



th4 ANNUAL CUSTOMER SERVICE WEEK CONVENTION Magazine

Mission Accomplished: Excellence in Action Date:
Post-Event Edition (October 2025)

AWARDS INSIDE:

Full Coverage of the National Mystery Shopping Campaign

AWARDS WINNERS

- **The Minds That Matter:** Exclusive Takeaways from Keynote Speakers
- **Future Focus:** Dr. Molosiwa on Mental Health vs. Work Environment
- **Innovation:** See How AI Shaped 2025 CS Week Celebrations

Customer service week. Read all about it!

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“The customer’s perception is your reality.”

— Kate Zabriskie

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DUMELANG

A simple word starts every great customer relationship



Thank you for your continued Excellence in Action.



Theme: Mission Accomplished: Excellence in Action

Welcome to the commemorative issue of the 4th Annual Customer Service Week Convention Magazine, a retrospective look at the incredible week of October 6–10, 2025.

What a week it was! Under the unifying Global Theme, “Mission Possible,” and our local Convention Theme, “Excellence in action – Elevating Attitude, Work Ethic and Customer Service,” the 4th Annual CSWC was not just an event; it was a powerful movement that reinforced the critical role of service professionals across Botswana.

Over the course of five action-packed days, we saw the spirit of customer excellence come alive. Our convention brought together Botswana’s leading minds and industry experts who delivered inspiring sessions on everything from Employee Mental Health to Unlocking Efficiency with ERP/CRM systems. We were privileged to host exceptional speakers, including Mr Peter Mpete, Ms Mildred Sinkala, and Dr. Bodney Molosiwa, whose insights provided a roadmap for elevating our national service standards.

This magazine serves as your essential resource for reflection and future action. Within these pages, you will find detailed recaps of the Day 1 and Day 2 Programs, exclusive summaries of the engaging panel discussions, and key takeaways from articles by thought leaders like Direct BPO and Perkily.

LETTER FROM THE EDITOR

A major highlight was, of course, the National Mystery Shopping Awards ceremony, where we formally recognized and celebrated the organizations and individuals who truly went above and beyond, proving that service excellence is not merely a goal, but an achievable, measurable standard.

We also look ahead. This issue features a forward-looking piece from the BNPC (Botswana National Productivity Centre) and showcases innovative ideas for future celebrations—even exploring how AI-Enhanced Celebration Ideas are transforming how we recognize our teams.

None of this would have been possible without the commitment our partner Business Botswana, and the generous support our delegates, the passion of the Nef-Aid Solutions team, and support of our sponsors, whose dedication to service is truly commendable.

We trust this magazine will serve as a valuable reference, reminding you that in the mission for customer loyalty and satisfaction, every challenge is truly possible.

Thank you for being part of this remarkable journey.

Editor, CSWC Magazine
Compiled by Nef-Aid Solutions © 2025



Beyond the Counter

TURNING SERVICE INTO SUCCESS

By Kagiso Koyabe

Head – Capacity Building & Business Advisory
Business Botswana

In every thriving business and community, great customer service isn't just a polite gesture — it's the heartbeat of growth. It's what turns one-time clients into loyal partners and ordinary interactions into lasting impressions.

That spirit took centre stage at the 4th Customer Service Convention 2025, hosted on 8 October 2025 at the Botswana Bureau of Standards (BOBS) under the global theme "Mission Possible." The event, convened by Business Botswana, in partnership with Nef-Aid Solutions, DIRECT BPO, and supported by Elsupanova Media and Lesedi TV, brought together leaders and professionals from across Botswana's public and private sectors to celebrate the power of service excellence.

Mission Possible: **The Power of Service**

This year's theme, "Mission Possible," carried a powerful message — that achieving exceptional customer service is not beyond reach. It is possible through collaboration, commitment, and the courage to innovate.

The convention served as both a celebration and a call to action — honouring the people and organizations driving Botswana's journey toward service excellence. Sessions explored key topics shaping the service landscape today:

The role of standards in ensuring consistency, Building psychologically safe and motivated workplaces, and Harnessing technology to transform the customer experience.

Service Excellence: **The New Economic Advantage**

For Business Botswana, customer service is more than an operational task — it's a strategic imperative. It defines how we represent our members, influence productivity, and shape the nation's economic competitiveness.

As the voice of the private sector, Business Botswana continues to champion service excellence as an economic driver — one that fuels customer loyalty, inspires innovation, and strengthens national growth.

Our collaboration in this convention underscores a shared vision: empowering Botswana's businesses with the tools, knowledge, and confidence to thrive in a service-driven economy.

Empathy, Innovation, and Action

Over the course of the convention, participants were encouraged to listen, engage, and reimagine what great service looks like in Botswana. They were reminded that service excellence begins with

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people — their empathy, professionalism, and dedication to doing ordinary things extraordinarily well.

And as we observe Cancer Awareness Month under the theme “Every Story is Unique, Every Journey Matters,” we are reminded that compassion, understanding, and care lie at the heart of every meaningful customer experience.

Building a Culture of Excellence

“Mission Possible” is more than a theme — it’s a mindset. It calls on us to build workplaces

and businesses where service is culture, not obligation; where excellence isn’t accidental but intentional.

As the event concluded, one message was clear: every hello, every act of empathy, and every effort to improve service contributes to a stronger, more connected Botswana.

Indeed, when service is driven by purpose, passion, and people — success becomes a mission possible. **END**



P5 000 Grocery Benefit

to protect Your Family's Future

For a small additional fee, our new Grocery Benefit secures a P5,000 payout to help your family purchase groceries during their time of need.

P5 000 Cow Benefit

Member

Spouse

Additional Member

Child 16-21

Child 0-15

Monthly Premiums

P15.50

P15.50

P17.50

P3.00

P1.50



MISSION POSSIBLE - EXPERTS CALL FOR QUALITY, BOTHO, AND CUSTOMER COMPENSATION

By Thaloso Lekopanye

GABORONE: The critical role of quality management, mental health support, and a distinctly Motswana approach to service delivery dominated the conversation at the 4th annual Customer Service Week Convention this past week. Hosted by Business Botswana in partnership with Nef Aid Solutions at the Botswana Bureau of Standards (BOBS), the convention, themed 'Mission Possible,' aimed to connect and empower professionals to elevate their attitude, work ethics, and consumer services.

Mr Peter Mpete, Marketing and Communications Manager at BOBS, put a strong spotlight on the National Quality Policy and the imperative of quality branding and consumer services. He underscored the availability of courses on Quality Management Systems, urging industries to invest in personnel training to build a strong culture of quality.

Dr Bodney Molosiwa addressed the often-overlooked area of workplace wellness, advocating for the creation of safe spaces for mental health. He emphasized the need to treat all employees equally, allowing them to learn and contribute without prejudice. Crucially, Dr Molosiwa stressed the importance of taking care of victims, encouraging social activities outside work, maintaining strict confidentiality, and educating staff to eliminate stigma.

For the tourism sector, Ms Olivia Unopa Nthoi, Head of Department and sustainable tourism fellow at Botho University, detailed a three-pronged approach for customer service to drive growth. First, thorough research about the customer is vital to understand

their preferences. Second, services must benefit both the customer and the service provider. Lastly, she highlighted that the tourism and hospitality industry relies on specific Standards of Operation, stating that "the way a bed is been made up at home is not the same way is been made up at the hotel," underscoring the need for professionalism and adherence to global benchmarks.

Mr Kenneth Setimela, founder of Leverage Point, spoke on the benefits of Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) systems for Small and Medium Enterprises (SMEs). He clarified the difference, noting that ERP focuses on managing internal operations and resources, while CRM targets customer interaction. However, he warned of common challenges such as a lack of system integration, the time-consuming nature of implementation noted, and dealing with inconsistent data.

Phatsimo Alfa, a Customer Experience Professional at Nef Aid Solutions, outlined the key principles for a robust service strategy: empowerment, clear communication, and ongoing training. She mentioned the personal touch of remembering people's names as a vital component of service delivery. Taking accountability was a strong point in her presentation. "Take responsibility, don't blame customers and shouldn't defend ourselves," Alfa said. She stressed that compensating customers for inconvenience is essential. This emphasis on local values was echoed by Ms Bonno Bagatsu from the Botswana National Productivity Centre (BNPC), a panellist who highlighted the BNPC's mandate to stimulate a productivity consciousness in Botswana.

She drove home the significance of the 5Bs Botho (courtesy), Bothaga (skill), Bonatla (diligence), and Bofefo (speed) in fostering excellence, often supported by the Botswana National Service Excellence framework.

The panel discussion brought diverse industry perspectives. Ms Norah Mc Aslin of Nora Cosmetics attributed her company's success to their customers' trust, stating, "At Nora Cosmetics we are how we are because of our customers... we will be the pickup pieces." Her golden rule for her staff is: "You are not going to touch the customers face while your face is not done." Mc Aslin personally tests products and educates clients on their use, ensuring customers are never taken for granted.

Regional Manager from FSG Limited, Modisaotsile Moletsana, provided a stark but practical view. He asserted that providing excellent service is not optional but a daily obligation, going "beyond humanity" to ensure clients understand the value they receive. He used a powerful analogy to stress preparedness and consistency: "Do not think about death but prepare for it."



Day 2

The convention concluded with a Day 2 mystery shopping award ceremony to recognize companies demonstrating exemplary service. The Mystery Shopping campaign was launched on the 23rd of January 2025 at the Business Botswana Head office. There were two categories that organizations were invited to enter for. 1. Being the 'Warm reception award' and the second 2. Telephone etiquette

The Warm Reception Award went to Ms Joyce Raletela of SASA Homeware, with Thabo Tebele of MVA FUND Head Office as the runner-up for warm reception award.

The Telephone Etiquette Award was presented to Bokamoso Olebetse of Aircon Masters T\A Smartsys, with Tebogo Molefhe of Fairgrounds Holdings as the runner-up. Nef Aid Solutions committed to sponsoring 20 frontline workers from each of the winning companies with further training, ensuring the spirit of 'Mission Possible' continues to inspire a higher standard of service across the country. **END**





WE CAN ACHIEVE THIS MISSION:POSSIBLE

Reflections from the 4th Annual Customer Service Week Convention
& National Mystery Shopping Awards



<https://www.youtube.com/watch?v=OF0CLnHVydk>

The 4th Annual Customer Service Week Convention culminated in a night of celebration, recognition, and renewed commitment to service excellence. Held on the 9th of October 2025, the National Mystery Shopping Awards Ceremony brought together leaders, organisations, and professionals dedicated to shaping Botswana's service landscape. Delivering the keynote address was **Ms. Kobotsampa Mdluli** of the **Botswana National Productivity Centre (BNPC)**, who shared heartfelt reflections on the transformative power of customer service.

Customer Service: More Than a Definition

In her address, Ms. Mdluli highlighted a striking truth: customer service, much like love, is difficult to define but unmistakable when experienced. While the convention's first day explored numerous frameworks and interpretations, she reminded delegates that great service is ultimately felt — not theorised.

According to her, outstanding service is not an event but a lifestyle, anchored in attitude, passion, and an authentic desire to serve. *"It comes naturally when you have the right mindset,"* she emphasized.

Honouring Botswana's Service Champions

One of the evening's highlights was the recognition of exceptional performers identified through the National Mystery Shopping Campaign, launched in January. Ms. Mdluli stressed the integrity of the evaluation process, noting that the awards were not staged but earned through real, rigorously assessed customer interactions.

Two categories took centre stage:

- **Warm Reception Award**
Celebrating front-desk excellence, evaluated by **Nef-Aid Solutions**.
- **Telephone Etiquette Award**
Acknowledging outstanding phone-based service, assessed by **Direct BPO**.

She applauded the evaluators for their high standards and robust processes that align Botswana with global service excellence benchmarks.

Service as an Economic Engine

At a time when Botswana faces economic constraints, particularly in diamond sales, Ms. Mdluli underscored the service industry's potential as a driver of national growth. She described service leaders as the *"engine of growth"* needed to propel sectors forward, urging a coordinated, strategic approach to elevating service standards.

Central to this vision is cultivating a national Service DNA — a shared culture of excellence that distinguishes Botswana on the global stage. She challenged organisations to believe in their potential and take ownership of their service transformation journeys.

Learning from Our Own Success

Botswana is not short of inspiration. Local tourism facilities have already won international accolades for outstanding service. Ms. Mdluli called on other sectors to replicate these successes by embracing the principles of consistency, documentation, benchmarking, and continuous improvement.

"Benchmarking is critical," she said. *"Show me how you do it, and I will show you mine. Improve where you fall short and repeat what you get right."*

She invited institutions to leverage the expertise and resources of BNPC, which stands ready to support organisations seeking to refine their service systems.

A Call to Participate and Improve

The National Mystery Shopping Campaign remains a powerful tool for growth. Ms. Mdluli encouraged more companies to register for the upcoming cycles, highlighting the dual benefits:

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- *Recognition for those who excel*
- *Actionable feedback for those needing improvement*

As shared by industry leaders during the campaign launch, the initiative strengthens business performance, elevates customer satisfaction, and enhances brand reputation.

Closing her inspiring address, Ms. Mdluli returned to her earlier reflection: customer service, like

love, is unmistakable when experienced. She congratulated the award recipients for standing out in their fields and urged them to continue shining as Botswana's ambassadors of exceptional service.

Celebrating Excellence, Inspiring the Future

Customer Service Week is more than an annual celebration — it is a moment to reaffirm the importance of service in national development. The 2025 convention and awards ceremony not only honoured the stars of today but also set the tone for the service culture Botswana aims to build **END**

Meet the Stars of Customer Service Week!

CLICK LINK
TO PLAY

<https://www.youtube.com/watch?v=AnQ9Nse6Fpo>

1.



WINNER OF THE
MYSTERY SHOPPING CAMPAIGN

WINNER:
Bokamoso Olebetse
AIRCON MASTERS T/A SMARTSYS

2.



WINNER OF THE
MYSTERY SHOPPING CAMPAIGN

RUNNER UP:
Tebogo Molefhe
FAIRGROUND HOLDINGS

TELEPHONE ETIQUETTE AWARD

1.



WINNER OF THE
MYSTERY SHOPPING CAMPAIGN

WINNER:
Joyce Raletaba
SASA HOMEWARE

2.



WINNER OF THE
MYSTERY SHOPPING CAMPAIGN

RUNNER UP:
Thabo Tebele
MVA FUND HEAD OFFICE

WARM RECEPTION AWARD



The Significance of Customer Service Week: Empowering Teams and Driving Business Success in 2025

By Phatsimo Alfa

Customer Experience Professional, Certified Customer Service Trainer, NPS Surveys Nef-Aid Solutions

In an era where customer expectations are at an all-time high and digital transformation is reshaping industries, Customer Service Week stands as a vital reminder of the human element at the heart of every successful business. Celebrated annually during the first full week of October—October 6-10 in 2025—this international event highlights the critical role of customer service professionals and encourages organizations to invest in their frontline teams. As we navigate post-pandemic recovery, AI integration, and evolving consumer behaviors, understanding the significance of this week is more important than ever for fostering loyalty, boosting morale, and fuelling economic growth.

A Brief History: From Recognition to Global Movement

Customer Service Week traces its roots back to 1991. What began as a U.S.-focused initiative has grown into a worldwide

celebration, now observed in over 60 countries across sectors like finance, healthcare, retail, hospitality, and government. Thousands of organizations participate each year, using the week to reinforce service excellence and appreciate their teams.

Why Celebrate? Boosting Employee Engagement and Morale

At its core, Customer Service Week is about people. Frontline employees—receptionists, support reps, and service agents—are often the first and only human touchpoint for customers, especially in an increasingly digital world. Yet, global employee engagement remains alarmingly low, with only 21% of workers engaged worldwide in 2024, according to Gallup's State of the Global Workplace 2025 report.

A simple “thank you” during Customer Service Week can elevate morale year-round. This recognition helps combat burnout and fosters a culture of empathy.

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Beyond morale, Customer Service Week underscores how superior service directly influences business success.

While AI handles routine queries expected to manage 80% of interactions. Human empathy remains irreplaceable. The week provides an opportunity to train teams on blending tech with personal service, ensuring 90% of customers get the immediate responses they demand. In Botswana, where tourism and retail thrive on service, celebrating this week can align with national goals for economic resilience.

Customer Service Week isn't just a celebration—it's a strategic investment. By recognizing your teams, you build a foundation for loyalty, innovation, and growth.

Join the global community this October 6-10. Whether through team-building activities, appreciation events, customer service week convention or skill workshops, let's elevate service excellence. Your customers—and your bottom line—will thank you.

Phatsimo Alfa is a certified trainer specializing in customer experience strategies.

END



To protect Your Family's Future

For a small additional fee, our new Cow Benefit secures a P5,000 payout to help your family purchase a cow during their time of need.

P5 000 Cow Benefit

P5 000 Cow Benefit	Monthly Premiums
Member	P15.50
Spouse	P15.50
Additional Member	P17.50
Child 16-21	P3.00
Child 0-15	P1.50



4th Annual CSWC Retrospective: The Voices of Excellence

This section reflects on the incredible talent, expertise, and passion that graced the stage, transforming the 4th Annual Customer Service Week Convention into a truly memorable event.

MEET OUR GUEST SPEAKERS:

Insights That Elevated the Conversation



https://www.youtube.com/watch?v=bcq13gds1_8

Mr Peter “Uncle P” Mpete

Mr Peter Mpete, a Marketing and Communications Manager at Botswana Bureau of Standards (BW), shared his extensive 25 years of expertise in marketing, PR, Communications, Branding, and Business Research with the convention attendees, providing a foundational understanding of market trust and service communication.

Ms Mildred Chilufya Sinkala

Ms Mildred Chilufya Sinkala, a highly accomplished finance and business professional, graced the stage to offer strategic insights. Ms Sinkala, who holds a BBA, CIMA qualification, and an MBA, showcased her comprehensive expertise drawn from over 26 years of senior leadership in diverse sectors, including food, motor vehicle, and fast-food industries.

Dr Bodney Molosiwa

Dr Bodney Molosiwa, an alumnus of the University of Botswana, contributed an essential focus on Employee Mental Health. The Medical Doctor, who had served in the public sector and was a COVID-19 frontliner, drew on his demanding experiences to advocate strongly for workplace efficiency, justice, and the fostering of supportive work environments.

Mpumelelo Tembe

Mpumelelo Tembe, the Co-Founder & CEO of Perkily, delivered a session on transforming customer success into healthcare excellence. He introduced the innovative digital health platform and highlighted pioneering features such as AskFleming AI, demonstrating how customer-centricity is the future of healthcare.

Ms Olivia Unopa Nthoi

Ms Olivia Unopa Nthoi, who serves as Head of Department and Sustainable Tourism Fellow at Botho University, presented an insightful session on the intersection of service and tourism growth. She brought her extensive academic background, including her nearing completion Doctorate, to show how service excellence can elevate Botswana's tourism industry.

Mr Kenneth Setimela

Mr Kenneth Setimela, the visionary Founder and Managing Director of LeveragePoint, spoke on digital innovation. He highlighted the recent launch of their flagship ERP solution for SMEs, which was designed to accelerate digital adoption and streamline operations across the SADC region.

Ms Phatsimo Alfa

Ms Phatsimo Alfa, Managing Partner and Co-founder at Nef-Aid Solutions, addressed the convention as an expert Customer Experience Professional. She discussed the importance of corporate culture and service delivery, drawing on her experience as the author of the handbook Customer Service on a Daily.

Ms Kobotsampa Mdluli

Ms Kobotsampa Mdluli, an Experienced Service Consultant from the BNPC, engaged attendees with her vast expertise. She shared knowledge gained over 29 years at BNPC, where she had served as a Social Marketer of Productivity and Quality, and a certified Master Trainer, emphasizing the role of Smart Work Ethic.

END



EXAMINING THE GULF: Employee Mental Health vs. Work Environment

by Dr. Bodney Molosiwa



https://www.youtube.com/watch?v=dR4G8Ct_GT8

DR.. Molosiwa's session provided a crucial examination of the intrinsic link between an organization's economic output and the holistic health of its employees. He asserted that while employees are the heartbeat of any organization, their mental health was often overlooked, despite convincing evidence demonstrating its positive correlation with economic success.

The discussion covered several work-related factors that were found to negatively impact mental health, including economic insecurity, long working hours, workplace bullying, and an absence of social support. Dr. Molosiwa explained how this resulting stress led to a costly downward spiral in the form of increased

absenteeism, presenteeism, and high employee turnover.

A key point of the presentation addressed the challenges employers face in implementing comprehensive mental health strategies, such as stigma, cultural barriers, and resource limitations. Dr. Molosiwa concluded that leaders who viewed mental health as a necessity, not just a means to an end, were the ones actively creating safer environments. He urged organizations to get started by employing well-rounded candidates, improving workload management, promoting open communication, and ensuring access to professional support.

END



THE CHILD THAT GREW WINGS TO FLY



Every business has a story. For Direct BPO, it is one of resilience, innovation, and growth; a journey from infancy to maturity, built on the dream of transforming customer experiences across industries.

The Infant Years Taking the First Steps

Born in 2017, Direct BPO entered the world as a small but determined infant. The vision was clear: to become the heartbeat of customer service by offering centralized, outsourced contact centre solutions. From the ground up, the company took its first steps, building a team of passionate individuals dedicated to delivering exceptional customer experiences through telephony. Crawling turned into walking, and soon, Direct BPO began to understand what it

meant to be a true Business Process Outsourcing partner. Every business has a story. For Direct BPO, it is one of resilience, innovation, and growth; a journey from infancy to maturity, built on the dream of transforming customer experiences across industries.

The Teenage Phase Discovery and Exploration

Like every teenager, Direct BPO entered a period of self-discovery. This was the stage of asking, **“What more can we become?”** The company began to branch out, moving beyond a single industry and exploring new opportunities.

Research and innovation became core drivers, helping identify the challenges and pain points faced by businesses across different sectors.

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This led to the birth of a broader service portfolio, not just contact centre support, but also tools and strategies designed to enhance brand visibility, improve customer engagement, and deliver measurable business results. Services like Customer Satisfaction Surveys, Contact Centre as a Service, training programs, outbound/inbound contact centre solutions and social media management became part of Direct BPO's growing arsenal.

The Adult Phase Standing Tall

Adulthood brought with it wisdom, confidence, and the courage to innovate. Direct BPO embraced the digital era, evolving from traditional approaches to automated, tech-driven solutions. Some ideas worked, some didn't, but each step sharpened the company's vision and refined its craft. Strategic partnerships have amplified the company's presence in the BPO space.

Today, Direct BPO stands strong, offering an expansive range of services: Social Media Management, Customer Satisfaction Surveys, Contact centre as a Service, Bulk SMS Solutions, Outbound & Inbound Contact Centre

Services, Multi-Channel Contact Centre Solutions, Training Courses (Customer Service, Business Etiquette, Contact centre Operations), Event Support Services, Quality Assurance as Service, and many more. In this adult phase, one of our boldest moves has been a complete rebrand.

This exciting transformation marks the beginning of greater opportunities and growth from every angle. With every gradual change comes learning, development, and the refinement of tailor-made solutions, all designed to keep Direct BPO and its clients evolving and future-ready.

Focused on Brand Care

What makes Direct BPO remarkable is its ability to serve across sectors, from insurance, banking, and telecoms to beauty, retail, and SMEs. The company operates 24/7/365, ensuring brands receive consistent care and unwavering support. At its core, Direct BPO is more than just a service provider; it is a growth partner, committed to strengthening brands both internally and externally.



Customer Service Week 2025

Every great experience
begins with a simple hello

Thank you for being part of our journey

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Commanding the Stage:

A Tribute to Our MC

Ms. Gosego Nkwe

The success of the **4th Annual Customer Service Week Convention** depended not only on the brilliance of our speakers but also on the expert guidance of our Master of Ceremonies, Ms. Gosego Nkwe. Her professionalism and charisma ensured the event flowed seamlessly from start to finish.

Ms. Nkwe is a seasoned Master of Ceremonies whose remarkable career spanned over seven years, during which she hosted an impressive range of high-profile events, including corporate functions and national ceremonies. Her reputation for a commanding presence and articulate delivery was fully on display at the convention, where she effortlessly connected with our diverse audience and kept the energy high.

Beyond the stage, Gosego is an accomplished broadcast journalist and news anchor with BTV News Channel. Attendees who recognized her from her work on the popular Dumela Botswana Breakfast Show and the COVID-19 Botswana Response Show appreciated the versatility and confidence she showcased in managing our complex agenda.

We extend our deepest gratitude to Ms. Nkwe for the exceptional work she did in steering the 4th Annual CSWC. Her eloquence and keen understanding of audience engagement truly made an enduring impact on the convention's success.

For professional bookings, Ms. Gosego Nkwe can be reached at (+267) 73297233 / 77312430 or via email at nkwecorporate@gmail.com. END

web: www.nef-aid.com
email: tshepo@nef-aid.com

ACCREDITED COURSES OFFERED

CUSTOMER SERVICE TRAINING

1. Basics of Exceptional Customer Service (BQA Accredited Course)

Target Audience: Suitable for all customer facing/frontline workers

Duration: 1 Day

Mode of Learning: Classroom, Virtual, Online

2. Internal & External Customer Service - Feelings for Professionals (Recognized by the Human Resource Development Council)

Target Audience: All employees, customer service managers, customer service team leaders, front-line and back office staff.

Duration: 3 Days

Mode of Learning: Classroom, Virtual, Online

3. Introduction to customer experience management (Recognized by the Human Resource Development Council)

Target Audience: Management course suitable for business owners, customer service managers, Marketing Managers and aspiring customer experience professionals, HR Managers

Duration: 1 Day

Mode of Learning: Classroom, Virtual

Note

Virtual (includes delivery of participant notes and certificate upon completion)

Classroom (includes certificate of completion and meals)



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Address: Lot 4489, Block 5, Mogoditshane/
Lot 4993A, Village, Gaborone, Botswana

PROFESSIONAL TRAINING

4. Professional Emailing 101 (Recognized by the Human Resource Development Council)

Target Audience: All office staff and business professionals who utilize email as a medium of communication

Duration: 1 Day

Mode of Learning: Classroom, Virtual

5. The efficient administrative assistant (Recognized by the Human Resource Development Council)

Target Audience: Executive PA's, administrative assistants, receptionists, office managers, Entrepreneurs

Duration: 4 Days

Mode of Learning: Classroom, Virtual

TEAM BUILDING

6. GO BEREKA MMOGO - Building Strong Teams for Construction & Non Office Jobs (Recognized by the Human Resource Development Council)

Target Audience: This course is suitable for laborers who work "non-office" jobs such as:

- Construction workers, Security guards, Field technicians, Cleaners, Drivers, Mine Laborers, Factory Workers, Mechanics, Shop Assistants, Warehouse and logistics personnel, Manufacturing and production teams, Outdoor and labor-intensive job roles

Duration: 1 Day

Mode of Learning: Classroom

Nef-Aid Solutions is a BQA accredited education and training provider. For more information on course overview, email tshepo@nef-aid.com. Call 71 637 477 or 392 5239. Reserve a training date for your work team!

web: www.nef-aid.com
email: tshepo@nef-aid.com

ACCREDITED COURSES OFFERED

HEALTH & SAFETY COURSES

7. Safety Representative Training (BQA Accredited Course)

About the course:

The Safety Representative Training course is designed to address the critical need for competent safety representatives in the workplace. Safety representatives play a pivotal role in ensuring compliance with health and safety regulations, identifying and mitigating workplace hazards, and fostering a culture of safety among workers. This course provides participants with the necessary skills and knowledge to effectively perform their duties, reducing workplace accidents, and ensuring a safer working environment.

Target Audience:

Safety Representatives in the Mining and Construction Sectors, Workers nominated or elected to become Safety Representatives, Supervisors and Managers responsible for workplace safety.

Duration: 5 Days

Mode of Learning: Classroom, Virtual, Online

8. Fire Safety Marshal Training (Recognized by the Human Resource Development Council)

Target Audience: Fire marshals in workplaces, Health and safety officers, Facility managers and Individuals responsible for fire safety.

Duration: 2 Days

Mode of Learning: Classroom



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Address: Lot 4489, Block 5, Mogoditshane/
Lot 4993A, Village, Gaborone, Botswana

About Course: The purpose of the Fire Safety Marshal course is to equip participants with the essential skills and knowledge to prevent, manage, and respond to fire emergencies. Fire Marshals play a critical role in ensuring workplace safety by implementing fire prevention strategies, conducting fire drills, and ensuring safe evacuations. This course addresses the need for trained personnel to manage fire safety risks in various industries, as required by safety regulations and legal standards.

9. First Aid Training (Recognized by the Human Resource Development Council)

Target Audience: Workplace employees, Community members, Individuals seeking certification in first aid, Safety officers and managers

Duration: 2 Days

Mode of Learning: Classroom, Virtual, Online

About Course:

The First Aid course addresses the critical need for individuals to be prepared to respond effectively to medical emergencies in various settings. The purpose is to equip participants with essential life-saving skills and knowledge to handle emergencies until professional help arrives. This course enhances workplace safety, compliance with health regulations, and readiness for unexpected medical situations.

Nef-Aid Solutions is a BQA accredited education and training provider. For more information on course overview, email tshepo@nef-aid.com. Call 71 637 477 or 392 5239. Reserve a training date for your work team!



BUSINESSBOTSWANA



MEMBER VALUE PROPOSITION

5 PILLARS OF ENHANCING YOUR BUSINESS WITH BUSINESS BOTSWANA

ADVOCACY | GROWTH | STEADFAST SUPPORT | BUSINESS FACILITATION | PEACE OF MIND

At the core of Botswana's dynamic economy, Business Botswana is the leading organization dedicated to promoting the interests of the private sector. We understand that in today's complex business landscape, achieving success requires more than just operational excellence; it necessitates strategic advocacy, strong support, and access to a network that drives growth. This is exactly what Business Botswana provides.

PILLAR 1: SAFE GUARDING BUSINESS INTEREST



Shaping Favourable Business Climate

Business Botswana recognizes the significant impact that policy decisions can have on your business. As your dedicated advocate, we ensure that your voice is represented at the highest levels of government. Through our established Public-Private Dialogue (PPD) platforms, we facilitate meaningful interactions between the private sector and policymakers.

The Business Botswana Public Private Dialogue (PPD) platforms that drives policy dialogue to ensure your concerns are addressed include the Local Level Consultative Council (LLCC), Sector Level Consultative Council (SLCC), High-Level Consultative Council (HLCC and National Business Conference (NBC).

Influencing Policy Agenda

We engage actively with policy makers to shape policies that create a favourable business climate. Our policy agenda focus on removing trade barriers, streamlining bureaucratic processes, and encouraging fair competition.

Creating a Level Playing Field

We advocate for equal opportunities for all businesses to succeed. Our policy advocacy considerations focus on reducing costs, maximizing efficiency, and eliminating discriminatory practices.

Safeguarding Members Interests

We diligently work to protect your financial and public relations interests. Our expertise in industrial relations helps ensure compliance with labour laws, reducing the risk of costly disputes and reputational damage.

PILLAR 2: GROWTH



Fuelling growth and providing exceptional support, Business Botswana drive your business forward. We create opportunities for growth and expert guidance for you to stay ahead business challenges.

Accelerating Growth

Business Botswana is dedicated to equipping its members with the resources and opportunities needed for sustainable growth. We actively encourage collaborations and partnerships to unlock new growth avenues

Networking and Partnerships

We create valuable networking opportunities through trade fairs, business expos, and industry-specific forums. Our extensive network connects you with potential clients, partners, and suppliers, broadening your market reach.

Capacity Building

We provide a wide range of training and capacity-building programs aimed at enhancing your skills and knowledge. All the programs we offer cover critical topics that are intentional to capacitate and enhance skills for business. We ensure our members remain competitive in an ever-changing business environment.

PILLAR 3: SUPPORT



Unwavering Support:

Navigating the complexities of the business world can be daunting. Business Botswana offers steadfast support to help you overcome challenges and achieve your objectives.

Expert Advice:

We provide expert guidance on a variety of industrial relations, HR, and general business practises. Our team assists with issues ranging from dismissals to salary concerns, ensuring compliance and minimizing risks, thereby achieving harmony in the workplace.

Strategic Conversations:

We facilitate strategic discussions between our members and key stakeholders to address administrative and policy-related challenges.

PILLAR 4: BUSINESS FACILITATION



Business Insights:

We offer timely information on current issues affecting the private sector together with unlocking new markets and concentrate on your core business

Expanding Your Reach

We organize trade missions and networking events, creating opportunities to engage with key decision-makers.

Strategic Market Access

Business Botswana plays a crucial role in providing seamless access to key markets. Through leveraging on our network, we connect our members with potential clients, partners, and suppliers through our extensive network.

Our affiliation with the SADC Business Council and other international partners widens our regional and global network. We provide guidance on international trade matters and facilitate participation in promotional export campaigns.

PILLAR 5: PEACE OF MIND



Freedom to Focus:

By relying on Business Botswana for your advocacy and support needs, you can concentrate on your core business operations.

Operational Efficiency

Leave the complexities of policy and advocacy to our expert team. Focus on innovation, product development, and market expansion.

Peace of Mind:

Rest assured that your interests are protected and your concerns are addressed. This allows you to concentrate on sustainable growth.



FOR MORE INFORMATION, PLEASE CONTACT THE FOLLOWING

Boitumelo Lekaba

73 074 581/boitumelo@bb.org.bw

Lebopo Malensi

73 074 636/ Lebopo@bb.org.bw

Employer Organisation | Chamber of Commerce | Business Representative Body

 www.bb.org.bw



Panel Spotlight

Ms. Patricia Nkwane served as the dynamic Panel Discussion Moderator at the 4th Annual

Ms. Patricia Nkwane, The Transformation Moderator Customer Service Week Convention, bringing her wealth of experience as a renowned international award-winning transformational speaker and coach to the stage. Her expert moderation ensured a lively and insightful debate on the future of service excellence.

Championing Potential and Healing

As the founder and director of Elegant Living, Ms. Nkwane's mission was clear: exploring and growing human potential and awareness. Her work centered on helping individuals and organizations achieve breakthroughs, utilizing coaching programs rooted in the Japanese philosophy of IKIGAI (a reason for being). She is a sought-after team trainer whose program, Organisational Miracle, was praised as an organizational game-changer.

Beyond corporate transformation, Patricia demonstrated an undying drive to empower women and the girl child, evidenced by her widely successful programs like Women with Scars, which evolved from a local program into a pan-African tour and conference. She also pioneered the A Tomorrow Woman program, believing in the concept of 'reach them when they are still young'.

An African Pioneer and Global Voice

Patricia Nkwane's impact was not limited to the convention floor; her work earned her significant international recognition:

She was recognized among the Top 50 Most Inspiring Women in Africa by the I Am Africa initiative.

She was rated one of the Top 40 Most Influential Women in West Africa (2018/2019).

She was the 2023 winner of the African Entrepreneur of the Year with International Footprint Award.

A lady of excellence herself, she had previously received the Festus Mogae academic excellence award and the Sir Seretse Khama Ian Khama spirit of Botho Award.

As a golden content producer and presenter, she graced many global platforms, including keynote addresses at institutions like DEBSWANA and Louisville University, and previously produced and presented the Woman to Woman show on Maru TV. Her current work, including The Patricia Nkwane Show on So Online Radio, continued to connect women across continents, addressing critical issues and pioneering change for a better Africa. Her participation in the panel discussion brought a truly global and humanitarian perspective to our convention.

END

Elevating Customer Service in Botswana:

A Mission Possible with Empathy, Innovation, and Loyalty



By Mpumelelo Tembe, Co-founder of Perkily

As the 4th Annual Customer Service Week Convention concluded, the energy and commitment surrounding the global theme, “Mission: Possible,” was palpable. The event served as a powerful reminder of the profound impact that dedicated service professionals had on our economy and daily lives, particularly here in Botswana. My own journey in healthcare, which was highlighted in a recent Global Health Magazine feature, showed that the principles of empathy, innovation, and loyalty were the very foundation of transformative customer experiences.

Botswana, a nation of immense potential, was at a pivotal moment in its customer service evolution. While there were commendable efforts to enhance service delivery, it was widely acknowledged that challenges persisted, often impacting economic growth and consumer satisfaction [1]. This presented a unique opportunity for attendees to collectively redefine what exceptional customer service looked like within the Botswana context—a mission that required a blend of human-centric approaches and technological advancements.

The Perkily Approach: A Blueprint for Customer-Centricity

My work with Perkily, a digital health company, was centered on precisely this intersection. We believed that true engagement and loyalty were built on understanding, anticipating, and exceeding customer needs. These were universal principles that applied across all sectors, not just healthcare.

Perkily's approach was built on three core pillars that were shared with the convention as a blueprint for any industry striving for superior customer service:

Customer Loyalty & Rewards: We used a loyalty-driven model, much like rewarding patients for healthy actions. This strategy was presented as a way for businesses to incentivize customer loyalty through points, exclusive offers, and personalized recognition, thereby shifting the dynamic from transactional to relational.

AI-Powered Assistance (FlemingAI): The convention heard how our AI assistant, FlemingAI, provided 24/7 support. This demonstrated how AI could be applied in customer service to streamline support, provide instant answers to common questions, and free up human agents to focus on more complex, empathetic interactions.

Operational Intelligence & Automation: Perkily automated reminders and follow-ups to reduce administrative burdens. Attendees saw how this principle could be applied to customer service to

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ensure timely communication, reduce wait times, and optimize resource allocation, leading to a smoother, more efficient customer journey.

We adapted proven e-commerce strategies—like rewards and personalized messaging—to strengthen patient engagement. This same innovative thinking, Mr. Tembe argued, could transform customer service in Botswana, fostering environments where customers felt valued, understood, and truly engaged.

A Call to Action for Botswana

The Customer Service Week convention was more than just a celebration; it was a strong call to action. It served as an opportunity for attendees to commit to elevating service standards across all sectors in Botswana. By embracing empathy, leveraging innovative technologies like AI, and building loyalty-driven strategies, we had taken the first steps toward transforming the customer experience, driving economic growth, and fostering a more connected and compassionate society.

The mission to make “Mission: Possible” a reality for customer service in Botswana was embraced by the delegates, who committed to building systems that were not just efficient, but deeply human, ensuring every customer felt valued and heard.

About the Author:

Mpumelelo Tembe is a co-founder of Perkily, a digital health company focused on bringing empathy, AI, and loyalty to African healthcare. With a background in supply chain and customer engagement, Mpumelelo is passionate about using technology to solve real-world problems and create meaningful impact. His work at Perkily is dedicated to making healthcare more accessible, engaging, and human for patients across the continent.

References:

[1] Catastrophic Customer Service in Botswana is a Burden to the Economy. IQM.co.bw. Available at: <https://iqm.co.bw/catastrophic-customer-service-in-botswana-is-a-burden-to-the-economy/>

END



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Together, we transform Botswana

HEAD OFFICE
P/Bag 00392, Gaborone, Botswana
Plot 21222/21254, Giraffe Road, Gaborone
Tel: (+267) 362 6300
Fax: (+267) 391 3501/ 390 6390
Email: info@bnpc.bw

FRANCISTOWN OFFICE
P/Bag T2, Tatitown, Botswana
MVA Fund House - Francistown
Plot 44149, CBD, Off St Patrick Street
Tel: (+267) 241 5808/241 5500
Fax: (+267) 241 6101
Email: bnpcft@info.bw

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Together, we transform Botswana

BNPC 2025/26 PUBLIC TRAINING CALENDAR

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ISO 9001 BUREAU VERITAS Certification
ISO 9001 certified since 19 August 2006

2025/26 | PUBLIC TRAINING PROGRAMME



**BOTSWANA
NATIONAL
PRODUCTIVITY
CENTRE**

Together, we transform Botswana

INTERVENTION	PLACE	2025 APR	2025 MAY	2025 JUN	2025 JUL	2025 AUG	2025 SEP	2025 OCT	2025 NOV	2025 DEC	2026 JAN	2026 FEB	2026 MAR
LABOUR MANAGEMENT RELATIONS	Palapye	21-25											
LABOUR MANAGEMENT RELATIONS	Francistown					25-29							
LABOUR MANAGEMENT RELATIONS	Gaborone								01-05				
LABOUR MANAGEMENT RELATIONS	Maun			16-20									
LABOUR MANAGEMENT RELATIONS	Kasane							20-24					
PROJECT MANAGEMENT	Gaborone		12-16				15-19					16-20	
EFFECTIVE CUSTOMER SERVICE	Selebi-Phikwe			04-06									
EFFECTIVE CUSTOMER SERVICE	Ghanzi		20-23										
EFFECTIVE CUSTOMER SERVICE	Maun							14-17					
EFFECTIVE CUSTOMER SERVICE	Francistown	14-17				19-22							
EFFECTIVE CUSTOMER SERVICE	Palapye				15-18								
EFFECTIVE CUSTOMER SERVICE	Kasane			17-20									
EFFECTIVE CUSTOMER SERVICE	Gaborone	07-10		03-06	22-25		09-12		11-14			17-20	17-20
INTRODUCTION TO SUPERVISION	Francistown				14-18								
INTRODUCTION TO SUPERVISION	Maun					11-15							
INTRODUCTION TO SUPERVISION	Palapye						22-26						
INTRODUCTION TO SUPERVISION	Kasane			16-20								16-20	
INTRODUCTION TO SUPERVISION	Gaborone	7-11			14-18		08-12						
SERVICE DESIGN EXPERIENCE	Gaborone	7-11											
KAIZEN	Maun		14-16				15-19					16-20	
KAIZEN	Gaborone			16-20				13-17					16-20
KAIZEN	Francistown		19-23			18-22						16-20	
SUPERVISORY DEVELOPMENT PROGRAMME (A)													
1. Managing for Productivity (Concepts & Tools)	Gaborone		21-23										
2. Supervising Work/Output	Gaborone			18-20									
3. Obtaining Results Through People	Gaborone				23-25								
4. Developing people	Gaborone					20-22							
5. Industrial/Labour Relations	Gaborone						17-19						
6. Communication Skills	Gaborone							22-24					
SUPERVISORY DEVELOPMENT PROGRAMME (A)													
1. Managing for Productivity (Concepts & Tools)	Francistown		14-16										
2. Supervising Work/Output	Francistown			11-13									
3. Obtaining Results Through People	Francistown				9-11								
4. Developing People	Francistown					13-15							
5. Industrial/Labour Relations	Francistown						10-12						
6. Communication Skills	Francistown							08-10					
QUALITY MANAGEMENT SYSTEMS (ISO 9001:2015)													
1. ISO 9001:2015 Awareness	Gaborone	17-18					18-19						
2. Understanding & Implementing ISO 9001:2015 Quality Management Systems.	Gaborone			16-20								16-20	
3. Implementing and Auditing Quality Management Systems	Gaborone					18-22							
BALANCED SCORECARD (BSC)	Gaborone												
BALANCED SCORECARD (BSC)	Maun												
BALANCED SCORECARD (BSC)	Francistown												
BALANCED SCORECARD (BSC)	Gaborone												
SMART WORK ETHIC	Gaborone		20-23										
SMART WORK ETHIC	Maun							21-24					
SMART WORK ETHIC	Francistown						16-19						
ADVANCED LEADERSHIP AND MINDSET CHANGE	Gaborone							13-16					
ADVANCED LEADERSHIP AND MINDSET CHANGE	Francistown								10-13				
ADVANCED LEADERSHIP AND MINDSET CHANGE	Maun					11-14					02-05		
ADVANCED LEADERSHIP AND MINDSET CHANGE	Kasane			09-12								08-12	
STRATEGIC DEVELOPMENT & IMPLEMENTATION													
Module 1 - Introduction to Strategy and Organisational Diagnosis (2 days)	Gaborone		07-08					01-02					
Module 2 - Strategy Development (4 days)	Gaborone			09-12					03-06				
Module 3 - Strategy Execution (5 days)	Gaborone				21-25					02-04			
SERVICE EXPERIENCE DESIGN	Gaborone	16-17							18-19				
COLLECTIVE BARGAINING	Gaborone		14-16										
COLLECTIVE BARGAINING	Francistown						17-19						
COLLECTIVE BARGAINING	Gaborone							26-28					
COLLECTIVE BARGAINING	Francistown											17-20	
ORGANISATIONAL BEHAVIOUR													
Block release 1	Gaborone						09-10						
Block release 2	Gaborone							13-14					
Block Release 3	Gaborone								10-11				
5S IN THE WORKPLACE	Gaborone	22-24				19-21			18-20			17-19	
IN-HOUSE PROGRAMME													
Industrial Housekeeping (3R & 5S) - 3 days	BQA CODE												
Building High Performance Teams - 3 days													
Balanced Scorecard - 5 days													
Performance Reward Systems - 3 days													
Change Management													

BNPC reserves the right to cancel programmes or change the content, dates and venues. In-house Programmes can be conducted on Client request.

- For Gaborone Effective Customer Service, Introduction to Supervision, Supervisory Development Programme (A), Professional & Self Development, Quality Management Systems, Kaizen, Project Management and Service Experience Design, contact Elisah@bnpc.bw or **362 6304**
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SHINING A LIGHT

The Launch of Lesedi Television



Your Story, Your Voice

Botswana's media scene has grown brighter with the arrival of Lesedi Television, an online station bringing engaging stories, fresh perspectives, and dynamic entertainment straight to viewers' screens. Lesedi combines local culture with global trends, creating a platform that informs, inspires, and entertains.

Launched with the vision of bridging the gap between traditional broadcasting and the digital space, Lesedi Television is built to be accessible to everyone. Unlike conventional TV, the station thrives online, offering flexibility, inclusivity, and a sense of community.

More Than a Channel, A Lifestyle Hub

Lesedi Television is not just another TV station it's a lifestyle hub. From travel and entertainment



<https://www.youtube.com/watch?v=WSVclePpAa0>

to current affairs and cultural programming, the station promises a vibrant mix of content that resonates with Botswana at home while also connecting the global diaspora eager to stay rooted in Botswana's stories.

At the core of Lesedi Television is its guiding line: "Your Story, Your Voice." This principle reflects the station's commitment to amplifying local voices, showcasing homegrown creativity, and highlighting the entrepreneurial spirit that defines Botswana. By sharing authentic stories, Lesedi becomes both a cultural ambassador and an innovative media space.

Viewers can look forward to features on unique destinations, inspiring personalities, and pressing social issues all presented in a way that feels both relatable and globally competitive.

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Studio Rentals & Professional Services

Beyond broadcasting, Lesedi Television also offers professional studio rentals, giving creators, brands, and organizations access to a modern production space for filming, photography, and content creation.

The station also provides live streaming services, enabling events, conferences, and celebrations to reach audiences across Botswana and beyond in real time. This makes Lesedi not only a content platform but also a media solutions partner for individuals and businesses looking to extend their reach.

Ambition Meets Innovation

Though newly launched, Lesedi Television is ambitious. Its team envisions partnerships with local brands, creatives, and international networks to expand its reach and impact. By leveraging the flexibility of digital broadcasting, Lesedi is ready to

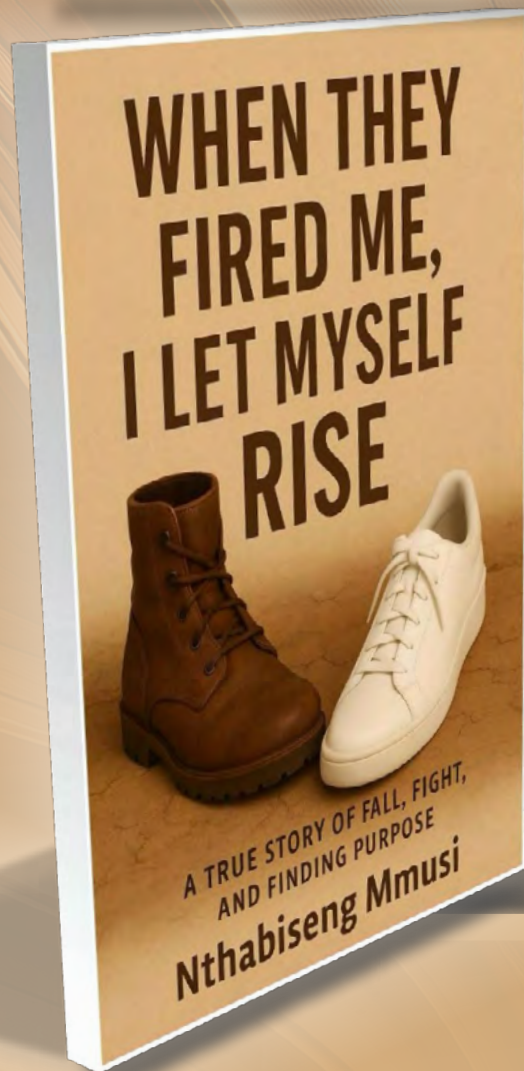
experiment with fresh formats and cultivate a loyal online community.

“Lesedi means ‘light,’ and that is exactly what we want to be a source of illumination, inspiration, and entertainment for our audience,” the team says.

The Future of Storytelling in Botswana

With online streaming demand soaring across Africa and beyond, Lesedi Television’s timing is perfect. Its blend of technology, creativity, and cultural authenticity positions it as one of Botswana’s most promising media exports.

For viewers, Lesedi Television is not just another channel it’s a reflection of their stories, their voices, and their future. And for businesses and creatives, it is a partner offering studio space, live streaming, and media expertise to help bring visions to life. **END**



What happens when everything you built falls apart—publicly, painfully, and without warning?

In this raw and unflinching memoir, Nthabiseng Mmusi takes us behind the curtain of what it means to be fired, broken—and nearly erased—then rebuild from the ashes with nothing but purpose, grit, and grace.

Once a leading voice in Safety, Health, Environment, and Sustainability across Africa, Nthabiseng was dismissed in a storm of confusion and silence. She lost her job, identity, her health, and, heartbreakingly,—then rebuild was a season of wine-soaked nights, roadside breakdowns, spiritual numbness—and eventually, resurrection.

A true story of fall, fight, & finding purpose.



Nthabiseng Mmusi is an award-winning SHEQ leader, mentor, and founder of SHE ON STANDBY. Former Global President and now Vice Chairperson of the AfriSAFE Board, she is passionate about transforming pain into purpose and creating safer, more humane workplaces across Africa.

ISBN 978-0-306-18724-7



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WHEN THEY FIRED ME I LET MYSELF RISE

A TRUE STORY OF FALL,
FLIGHT AND FINDING PURPOSE

Nthabiseng Mmusi

EXPANDED CELEBRATION IDEAS FOR CUSTOMER SERVICE

Customer Service Week 2025, celebrated from October 6-10, embraces the theme **“Mission: Possible.”** This theme highlights how frontline teams achieve the seemingly impossible through dedication, empathy, and innovation. These ideas are designed for organizations in Botswana and beyond, with options for various budgets

We’ve categorized the ideas for easy planning: General Celebration Ideas (with supplier suggestions), Low-Budget Ideas, Customer Appreciation Ideas, Remote/Hybrid Ideas, and AI-Enhanced Ideas. Aim to spread activities across the week, starting with a kick-off on Monday and ending with a closing ceremony on Friday.

General Celebration Ideas

Low-Budget Celebration Ideas

With 15 ideas to include more engagement options. These cost little to nothing but boost morale significantly.

1. **CEO as Service Ambassador:** The CEO visits branches or joins virtual calls to interact with customers and staff.
2. **Video Message from Leadership:** Share a short video emphasizing service importance via email.
3. **Call Best Customers:** Thank loyal clients personally; offer simple perks like a free coffee voucher.
4. **Town Hall/Staff Meeting:** Discuss joys and challenges; follow up with action items.
5. **Dress Theme Day:** Themes like “Superhero Service” or “Mission: Possible” outfits.
6. **Handwritten Appreciation Notes:** From executives to staff.
7. **Peer Appreciation Notes:** Colleagues write notes to each other.
8. **Community Outreach:** Plan a low-cost donation drive or virtual volunteer event.
9. **Decorate the Service Center:** Use balloons, banners, or digital wallpapers for remote desktops.

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- 10. Pop the Balloon:** Hide prizes in balloons for customers or staff.
- 11. Word Cloud Sharing:** Create a shared digital word cloud of positive feedback.
- 12. Mini-Mentoring Bingo:** Pair staff for quick virtual mentoring sessions in a bingo format.
- 13. Mystery Shoutouts:** Anonymous compliments revealed daily.
- 14. Gratitude Wall:** Physical or digital (e.g., via Miro board) for notes of thanks.
- 15. Playlist Collaboration:** Build a shared Spotify playlist of motivational songs.

Customer Appreciation Celebration Ideas

Focusing on building loyalty in an omnichannel world.

- 1. Surprise Gifts:** Deliver fruit baskets, chocolates, or vouchers to long-term clients; use birthdays from your database.
- 2. Mini Goodies Giveaway:** Hand out treats like lollipops to every customer served.
- 3. Personalized Thank-You Videos:** Record short videos from the team, sent via email.
- 4. Feedback Interviews with Perks:** Invite clients for chats, offering snacks or discounts.
- 5. Social Media Shoutouts:** Feature customer stories on your channels (with permission).
- 6. Loyalty Upgrades:** Offer temporary perks, like priority service for the week.

Remote/Hybrid Celebration Ideas

Addressing post-pandemic work trends.

- **Virtual Coffee Chats:** Pair employees for casual Zoom breaks.
- **Oline Trivia or Games:** Host CS-themed quizzes via Kahoot or Jackbox.
- **Care Packages:** Send branded kits with snacks, notebooks, and wellness items.
- **Virtual Awards Ceremony:** Recognize top performers with digital badges.
- **Home Office Makeover Contest:** Share photos of setups for prizes.
- **Wellness Webinars:** Free sessions on work-life balance.
- **AI-Enhanced Celebration Ideas**
- **Leverage AI for innovative, efficient fun in 2025.**
- **AI-Generated Thank-Yous:** Use tools like ChatGPT to create personalized notes or videos.
- **Virtual AI Scavenger Hunt:** AI chatbots guide teams through digital clues.
- **Empathy Training Simulations:** AI role-play scenarios for skill-building.
- **Predictive Analytics Fun:** Use AI to forecast “most improved” team members for awards.
- **AI Art Contest:** Generate and vote on AI-created “Mission: Possible” artwork.

Meet our sponsors



BASICS OF EXCEPTIONAL CUSTOMER SERVICE - FRONTLINE (1 DAY TRAINING)

ABOUT THE COURSE

Our one day program will sensitize your employees on the value of customer service in day to day interactions with customers and set the tone for customer centricity. This helps employees to have a basic understanding of the importance of customer service in their roles of service.

Working with difficult customers, telephone skills, the customer value proposition and a customer driven culture are some of the aspects covered during this training programme. It is important that all frontline staff within the organization attend this programme since in a very real sense it is the frontline employees who produces the bottom line/profits for the organization.

RECOMMENDED FOR:

Frontline - All Customer facing employees

DURATION

8 Hours

(1 Day) Workshop

OVERVIEW

Companies who pay attention to their human capital and have a customer-centric approach will be the most successful in the near future.

Frontline employees are the core of your customer service. They represent your product, services, and brand to the customers and ultimately influence customers' satisfaction.



The aim of this training workshop is to introduce participants to key knowledge, attitudes and skills pertaining to Customer Service Excellence in the work environment.

When you have completed this course you will be able to define the key concepts associated with the Customer-Driven Organization and you will be able to:

- Understand the vital importance of the customer to any organization
- See the value in having excellent service for both internal and external customers. Identify the factors that can prevent an organization from maximizing customer value.
- Understand how to critically look at the customer service levels and to establish if the organization is truly customer driven.
- Identify different customer types and interact appropriately with them
- Explore the values and attitudes necessary for excellence in customer care
- Discuss my role and responsibilities when serving customers.
- How to handle conflict and difficult customers.
- List the benefits of setting professional service standards for the organization
- Explain the importance of product knowledge in customer care.
- Receive and give honest feedback in order to learn from mistakes with difficult customers.
- Encourage team members to develop a self-critical approach.
- Identify obstacles to, and challenges within, customer service programmes.

LEARNING OBJECTIVES

By the end of this training course participants should be able to:

- Understand the importance of making a great first impression.
- Have good understanding of customer service and critical role of frontline in service delivery.
- Identify and apply soft skills necessary for a successful customer service interaction
- Demonstrate body language that engages others.
- Understand that intensity comes from emotions.
- Develop different diffusing techniques for dealing with customers showing strong emotions.

WORKSHOP MISSION

On completion of this workshop the participant should be able to contribute to the establishment of a culture of service excellence within the organization through providing superior customer service.

