



**BOTSWANA
NATIONAL
PRODUCTIVITY
CENTRE**

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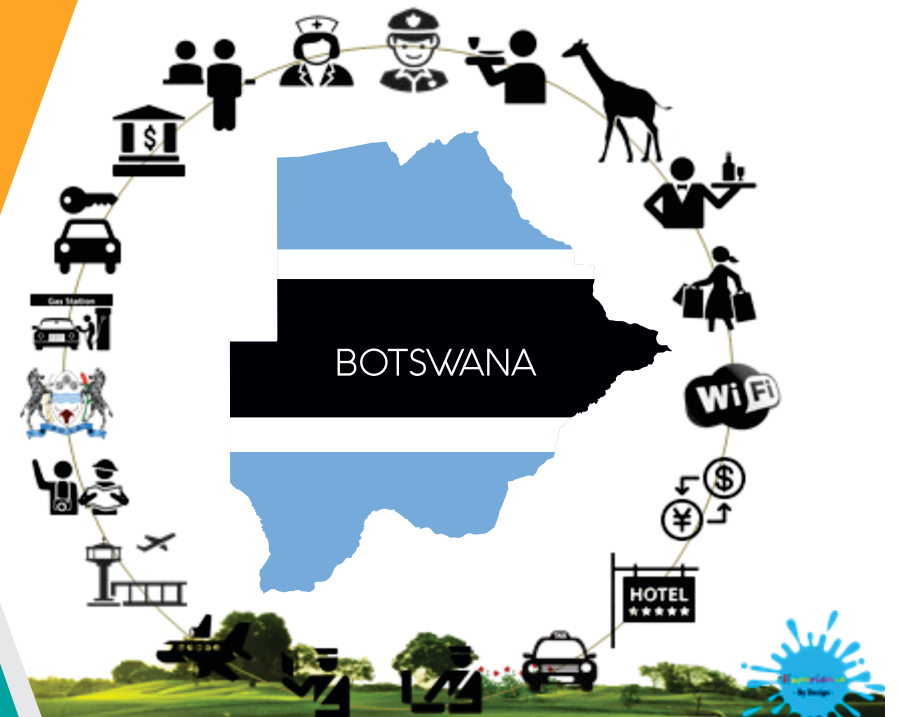
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Together, we transform Botswana



THE BOTSWANA SERVICE BRAND

An initiative of Botswana National Productivity Centre (BNPC)
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Botswana has achieved one of the world's highest economic growth rates since independence in 1966. Through fiscal discipline and sound management, Botswana has transformed itself from one of the poorest countries in the world to a middle-income country with a current per



capita GDP of US\$7.123.34 in 2015 compared to US\$83.96 in 1966. Botswana's economy has traditionally

relied on diamond mining as a key contributor to economic growth over the years. However, the diamond's contribution has started to decline, from above 40 percent to the latest of 18.3 percent of GDP in 2015.

The non – mining sectors, particularly tourism (hotels, lodges and restaurants), have become key drivers of real GDP growth.



would Botswana be known for her service experience?

Research conducted by BNPC indicates that Botswana can elevate her competitiveness through service. This requires not only branding service through Botswana, but also teaching the nation and Corporates behaviours that will transform service.

Delivering Botswana's service brand, by design, not by chance.



With the ultimate objective of transforming Botswana's service culture, a well-defined National Signature Service DNA is critical in demonstrating the country's unique service identity. This DNA will ensure consistency with and alignment to strategic initiatives set to transform Botswana's service branding; distill and formulate Botswana's Signature Service DNA; and manifest into the desired service brand. This will have direct impact on Botswana's eventual service culture. Through rigorous distillation process, the Botswana Service DNA, namely **Botho, Clean, Safe, Reliable and Efficient**, aims to shape the country's service branding.

To ensure effective nation-wide cascading of Botswana Service DNA, it is embedded into an acronym “Batswana CARE”. This Service DNA was further translated into practical core service behaviors.

- Smile, greet and welcome customers
- Offer assistance proactively
- Always be clean, well groomed and presentable
- Be honest
- Think and act safely first
- Be alert at all times
- Take personal responsibility to learn about products and services
- Deliver what you promise
- Don't say No, find a solution

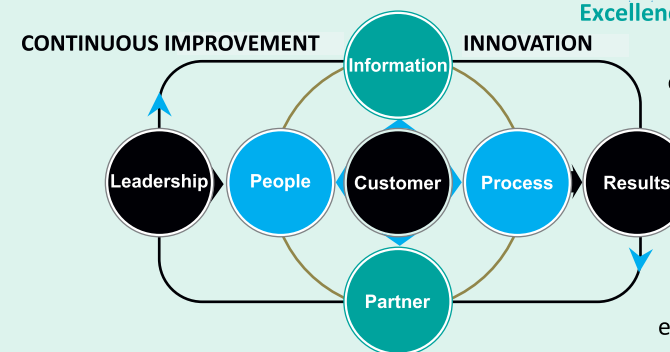


BOTSWANA SERVICE DNA

WHY MUST WE DO THIS? FROM THE CUSTOMERS' PERSPECTIVE, WHAT DOES THIS SERVICE DNA MEAN?

		PRODUCT	PROCESS	PLACE	PEOPLE
BOTHO	We want our customers to feel welcome				<ul style="list-style-type: none"> ▪ Sincere ▪ Respectful ▪ Courteous
CLEAN	We want our customers to have peace of mind	<ul style="list-style-type: none"> ▪ Uncompromising level of cleanliness ▪ Refreshed 	<ul style="list-style-type: none"> ▪ Transparent ▪ Simple 	<ul style="list-style-type: none"> ▪ Well maintained ▪ Welcoming 	<ul style="list-style-type: none"> ▪ Hygienic ▪ Integrity
SAFE	We want our customers to feel at home	<ul style="list-style-type: none"> ▪ Genuine ▪ Safe to use 	<ul style="list-style-type: none"> ▪ Customer friendly ▪ Fair 	<ul style="list-style-type: none"> ▪ Comfortable ▪ Safe Environment 	<ul style="list-style-type: none"> ▪ Safety conscious ▪ Attentive
RELIABLE	We want our customers to feel confident about Botswana	<ul style="list-style-type: none"> ▪ Authentic ▪ No hidden cost 	<ul style="list-style-type: none"> ▪ Error Free ▪ Always on time 	<ul style="list-style-type: none"> ▪ Accessible ▪ Well Organised 	<ul style="list-style-type: none"> ▪ Responsive ▪ Dependable ▪ Knowledgeable
EFFICIENT	We want our customers to enjoy the moment	<ul style="list-style-type: none"> ▪ Practical ▪ Standardised 	<ul style="list-style-type: none"> ▪ Seamless ▪ One stop 	<ul style="list-style-type: none"> ▪ Ease of Access Information ▪ Convenient 	<ul style="list-style-type: none"> ▪ Flexible ▪ Resourceful

To achieve this *Signature Service Experience*, Botswana organisations will have to implement the **National Service Excellence Framework**. This framework, based on the model of excellence and best practices globally, will facilitate



learning and benchmarking of implementation know-how for organisations in the pursuit of service excellence, as well as a tried and-tested roadmap for the transformation of Botswana's service culture

THE BOTSWANA SERVICE EXCELLENCE (SE) FRAMEWORK 2016 EDITION

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