

INCENTIVES AND ADVANTAGES

The advantages of this scheme are numerous. The most obvious of which is that it will send out important messages about your business. It recognises that good governance is the culture of the organisation.

The outcomes of becoming a 3 STAR company will be evident in the improved work performance of its employees, an improved return on investment stemming from the implementation of world class standards in business systems and processes and a caliber of excellence in customer service that is highly competitive locally as well as globally.

The one major incentive of the grading system is the Proudly South African membership that companies are rewarded with once they have full 3 STAR grading status. 3 STAR companies will then be able to utilize the Proudly South Africa logo.

THE PROUDLY SOUTH AFRICA ELEMENT

PROUDLY SOUTH AFRICA has a similar grading system, known as the main criteria for membership system, which includes:

- At least 50% local content in terms of value add
- Quality
- Fair labour standards

The Proudly South African brand is an endorsed brand, which signifies that the product has been made in South Africa with a high level of local content, by workers who are working in fair conditions, to a high standard of quality without damaging the environment.

The symbol's quality dynamic is also important. Products carrying the symbol have to demonstrate a high standard of quality, from raw materials to *customer service*.

CURRENT DEVELOPMENTS

PILOT IMPLEMENTATION OF THE CUSTOMER SERVICE STANDARD

The Services SETA has developed a Customer Service Standard that has been benchmarked against international standards. To achieve STAR 3 an organisation must comply with all criteria called for in the standard.

Lightbrary Development Solutions (LDS) was chosen through a tender process to assist companies to implement this Standard in their organisations.

The initial invitation to participate in this pilot was sent out to the entire database of Services SETA member companies. The participating companies were selected on a first come, first served basis.

Candidates from each company attended an implementation workshop where the standard was workshopped. The participating candidate was briefed extensively on the way forward once they were back in the workplace.

An initial audit date was set with each company with the understanding that if they were not successful on the first audit a second audit would be arranged free of charge.

To date 40 companies, with the assistance of Lightbrary Development Solutions, have met all the requisite criteria as prescribed by the Standard.

IMPLEMENTATION OF A TOTAL QUALITY MANAGEMENT SYSTEM

The Services SETA has recognised that the majority of SMEs need assistance in putting in place a quality management system to improve business systems and processes.

To address this issue the Services SETA commissioned RIMS International to develop a quality management system that would be recognised by SABS and other ISO certification bodies. This Quality Management System will be recognised by the 3 STAR Grading System for the accomplishment of STAR 2.

The Services SETA has also commissioned RIMS to assist SMEs with the implementation of this Total Quality Management System through a series of workshops.

To facilitate this process an invitation has been sent out to the Services SETA member company database for companies to apply to participate.

If you have not received this invitation and would like to participate please contact the 3 STAR Grading System Coordinator, Paddy Govender on 011 276 9600 or e-mail, paddyg@serviceseta.org.za, for an application form.