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The Ask Afrika Orange Index® 2010 enables unique service strategies

The Ask Afrika Orange Index® has provided a decade of service excellence benchmarking, and for the first time in 2010 will provide insights into branding preferences and how these are linked to customer satisfaction.

The Ask Afrika Orange Index® is South Africa's largest service excellence benchmark, and identifies the top service delivery companies in South Africa. It also serves as a credible reflection on the views of South African consumers on service delivery. Actionable foresights are gained through measuring the difference between customer expectations and actual experience. The benchmark is unique due to its ability to pin-point areas in which companies excel and fail in service delivery.

With a history of 10 years, and various adaptations throughout the growth of the benchmark to ensure valuable insights, it has proven to create local relevance for many companies, and since 2009 has benchmarked itself globally against the ACSI (American Customer Satisfaction Index).

The latest change to the benchmark is the inclusion of a slightly more qualitative section to identify *patterns of change* which looks at how customers view service and what they expect in terms of service relationships with companies. Many trends have emerged in the consumer market, such as hiving and cocooning, which refer to consumers functioning more inwardly with regard to socialising, working and even shopping. A thorough understanding of these *patterns of change* will facilitate companies in formulating service strategies designed to suit customers' changing service expectations and brand preferences.

The benchmark is kept relevant each year through a number of workshops held with industry players to ensure that the benchmark considers each industry's changing contexts. Based on the expert discussions, it was found that many companies keep their eyes peeled for the ranking of the top service delivery companies in South Africa. As a result of this, service delivery diagnostics will only be available for sponsored industries this year.

Through an elevated approach in 2010, brand new insights will be gained through a wider and more diverse target audience, truly reflecting South Africa's dynamic rainbow nation.

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