR
2	PRUDENTIAL BANK	96%	2nd	5-STAR
3	ACCESS BANK	94%	3rd	5-STAR
4	SOCIETE GENERALE GHANA	94%	3rd	5-STAR
5	UNITED BANK FOR AFRICA	94%	5th	5-STAR
6	ABSA BANK	93%	6th	5-STAR
7	ZENITH BANK	93%	7th	5-STAR
8	FIRST NATIONAL BANK	93%	8th	5-STAR
9	FIRST ATLANTIC BANK	92%	9th	5-STAR
10	CALBANK	92%	10th	5-STAR
11	FIDELITY BANK	91%	11th	5-STAR

CUSTOMER SATISFACTION

#	NAME	BANK PERFORMANCE	RANK	RATINGS
1	ACCESS BANK	99%	1st	5-STAR
2	ECOBANK GHANA	99%	1st	5-STAR
3	PRUDENTIAL BANK	99%	1st	5-STAR
4	FIDELITY BANK	99%	1st	5-STAR
5	FIRST NATIONAL BANK	98%	5th	5-STAR
6	CALBANK	98%	5th	5-STAR
7	UNITED BANK FOR AFRICA	97%	7th	5-STAR
8	SOCIETE GENERALE GHANA	97%	7th	5-STAR
9	UNIVERSAL MERCHANT BANK	97%	7th	5-STAR
10	ABSA BANK	96%	10th	5-STAR
11	STANDARD CHARTERED BANK GHANA	95%	11th	5-STAR
12	ZENITH BANK	95%	11th	5-STAR
13	STANBIC BANK	95%	11th	5-STAR
14	FIRST ATLANTIC BANK	94%	14th	5-STAR
15	GUARANTY TRUST BANK	94%	14th	5-STAR
16	OMNIBSIC BANK GHANA	93%	16th	5-STAR
17	FBNBANK GHANA	93%	16th	5-STAR
18	CONSOLIDATED BANK GHANA	93%	16th	5-STAR
19	NATIONAL INVESTMENT BANK	92%	19th	5-STAR

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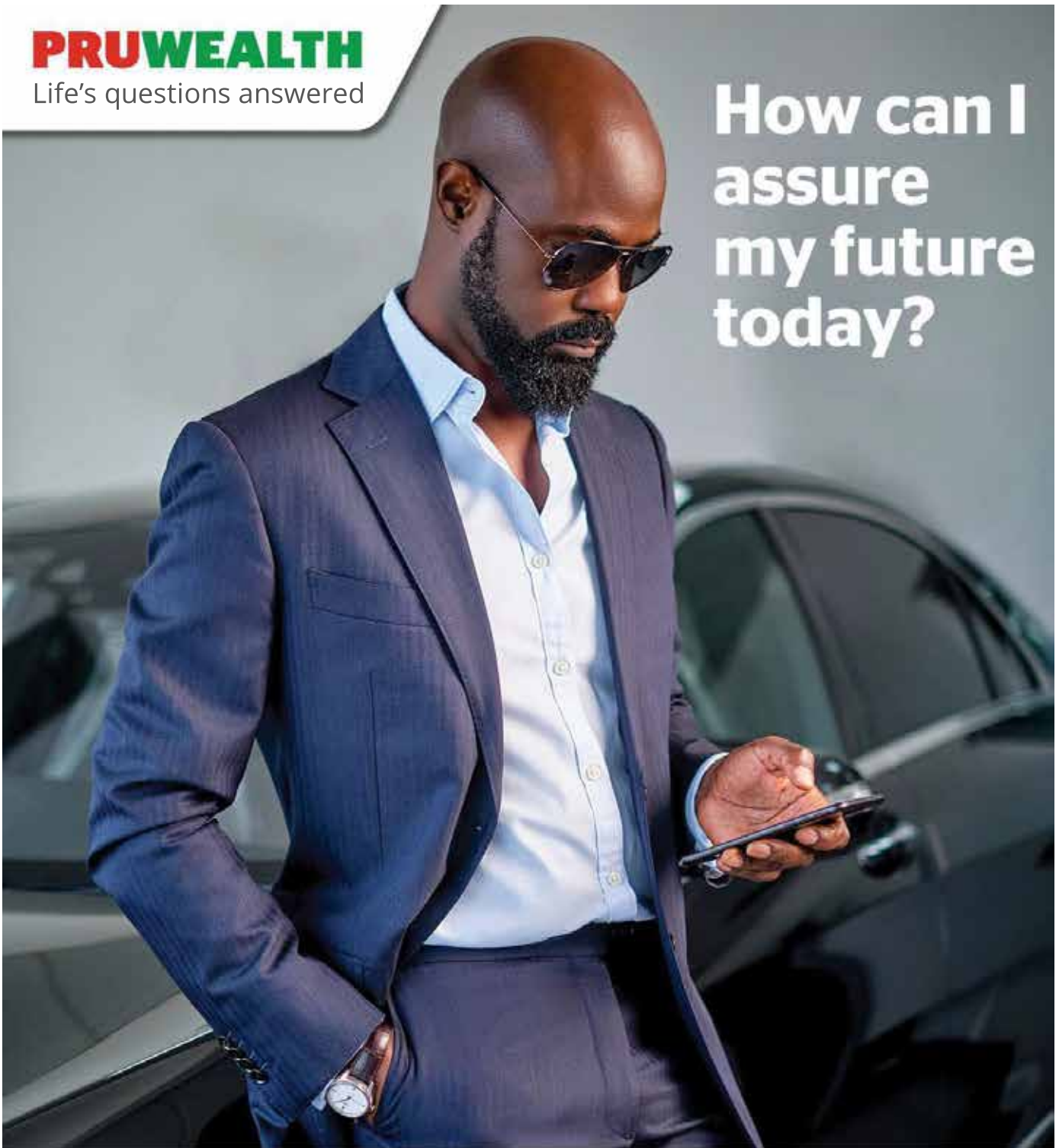


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BRIEF HISTORY OF GHANA SCHOOL OF MARKETING (GSM)



The Chartered Institute of Marketing, Ghana established the Ghana School of Marketing (GSM) on October 15, 1991, to provide tuition for the training of members and non-members seeking to upgrade or train as marketing professionals.

The Ghana School of Marketing is a modern study centre, delivering flexible and innovative tuition to learners in the middle to upper segments of the professional education market. We leverage technology and practical competencies to provide the right learning experience in a conducive environment”.

The vision of the Ghana School of Marketing is to become a professional marketing institute of choice, providing world-class marketing education. It is our dream to move into a full-time school. The mission of the school is to cultivate excellence in the professional community through a collaborative career-focused liberal education that will equip graduates to visualize and achieve excellence in a dynamic global community at highest international levels of excellence who will be sought after for their result-orientation

The CIMG has since witnessed the passage of the Chartered Institute of Marketing, Ghana Act, 2020 (Act 1021) by the Parliament of Ghana and, subsequently, assented to by the President of the Republic. The Act establishes CIMG as a regulatory body with the dual objective to set standards for the practice of Marketing and regulate the practice of the Marketing profession in Ghana.

CIMG is thus mandated, under section 3 of the Act to, among others, provide training and conduct examinations in accordance with international best practices to improve the skills and competencies of all those working in and aspiring to work in marketing, conduct and provide for the conduct of qualifying

examinations for members, award professional marketing certificates; conduct innovative marketing research, advocate responsible and ethical marketing practice for marketers and businesses in general and develop best practices and thought leadership programmes to promote the interests of consumers and society.

It is in furtherance of these functions that the CIMG launched its newly designed local Professional Marketing Courses to serve the Ghanaian market under its professional school, the Ghana School of Marketing (GSM). The immediate target include:

- Nonprofessional marketing practitioners (across all industries)
- Nonprofessional marketing faculty (Lecturers) in both the traditional and technical universities
- Marketing students pursuing; Diplomas, Bachelors, Masters and Doctoral degrees
- Nonmarketing people desirous of switching to marketing
- Business leaders desirous of sharpening their Boardroom/C-suite Marketing acumen in a disruptive dispensation.

Presently, the GSM provides training for individuals who wish to study for the Institute's newly launched CIMG Qualifications for a dual professional marketing qualification.

Ghana School of Marketing has since enrolled a first batch of students who have successfully completed their tuition and partaken in a mock session pending their final exams in December. A second batch of students are being recruited, with that session billed to start from the mid October till mid-December when exams will be written to graduate them.

The Ghana School of Marketing, in accordance with the new act, has since inaugurated a Board to oversee the running of the school, as the Institute had been restructured under a new management, requiring an independent Board to guide its affairs, and also serve as an Accredited Study Centre for the newly launched CIMG Professional Marketing Qualifications.

Currently, the school is having lessons on Pathways 3 and 5 and still looking to expand capacity to start enrolling for the other Pathways as well.

FUTURE DIRECTIONS

With the passage of the CIMG Marketing Act 2020 (Act 1021), the CIMG now has the mandate to standardize marketing in the country; train marketing professionals and bring the profession to a level comparable with any other globally.

The Institute is expanding its consultancy capacity to enable it respond positively to the needs of the increasing number of businesses in the country.

CIMG will welcome other professionals who are currently practicing marketing in the country into our fold to increase our membership base.

The Institute's School of Marketing will be expanded on completion of the secretariat building. Through this, many students will be able to undertake professional marketing courses to help produce qualified personnel as part of the national capacity building.

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FRATERNAL MESSAGE FROM THE ASSOCIATION OF FINANCE HOUSES



Congratulations on another year of the Chartered Institute of Marketing Ghana (CIMG) awards under the theme “REPOSITIONING GHANA TO LEVERAGE AFCFTA FOR ECONOMIC DEVELOPMENT”

2020 was undoubtedly a tough year for businesses in all sectors of the economy. Yet, the zeal of many businessowners, employers, employees, clients, stakeholders, and the public did not wane. Perseverance won the day. It is for this sole reason that the CIMG is here today and able to organize the 32nd Annual National Marketing Performance Awards.

The COVID-19 pandemic, terrible as it has been, provided lessons that propelled innovative thinking. Many were led to not only think outside of the box, but to go beyond the comfort of their jurisdictions to expand to the subregional, continental and, indeed, the global space. The objectives and benefits of AFCFTA, for example, will provide the launchpad for Ghanaian businesses to further explore opportunities for growth and expansion.

The annual CIMG awards raises awareness about the financial services industry and puts the spotlight on companies that are committed to excellence. The process of nominating potential awardees over the years has become more transparent and of great value to all stakeholders.

Once again, the Association of Finance Houses is extremely pleased to be part of this celebration tonight. We wish all nominees the very best, congratulate the winners, and encourage all others to continue to strive for excellence.

Best Wishes!

Kokui Adu
Executive Secretary
Association of Finance Houses



JOHNNIE WALKER

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FRATERNAL MESSAGE FROM MAVERICK RESEARCH

ATO MICAH

The Ghana we know is changing - and fast! The past year has seen several first time shifts in our marketplace and who the consumers are:

- The recent 2021 Population and Housing Census indicated that we are a female dominant country for the first time
- Our population is growing but albeit at the slowest pace since we started counting Ghanaians
- Our fear of non-cash payment saw a shift with 5M new mobile money accounts registered during the pandemic according to the Bank of Ghana.
- The Retail and Go-To-Market landscape is changing and we are already seeing the social impact and agitation with the entry of non-Ghanaians into retail trade

This Ghana we are seeing evolve is going to change even more over the next 24 months as various aspects of The African Continental Free Trade Area (AfCFTA) becomes part of our daily lives.

Maverick Research surveyed the Small and Medium Enterprises (Pharmacy Shop Owners, MicroFinance Entrepreneurs, Haulage Service Providers in the Oil and Gas sector, Clothing Manufacturers, etc) in September 2021

- Only 3 out of 7 respondents were aware of The African Continental Free Trade Area (AfCFTA)

- None of them were prepared to compete or take advantage of the benefits of AfCFTA

Oh Gosh! All these changes present exciting times for Marketing in the Sub Region. Scary? Yes. Unpredictable? Yes. The change is here and is our reality. The implication of all these has a significant impact on all phases of marketing; Product Development & Design, Branding & Communication and Go To Market. Understanding the new paradigm shift and making decisions guided by insights are essential in navigating this new normal.

We join CIMG in celebrating and ushering in the era of AfCFTA and all the opportunities it comes with;

- The AfCFTA agreement is made up of 54 African countries merging into a single market of 1.3 billion people. This resource, with the merit of enhancing sustainable markets, could create an economic bloc with a combined GDP of \$3.4 trillion.
- Once in place, intra-African trade is expected to grow by 33%, and Africa's total trade deficit is expected to be cut in half. In addition, the AfCFTA could generate combined consumer and business spending of \$6.7 trillion by 2030, according to the Mo Ibrahim Foundation.

Sources: African Center for Economic Transformation





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FRATERNAL MESSAGE FROM CIB GHANA

Dear CIMG

On behalf of the Governing Council of the Chartered Institute of Bankers, Ghana, I extend our warmest fraternal greetings to all members as you celebrate the 32nd CIMG Annual National Marketing Performance Awards in Ghana.

Like everyone in the professional field, we will also want to congratulate you on the successful launch of Ghana's first Professional Marketing Qualifications in April this year.

The Chartered Institute of Bankers continues to celebrate your enormous contribution to the financial sector in setting high marketing standards for the industry and economy at large.

You have indeed dedicated your activities to the deepening of interest of the marketing profession and continue to ensure excellence in marketing practice in corporate Ghana and the world at large.

Today's celebration of marketing professionals exemplifies the industry's high standards.

Your contribution through the annual CIMG Annual Marketing Performance Awards can never be overemphasized.

The theme for this year's event is very timely and exhumes thoughtful discussions on how Ghana can leverage the opportunity that AFCFTA presents. Together, we believe that the country can reposition itself to be the hub of continental trade business.

The Chartered Institute of Bankers, Ghana, will continue to work together with you by promoting industry solidarity to achieve more significant successes in the foreseeable future.

Long live CIMG, Long Live the Marketing Profession.

MR. CHARLES OFORI-ACQUAH, FCIB
CHIEF EXECUTIVE OFFICER, CIB GHANA



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FRATERNAL GREETINGS FROM GHANA ADVERTISERS BOARD (GAB)



Another year has passed and with it has arrived the annual CIMG awards ceremony. We at GAB feel especially privileged to have been associated with CIMG over these years. We wish CIMG all the best as you celebrate another year with the attendant excellence in marketing performance awards.

The topical issue in recent times has been the siting of the secretariat of AFCFTA in Ghana. A lot has been said about Ghana taking advantage of this to grow our economy as this has now opened the whole African market on a tariff free basis for those who want to take advantage of the opportunities being offered by this development on the African continent.

The critical issue is the readiness of Ghana to take advantage of this offering especially with the secretariat located in Accra. Therefore, the big question is the repositioning of the country to reap the benefits. The first positive step is how do you re-orient the mindset of the business community to the fact that the market which originally covered 30 million people has overnight ballooned to a potential 1.3 billion people.

This huge market size requires huge marketing mindset change in the development of products and services as well as innovative delivery methods in order to take advantage of the new opportunities.

The CIMG should embrace this as a challenge and lead the charge to help guide the businesses and manufacturing entities to think big and laterally in product design and cost-effective manufacturing practices to be competitive. What is important to recognize is that

because we have seen the need to re-orient our thinking so have other countries who are also bent on reaping the benefits this new opportunity is offering.

Ghanian businesses should look more at comparative and competitive advantage in developing goods and services to not only enter other markets but also to lock out new entrants into our market. With the barriers loosened this is our opportunity to grow the scale of our manufacturing and service industries oriented towards a wider African market.

GAB is ready to partner the CIMG to start the process of reorientation of our businesses especially the SMEs with the potential of growing upscale to tap the export market whilst improving the competitiveness at home on quality, pricing and other innovative service delivery options to fend off other countries that would also like to take advantage of entry into the Ghanaian market.

We at GAB are putting our houses in order to be able to take advantage of the new opportunities. In the same vein we urge the CIMG to help the SME sector to not only take advantage of new opportunities but also to help them become competitive enough to raise the barriers to entry into the Ghanaian market so as to ensure continued existence.

Happy anniversary to the CIMG.

ALEX BANFUL
PRESIDENT GAB

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FRATERNAL MESSAGE FROM **NATIONAL PRESIDENT, ASSOCIATION OF RURAL BANKS (ARB) -GHANA**



The Association of Rural Banks-Ghana has the prestigious honour to present their compliments and as well congratulate CIMG on the occasion of the 32nd Annual National Marketing Performance Awards, which has become the avenue for recognizing excellent achievers in the industry.

The theme for this year celebration. 'REPOSITION GHANA TO LEVERAGE AFCFTA FOR ECONOMIC DEVELOPMENT' is considered very appropriate for the fact that Ghana is the host for the AFCFTA Secretariat.

The AFCFTA is required to bring together 55 African countries with a combined population of about 1.3 billion people and a combined GDP of more than US\$ 2.5 trillion. The AFCFTA is expected to consolidate the African market, making it easier for businesses to reach greater economies of scale, promote the development of regional value chains and lower costs of trading for businesses.

We expect businesses and industry players to reposition themselves and take advantage of the huge potential and harness it benefits. According to a report from World Bank, AFCFTA will boost Africa's income by \$450 billion by 2035 (a gain of 7%) while adding \$76 billion to the income of the rest of the world. Ghana as a country must not be left behind in this great opportunity. In this connection, it is pertinent for CIMG to design a comprehensive marketing sensitisation package that would stimulate businesses to participate fully in the implementation scheme of AFCFTA. The ARB have the conviction that the CIMG with its result oriented antecedents would pursue the needful for businesses and for that matter Ghana, to reap substantial benefits that AFCFTA beams.

The ARB congratulate all the award winners of the 32nd Edition of the CIMG Annual National Marketing Performance Award and believe that this would further urge you to continue to soar higher in your diverse fields of endeavour. The ARB appreciates the collaboration of CIMG in implementing programmes of the ARB that has gone a long way to project the good works of the rural and Community banks (RCBs) have inured to their image enhancement in the banking sector. We hope this collaboration will be strengthened to enhanced and sustained the mutual coexistence in the National development efforts.

The ARB wish the CIMG a delightful, successful celebration. God bless Ghana for a vibrant economy.

MR D.O.K OWUSU.



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FRATERNAL MESSAGE FROM GHANA ASSOCIATION OF SAVINGS AND LOANS COMPANIES (GHASALC)



The Board, Management and entire Membership of the Ghana Association of Savings and Loans Companies (GHASALC) extend a warmth congratulations to the Chartered Institute of Marketing, Ghana, the Marketing Industry and Players at large.

As the recognized body representing all the 24 licensed Savings and Loans Companies in Ghana, we believe and appreciate the role professional marketers play in the economy as well as in our respective Savings and Loans Companies.

Yes, COVID-19 came to disrupt the plans and projections of many businesses but with the innovations that marketing professionals brought to the fore, we have seen a gradual rebound of businesses.

As businesses in Ghana and the rest of Africa continue to collaborate and improve trade, we find it very apt for you to consider the theme “Repositioning Ghana to Leverage AFCFTA for Economic Development” for this year’s awards. As we all continue to play our respective roles in taking advantage of the agreement, we should be reminded that, there is value and strength in collaboration. We sincerely use this opportunity to express our endorsement of this theme for the 2020 CIMG Marketing Performance Awards.

We congratulate You and all your Members for the performance and honouring those deserving individuals and institutions for the past years, and at this 32nd CIMG Marketing Performance Awards.

We also congratulate CIMG for its continuous growth in the past 40 years in Ghana. Ayekool!

The Savings and Loans Industry will continue to support the development and growth of Micro, Small and Medium Enterprises (MSMEs) in Ghana, as we continue to improve our business processes to serve the over six (6) million individuals and businesses across all the sixteen (16) regions of Ghana. With the deployment of appropriate technology and

marketing tools, we will continue to offer our products and services to our cherished clients to enable them participate competitively to the achievement of the AFCFTA goals and by extension that of the nation.

We appreciate the challenges some MSMEs go through in accessing credit, which is a critical ingredient to the growth of their businesses, and we would continue to work with our members and the industry to ensure that perceived barriers are reduced to the barest minimum. We know that, if clients continue to fulfil their side of the credit agreements by honouring their loan repayments, it will continue to make it easier for them to increase their access to more credit to aid business growth and create more jobs at an affordable rate.

We encourage all professional marketers to continue to be guided by the professional code of ethics in the discharge of their duties as well as the core values of their respective institutions in dealing with their clients and the public. Let us be guided also by the various directives issued by the Bank of Ghana in managing the relationship with clients and the public. Let us continue to protect the interest of clients and other stakeholders.

As we plan for the coming year, let us strive to achieve the 100% mark in Client Satisfaction. Yes, we can.

We wish to take this opportunity to congratulate all awardees, especially the Best Savings and Loans Company for this year, and hope that they will continue to inspire all the others within the Savings and Loans Sector in Ghana. Long Live GHASALC.....

Long Live CIMG MARKETING AWARDS.....

Long Live GHANA....

Thank you.

Kwame Owusu-Boateng
(Board Chairman – GHASALC)

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FRATERNAL MESSAGE TO **THE CHARTERED INSTITUTE OF MARKETING (CIMG) GHANA**



On the occasion of the 32nd CIMG Marketing Performance Awards, we decide to add up the digits three (3) and two (2) to give you an amazing high five (5) for showcasing consistency and unwavering drive to ensuring marketing excellence in the discharge and sustenance of this mainstay performance awards scheme over the last 31 years. Your credibility continues to soar.

On the occasion of the 32nd edition of the awards under the theme, "Repositioning Ghana to Leverage AFCFTA for Economic Development", it is critical that as a country, we eschew from producing to satisfy our local market, taste and preferences but aim towards a high global satisfaction index. We also need to focus on areas where we have potential, comparative, and competitive advantage and exploit them to the fullest. These will be key to ensuring that the benefits of the AFCFTA leverages the greatest and most inclusive economic benefit and not skewed to a few at the expense of many.

While some countries may greatly benefit from trade liberalization agreements, others risk the likelihood of inciting dumping, thereby shutting factories, put enterprises out of business, displacing families which might devastate the economy in the medium to long term. To harness the full benefits of AFCFTA, we must ensure to support investment in regional value chains and promoting inter-regional trade, harmonize regional policy through legal and regulatory reform as well as sector-based support for industries that have a comparative advantage, amongst many others.

The Association of Oil Marketing Companies (AOMC) will continue to be partners and support your ideals in championing discussions on how as a country, we can leverage keyways to ensuring that the AFCFTA is relevant and culminates into general prosperity for all.

Kwaku Agyemang-Duah
CEO/Industry Coordinator

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FRATERNAL MESSAGE FROM THE NATIONAL INSURANCE COMMISSION



It is the greatest pleasure of the National Insurance Commission to wish you the CIMG on the occasion of your 32nd National Marketing Performance Awards of the Chartered Institute of Marketing Ghana (CIMG) under the theme: “REPOSITIONING GHANA TO LEVERAGE AFCFTA FOR ECONOMIC DEVELOPMENT” scheduled to be held at the Labadi Beach Hotel on November 6, 2021.

I wish to extend my warm regards to the President of the Institute, Patrons and the entire Membership of the CIMG on this occasion and for the fact that the forebears of these awards have been able to ensure its sustainability and stood the test of time to date.

Indeed, the ravaging effects of the COVID-19 pandemic in 2020 which compelled various sectors of the economy to explore new ways of doing business is a wake-up call for us all. That notwithstanding, it is gratifying to know that one of the sectors that swiftly deployed technology (digitization) as a means of doing business with very little or no physical contact is the insurance industry of Ghana. As if by some design, the novel Motor Insurance Database (MID) which was implemented just some months before the heat of the pandemic in 2020 made it possible for people to transact motor insurance business even during the lockdown. The same could be said of most life insurance companies which were still in business with the use of appropriate technology. Marketing activities may have been affected in the physical space; however, digital marketing consequent upon the above came to the rescue and this calls for further constant rethinking of the practice of the marketing profession—INNOVATION!

It is refreshing to note that most marketing-oriented insurance entities were prepared before the pandemic reared its ugly head – an indication of the cliché that ‘indeed no one knows tomorrow’ hence the need to be ready with alternative ways of doing insurance business in particular. The industry is thriving and is poised to do better with the planned introduction of other softwares such as the Marine / Aviation Database, the Fire Insurance Database as well the Motor Insurance Claims Payment Database in order to have the full compliment of the MID. As the Marketing profession comes in various forms and distribution plays a key role in this regard, our recognition of the professional impact the CIMG is making on practitioners of marketing in the insurance space is very conspicuous.

My personal salute goes to all winners of the 32nd awards ceremony. Notwithstanding this deadly pandemic, we shall still keep our heads above waters as we progress steadily and exponentially.

Against the background of having varied the nature of the awards this year, to enable the organisers and participants comply with the COVID-19 protocols, as outlined by the World Health Organisation (WHO) and Ghana Health Service (GHS), we at the NIC will continue to support the CIMG to do more to promote businesses operating in Ghana.

Long live the CIMG, long live the insurance industry and long live Ghana!

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FRATERNAL MESSAGE FROM **GHANA TOURISM AUTHORITY**



The Ghana Tourism Authority is pleased to once again partner the Chartered Institute of Marketing Ghana (CIMG) to organise the CIMG Annual National Marketing Performance Awards which aims, ultimately to mainstream innovation, service excellence and a customer centred orientation and focus as an established feature of Ghanaian business culture. The theme for this year's event, "Repositioning Ghana to leverage AFCFTA for Economic Development", is in sync with our objective of promoting Regional Tourism and using Tourism as a catalyst for economic development in the sub-region and Africa as a whole.

In our role as the National Tourism Organisation with the mandate to promote both domestic and international tours within and into the country, the quality of service delivery along the entire value chain is paramount. Service excellence impacts strongly on our effectiveness in presenting the country as a competitive destination and we cannot but appreciate the merits and the strategic importance of the CIMG Annual National Marketing Performance Awards.

We congratulate CIMG for the good work and to all award winners, we say 'Ayekoo'.

AKWASI AGYEMAN

CEO

GHANA TOURISM AUTHORITY

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GHANA PORTS AND HARBOURS AUTHORITY - GPHA



FRATERNAL MESSAGE FROM **FROM THE PRESIDENT, GHANA INDEPENDENT BROADCASTERS ASSOCIATION (GIBA)**



On behalf of the Executive Council and Members of the Ghana Independent Broadcasters Association (GIBA), I wish to congratulate the Chartered Institute of Marketing, Ghana (CIMG) on the occasion of the 32nd CIMG Annual National Marketing Performance Awards Ceremony to reward excellence, professionalism and creativity in the industry.

Indisputable is the fact that the CIMG Performance Awards has proven to be the motivation for excellence in service delivery, communication and growth among professionals and businesses, leading to constant innovation and professionalism for market growth and development. The consistency and excellence of the CIMG Awards has made it a keenly looked forward-to annual event on the calendar of industry players.

The theme for this year's event of "REPOSITIONING GHANA TO LEVERAGE AFCFTA FOR ECONOMIC DEVELOPMENT", is very appropriate considering that the Secretariat for the African Continental Free Trade Area (AfCFTA) which was founded in 2018 and commenced operations on 1 January 2021 is situated right here in Accra, Ghana. The African continent and the world at large is one big market place for trading in goods and services, investment opportunities, Intellectual Property Rights and Competition Policy development.

It is therefore critical that Ghanaian industries, business and individuals recognise the huge potential that AfCFTA offers and ensure that we take advantage of the opportunities in good time so we do not lose out

on low hanging fruits it provides.

As broadcasters and stakeholders in the private sector providing unique communication services from small to large communities, GIBA is definitely not left out of the equation. Moreover, knowing very well that marketing is an economic facilitator of which our membership are key catalyst for its realization, we at GIBA are very aligned to the ideals of CIMG and in addition are happy with the choice of theme. The effort of Ghanaian businesses and corporates to adapt to the continuing upheaval, uncertainty and disruption caused by the COVID-19 pandemic, while ensuring maintenance of high ethical standards cannot be underrated. We accept that we must stay in motion and continually innovate to stay relevant and on top of the competition especially in the light of the dissolution of trade barriers in the Africa region.

GIBA takes this opportunity to congratulate the CIMG on the launch of Ghana's first Professional Marketing Qualifications which took place in April 2021 and on clocking 40 years of setting service and marketing standards in Ghana. We are indeed honoured to be associated with the CIMG.

I wish you a successful Awards ceremony.

Long live GIBA, long live CIMG, long live Corporate Ghana and long live Ghana.

God bless us all.

Cecil Sunkwa-Mills
President

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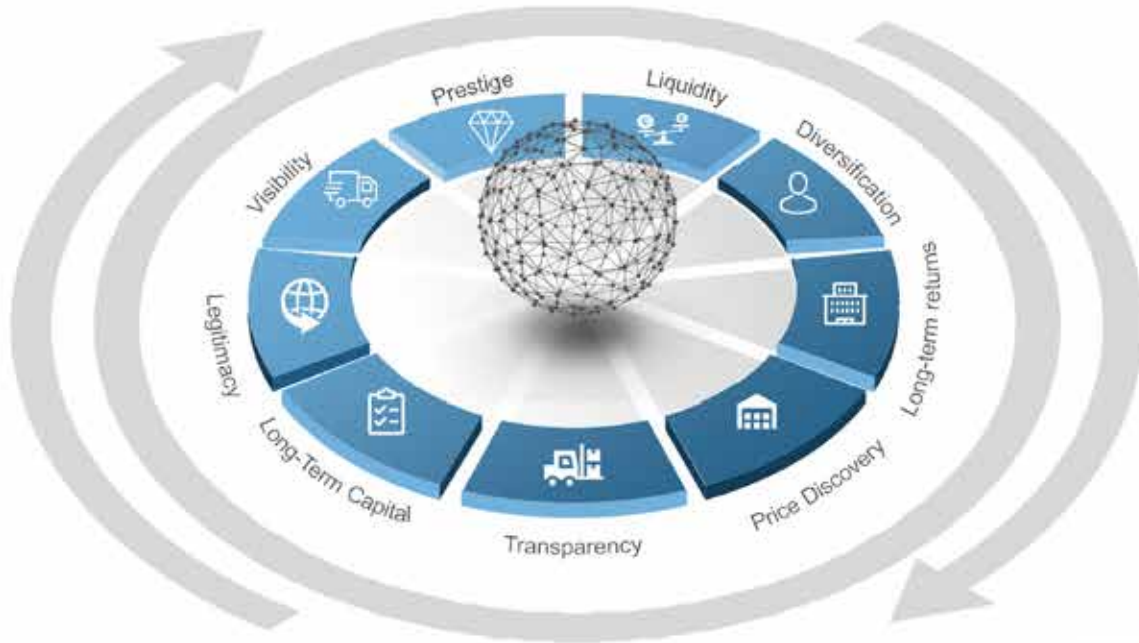
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FRATERNAL MESSAGE FROM THE **PAST PRESIDENT, CIMG & MD/CEO, PARACELSUS PHARMACY & MARKETING COMPANY LTD**



On the occasion of CIMG's 32nd National Marketing Performance Awards slated for Saturday, 6th November 2021 at the Labadi Beach Hotel, Accra, it gives me a great pleasure to send this goodwill message.

Thirty-one (31) years of CIMG National Marketing Awards is really a wonderful performance by the institute. All these CIMG awards, over the years, have been exceptional, consistent and of high quality that has been the envy of all those involved in the organization of other national awards. CIMG awards are prestigious special awards and are well treasured by all award winners.

Many things have happened in these past 31 years in the life of CIMG. The most significant ones among others are the passing of the CIMG Professional Marketing qualification Act, 2020 (Act 1021) which has helped to save a lot of foreign exchange to provide quality marketing education in Ghana and CIMG 40 years anniversary. These are really phenomenal achievements worth celebrating. We therefore shout loud, Hip, Hip, Hip... Hurray to CIMG and wish CIMG more successes as we make a final sprint into the next years leading to our 50th anniversary.

I must also add that the theme: - "Repositioning Ghana to leverage AfCFTA for economic development " is apt because of the new economic order, post covid-19 pandemic and the citing of the AfCFTA headquarters in Accra, Ghana.

Mr President, Past Presidents, Patrons, Fellows and members of the CIMG fraternity, I wish you all good health, happiness and every success in the coming years!!

Happy 40 years anniversary and may God bless us all...!!!

HARRISON KOFI ABUTIATE

MD/CEO

PAST PRESIDENT, CIMG

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FRATERNAL
MESSAGE FROM
MS HAMDARATE ZAKARIA
EXECUTIVE SECRETARY

POSTAL AND COURIER SERVICES REGULATORY COMMISSION



One of the significant occasions in our country presently is the CIMG Annual National Marketing Performance Awards. The Board of Commissioners, Management and Staff of the Postal and Courier Services Regulatory Commission extend to you warm fraternal greetings and best wishes.

The Postal and Courier Services Regulatory Commission is indeed gratified by your recognition and expression of interest in the postal and courier sector as manifested in your invitation and request for nominations that avail us the opportunity to be part of this year's awards. Please be assured of our commitment of the highest esteem to building bonds of solidarity between our two institutions.

The theme for this year's awards: "Repositioning Ghana to Leverage AFCFTA for Economic Development" is of immense interest to the Commission. The AFCFTA trade agreement promises to ease hurdles in regional trade on the continent and it promises to be catalytic for the postal industry. AFCFTA therefore presents a good opportunity for our local postal and courier operators to connect with other postal and courier operators on the continent to ensure the movement of the many postal and courier items that will be generated as a result of the agreement. On the local front in particular, the Commission is keenly looking forward to its licensed postal and courier operators' contribution to trade facilitation, in particular for micro, small and medium enterprises, by offering postal and courier products and services tailored to the needs of those businesses.

It would interest you to know that key amongst the Commission's objectives, as Regulator of the postal and courier sector, is advancing the expansion of postal services for the social and economic development of the country and we believe AFCFTA, the largest free trade area in the world yet, presents the best opportunity for us to realize our objective.

The challenges posed by COVID-19 presents opportunities for growth for the postal and courier sector in Ghana. Many courier/delivery companies have expanded their services and operations to meet the growing demand of consumers and businesses. The pandemic has accelerated greater reliance on digital services and that has contributed to growth in demand for the services of courier/delivery companies. Being one of the most important sectors of the economy players within the postal and courier sector need to position themselves to continue what they have started even as the pandemic still lingers and past it.

It is in the light of this background that the Commission deems your theme for this year's awards apt. On behalf of the Commission, I wish all present here a fruitful and rewarding event and renew the expression of friendship and goodwill of the Postal and Courier Services Regulatory Commission.

Long Live Postal and Courier Services Regulatory Commission!

Long Live the Chartered Institute of Marketing, Ghana!!

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FRATERNAL MESSAGE FROM THE **PRESIDENT OF THE CHARTERED INSTITUTE OF LOGISTICS AND TRANSPORT, GHANA**



The Governing Council, staff and the entire membership of The Chartered Institute of Logistics and Transport (CILT-Ghana) present our compliments and wish to use this opportunity to extend our warm felicitation to Governing Council, Management and Distinguished Members of the CIMG on this memorable occasion of the 32nd CIMG Annual National Marketing Performance Awards.

CILT-Ghana is proud to have consistently supported this award over the years. The awards have come to stay since it is now a reliable means by which industry practitioners and organizations assess their performance. We, as an Institute, are firm believers in the championing of professionalism in all spheres of our lives.

Reflecting on this year's theme "REPOSITIONING GHANA TO LEVERAGE AFCFTA FOR ECONOMIC DEVELOPMENT" happens to be of utmost interest to us at CILT Ghana as AFCFTA is only possible through transportation and logistical linkages. It gives the CIMG the opportunity to position organizations and Ghana for that matter in a strategic manner that makes us an attractive port, country to do business in and also, an origin of good quality products.

With the current COVID-19 challenges, the operating landscape for businesses in Ghana and worldwide remains daunting. Amidst the prevailing global pandemic with its uncertainties, businesses in Ghana must embrace sustainable structural transformation and act professionally to create more efficient regional value chains to enhance competitiveness in the African Market.

Now, more than ever, no man or business can be an island. Indeed, the business of moving goods or commodities safely and securely across boundaries, in energy-efficient, cost-effective and environmentally-friendly ways, increasingly requires close collaboration and efficient marketing.

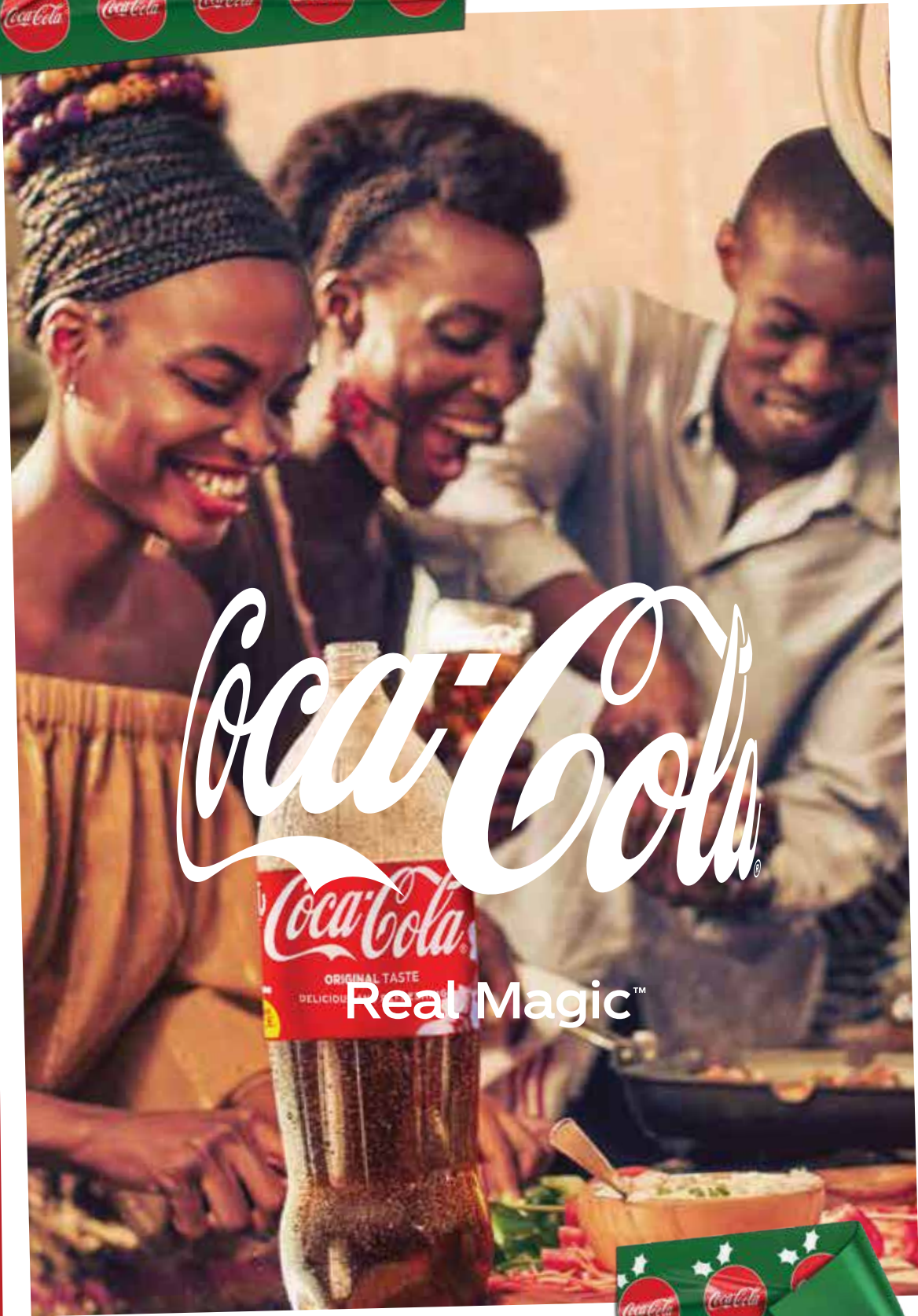
The Chartered Institute of Logistics and Transport (CILT – Ghana branch of CILT International) and The Chartered Institute of Marketing, Ghana (CIMG) have a lot in common. We look forward to combining our strengths in building synergy, utilizing our learnings and combining resources in the near future to chart paths that yield mutual benefits.

With its wealth of expertise and strong commitment, I am confident that the CIMG will continue to make more admirable accomplishments in the advancement of the profession in the years to come.

On behalf of the Governing Council and entire membership of CILT - Ghana, I congratulate you and extend our warmest fraternal greetings to the CIMG on this very important day.

Thank you all.

Engr. MARK A. AMOAMAH, FCILT
PRESIDENT,
CILT, GHANA



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UNDERSTANDING CORE SERVICE VS. BASIC SERVICE FOR IMPROVED CUSTOMER SERVICE EXPERIENCES

FROM THE DESK OF DR. ANNIE BABAH-ALARGI

Accomplished Service Experience and Relationship Management Expert. Training Consultant, Lecturer and Author. Executive Coach and Certified Business Advisor. Professional Mentoring and Psychometric Practice. SME Business Development (Women & Youth Enterprise).



Many organizations claim they satisfy, delight, make happy, excite and are even in bed with their customers – is this cheap talk, cosmetic or from Real and Evidential Service Actions?

Customer service is one of the most influential determinants of better customer relationships. Its success totally depends on understanding and interpreting customer needs and queries and working out the best solution to address the different levels of needs or queries. Managing both core and basic service appropriately helps to build a professional and emotional relationship between the brand or company and the customer.

Customer Service is a solution provided to address the needs of the customer – the reasons why they approached the organization to access that service and what they are bargaining for. Providing solution to customer service needs comes in three main different forms; the auxiliary or basic “must-be”, the tangible real or “core” and the hidden or “emotional” service solutions. The service solutions of many organizations are only based on the basics and sometimes a bit of the emotional. The real or core solution that the customer bargained for is mostly a tussle and there’s always an unfinished business or a gap relatively to total customer service satisfaction.

The customer may sometimes be satisfied with the basics but not the real or emotional. Other times they may be satisfied with some aspects of the real and a bit of the basics but not the emotional and sometime, they may somewhat be satisfied with the basics and some aspects of the emotional but not the real, yet most of the time, they

are dissatisfied with all three levels of service solutions.

Except a service organization or business is able to meet all three levels of customer service needs or provide solutions to these pertinent customer needs, they cannot claim that they have satisfied their customers, delighted them or excited them in anyway. Providing service solutions is a continuous process and must be consistently delivered at all three levels, at all times, whenever, however and wherever. Service basics especially are non-negotiables and although sometimes compensates for the other two as a consolation, it isn’t what the consumer bargained for by expending money, time, effort, etc.

What is Core Service?

A superior customer service strategy focuses on solving problems for the customer, whether those problems are anticipated or unexpected. Most of the time when we think of customer support, we default to an image of call centres and call centre teams answering phone calls and attending to basic customer service issues. The understanding of many organizations in satisfying or delighting customers is mainly based on the basic or auxiliary service performances. However, these are just basic services involving processes, customer handling and functional interdependencies made possible through integrated systems which are a ‘must be’ to enable excellent experiential service.

The Core Service or Service Tangibles on the other hand, solves core customer problems or meet customer core needs; these are what they bargained for and it involves system infrastructure, technology and other organization core competencies that enable quality of

service per customer expectations and even much more.

Using a Telecom industry as an example, the satisfaction of a customer accessing the services of a mobile network organization would take cognisance of the below:

Quality of service system network performances, i.e., faster, easy and uninterrupted data and voice call connectivity.

Service interaction, process and environment.

These are the main factors impacting customer satisfaction based on what they are experiencing both with the service tangibles (network service performance) as well as with the service basics (customer service delivery) of the mobile network company. Customer service experiences must therefore integrate both the technical and functional service qualities to impact service satisfaction.

Service organizations may engage the customer on close-loop feedback immediately a contact is made at the service/experience/call centre physically or by phone or any other contact means to determine their net promoter score from a scale of 0-10. This quick survey only measures service basics relatively to customer handling, service delivery time or swift process and pleasantness of the call centre staff among other things. Although these are relevant, they are a ‘must-be’. After all, customers of every organization expect and deserves basic service attributes of timeliness, service ownership, respect, patience, enthusiastic service, personal

recognition, empathy, professionalism, etc.

However, the core service expectations of the customer are what they bargained for in choosing that particular organization to service them. Still using the example of an MNO, these include easy and faster data and voice connectivity, secured mobile payment portals, etc. Most service organizations fail in the quality of the core service delivery to customers therefore substitute this with basic customer service or marketing promotions. Whilst activities of the service experientials are essential, promotions are manipulative marketing strategies and not real rewards as customers are made to believe.

Customer Centric Organizations preempt and identify the Core Service gaps by dedicating teams often referred to as customer success teams to anticipate potential problems and intercept them before they affect the customer. Beyond customer problem identification, they continuously track the effectiveness of the service performance strategy and also do routine checks with customers to ensure post-service satisfaction. Their proactiveness enables to reduce customer churn and strengthen customer relationships. A core service performance is 50% more strongly correlated with customer satisfaction than with a basic service performance as shown by empirical studies.

What is Basic Service?

Some customer needs are fundamental, like service timeliness and keeping a positive attitude. These are things that the customer will expect from the organization every time they reach out. However, most customers have varying needs that change on a case-by-case basis. In some cases, it may be imperative to provide a speedy response, at other times, quality and clarity are the keys to success. It all depends on the expectation of the customer when they make contact and interact with the organization and how well the service team can identify and adapt to their needs.

Service experiences also come in the form of customer interaction, processes and disciplines, the service environment as well as transaction and cross-channel exposure with a service. In the case of mobile network operators as an example, customer basic service experiences at the call center or touch points may include friendly customer service staff, timeliness of service, ease of communication with service staff, easy and faster service processes and clean service environment among others. Even though basic service experience

contributes to customer satisfaction, the process is not entirely dependent on front line service staff interactions with customers. Rather feedback collected by service staff for strategic decisions in service improvement must involve the customer in co-creating the service to ensure their satisfaction; this can also enable to close service satisfaction gaps identified. Furthermore, organizations that hold their staff accountable to extremely high service standards and expect them to generate positive interactions with every customer contact, regularly check team performance while seeking new ways to add value to the customer service experience, hence creates this basic service culture which is non-negotiable.

Customer dissatisfaction on core service delivery is experienced at most service organizations; however, a culture that focuses on customer service feedback for strategic initiatives, as well as operationalize customer satisfaction can enable to close gaps between customer expectations and real core service experiences. A service-oriented culture enables leadership commitment and support for customer service initiatives. Employees are also allowed to take initiatives to solve customer issues. There are opportunities for recommendations and improvement by employees who demonstrate commitment towards customers; they work with customers' interest in mind, partner them and simplify the service efforts for them. By failing to capture customer experiences of the core service, organizations miss a potentially powerful catalyst for improving integrated customer services.

Many organizations mainly use the basic "must-be" service solution as a yardstick to measure their service performance and pat themselves at the back for a good service delivery. So shortly upon calling or visiting a service centre, you are forwarded a little message to rate the service performance. So, on a scale of 1 – 10, 1 being the lowest, how would you rate the service today? This question should be rating the three levels of service solutions and not just the basic service solution which is usually the case. This kind of service rating limits the customer from delivering pertinent feedback to the organization regarding their total service experience. The fact is that, most of these service organizations know that their service solution isn't any good to write home about and so hide behind this cosmetic short survey to please themselves – it is only a matter of time that the big hole within the foundation will cause the entire structure to crash or collapse.

Service organizations or service

providers know that they cannot obviously put service people with frowned or straight faces, questionable characters, froward mouth or disgusting attitudes at the front lines to serve as the interface between the organization and customers, hence those chosen to lead or to be at the fore front have already being identified as people fit for the job and so they portraying good attitude, excellent personality, attention to detail, smart and good smile, appealing service environment, etc., doesn't make that service extraordinary, but just a "must-be" and non-negotiable.

Customer service is the prerogative of every single individual employed by the organization irrespective of rank or role to ensure that whatever they do, however they do it, and whenever they do it translates to the achievement of the service goals and purpose of the organization. Understandably, some aspect of the real core service the customer actually bargained for may require capex investments and other key management decisions to filter the priority ones that can impact customer satisfaction or engineer a grave dissatisfaction, pain point or displeasing service experience. It will only take a green or black belt service organization or a fully customer centric organization to understand this aspect of service solutions. However, it isn't an excuse for service organizations that are not what I have described above to take advantage of their ignorance to penalize customers with their service incompetency.

The voice of the customer is a key driver for organization development as it is factored in strategic marketing and management decisions – so are you listening to your customers at all?

Strategic choices and decisions are made by organizations to develop new products, improve business process, re-skill staff, provide variety to the market, enter new markets or appeal to new customers among other things. Hence critical decisions taken at this stage may involve IPOs, capex investment into new and modern technology or infrastructure and equipment. When this requires time, an organization may increase their basic service levels just to please customers with this aspect of the service experience, and even cosmetically run promotions and discount offers to keep customers from switching but deny them of the core service.

Organizations with core service shortfalls may also hide behind marketing promotions to induce their customers to retain their custom. Fortunately, or unfortunately, most customers obviously do not see through this cosmetic service attitudes and fall



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for it because, Ghanaian consumers, although claim they are now discerning still don't even know their service rights. Compensating customers with promotional discounts and other offers to cover up for flaws in delivery of service solutions is very deceptive. Marketers use promotion to entice customers to take an action in order for them to achieve their marketing objectives.

Marketing promotions as defined by different marketing associations indicates or suggests that:

The goal of marketing promotion is to reveal to consumers why they need a product or service and why they should pay a certain price for it. (The **Chartered Institute of Marketing**)

Marketing promotion is the placement of messages in time by organizations, who seek to inform and/or persuade members of a particular target market or audience regarding their products or services. (The **American Marketing Association**)

Prof. Philip Kotler has defined marketing promotion as, **“all the activities the company undertakes to promote its products to the target market.”**

Prof. William J. Stanton has defined it as, **“the element in an organization marketing mix that serves to inform, persuade and remind the market of the organization and or its products.”**

Promotions include price reductions, coupons, cash mail-in rebates, free gift cards, and buy-one-get-one (BOGO) discounts used by marketers to increase demand, sales and profits. Khouja, M., Subramaniam, C., & Vasudev, V. (2020).

The above-mentioned definitions makes it clear that promotion as one of important tools of marketing enables to create demand in target markets by providing information, making consumers believe, motivating, persuading, influencing and reminding them about the organization's services or products; so how and when did marketing promotions replace total customer service experiences or used as a service bait? Another question is, are customers more interested in this game-play as a satisfaction inducing indicator or they will rather prefer genuine excellent and flawless service where the organization owns and drives the consistency in service solutions to ensure continuous customer satisfaction.

Meanwhile, loyalty rewards, discount offers, and other promotional juicers aren't freebies, the customer must be using the service to access these add-ons. The customer expends, money, time, effort, etc., to buy and access the service solution before being offered that 2% off or key ring as a thank you.

Furthermore, how many times must you sometimes buy or use the service to stand a chance of winning anything at all. Hence marketing promotions cannot replace or be used as a service satisfier or consolation for service flaws.

Every day and week must be a customer service day and week. However, like any other recurring event, the full first week of October each year has been set aside to appreciate customers in commemoration of their continued business and patronage and to raise awareness of the importance and value of customer service (initiated by the US congress in 1992) which has obviously been adopted internationally. Over the years, I have observed with disdain, how the customer service week celebration focuses more on internal customers than external customers who have kept the business in existence. While employees are all branded in new outfits among other treats, customers experience nothing much, except for some cheap sweets placed at the counters of service providers for them to indulge themselves which many ignore. A “thank you” and a consistent pleasing experience is obviously enough and just OK for the 80% mass while a soiree or an appreciable gift is given to the 20% high value customers (using the Pareto Principle). It is ok to let internal customers feel appreciated during customer service week celebration since they are supposed to be delivering the service solutions after all, but making them the focus of the celebration while the external customers that has kept the cash flows of the service organizations or businesses running and the salaries of employees' stable are rather the shadow beneficiaries or celebrants isn't a smart way of celebrating customers.

I briefly share an experience with an online payment portal during a “typical customer service week”, obviously to pay a recurring bill. Was I able to make the payment? Eventually, yes; but how long did the process take? – what was the turnaround time, how easy was the process, how long did I have to wait online or even whether at a physical space? what amount or measure of customer effort did I have to put into this whole transaction? Was the process easy and friendly? How did this transaction impact my three levels of service needs – did I obtain the service solution to all my levels of service needs? Did I go through all the touchpoints or complete the transaction totally satisfied? How did this experience affect my “toma”?

Total customer satisfaction must be of paramount interest for organizations to achieve the bottom line.

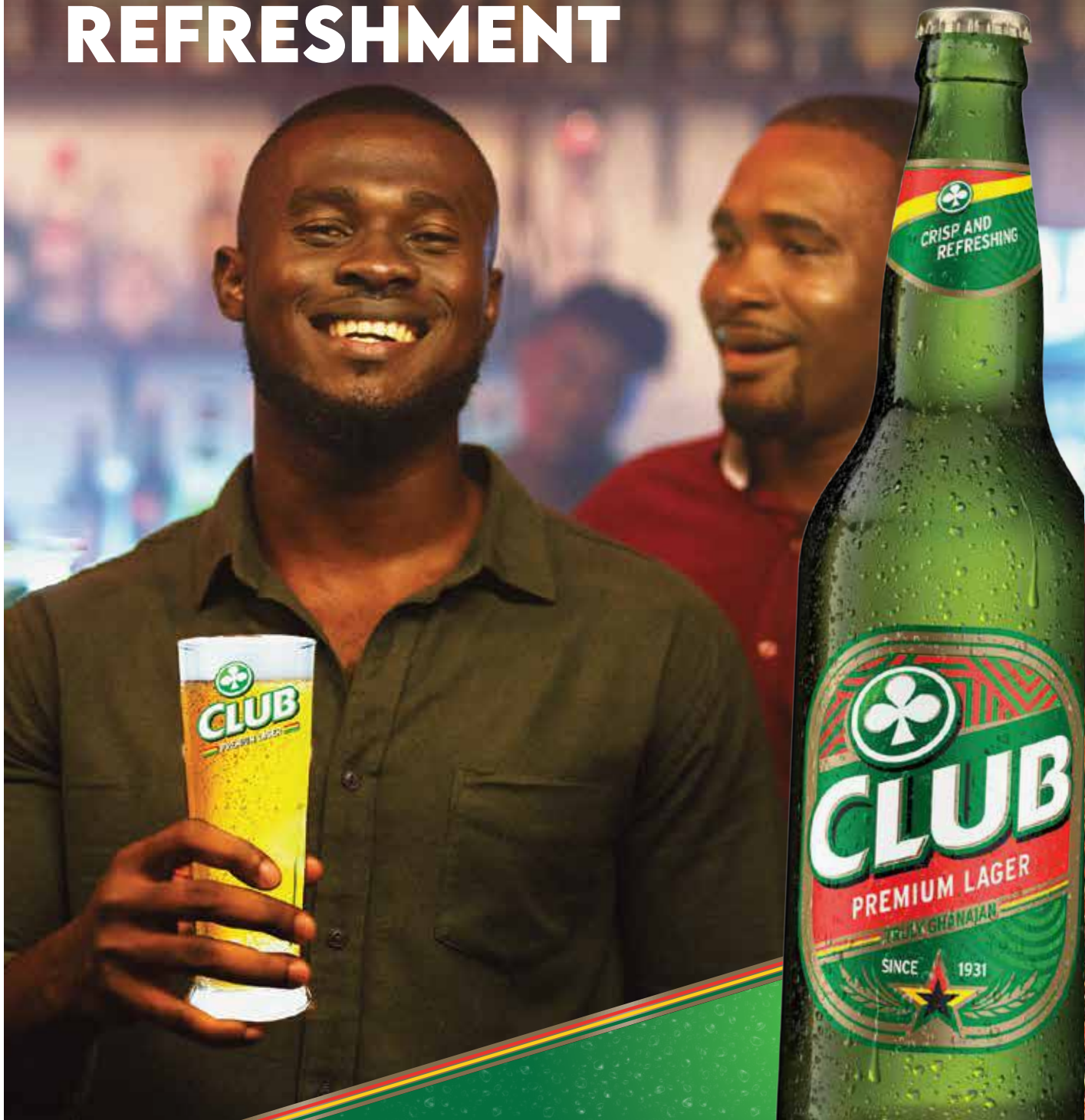
Immediately after the transaction, I received the usual to rate this experience. Suggestions have pointed to the net

promoter score (NPS) by Fred Reichheld as a good indicator for customer satisfaction leading to customer recommendation of an organization's services to others; although in contrast, other proponents including Morgan and Rego have argued that the assumption of the NPS is misplaced as it is more inward looking. Feedback or customer rating from the NPS is skewed towards the expectation and desired response by the organization (Pine and Gilmore, 2011) because this is internally generated and does not provide a holistic and true picture of customer actual service experiences. The question is asked as a follow up from accessing a service which then pre-empts the service attributes to be experienced and the survey is usually carried out internally and not by an independent researcher.

The NPS is based on the assumption by Reichheld et al (2009) that, it is hard to grow a business if your existing customers cannot recommend you to other potential customers. However, when subjected to falsifiability by Morgan and Rego, the thoughts of Reichheld et al, failed to make claims by a significant margin when tested on both micro and macro levels using Reichheld's own methodology. The data disconfirmed that recommendation was an effective indication of satisfaction and/or loyalty. Verhoef and Wiesel (2015) also examined the metrics for customer retention and concluded that the difference between the NPS and customer satisfaction focusing on a single domain of customer experience are not strong in predicting service performance.

In all these conversations, the key take-away is that, how do you map your Service Value and how does it look like now? what is your “rate of toma” (RoT) relatively to your customer service experiences? What emotional or hidden service solution are you providing to your customers? How has your service translated into relationship equity, value equity or brand equity? How does the customer perceive you – your organization, brands, products, services, processes, etc., what does the customer say about you at all and ultimately, are you truly providing all three levels of customer service solutions? Is the customer really satisfied with your total service delivery? I leave you to think through these.

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