

SOUTH AFRICAN NURSING COUNCIL

MARKETING CAMPAIGN 2022;
UPDATE ON WALL OF REMEMBRANCE



Background

- With the introduction of new service delivery channels such as LiveChat, Facebook and the business portal on the website, the SANC is experiencing a definitive shift in the service and communication channels that its clients use.
- The SANC is in the process of developing a Service Standards Charter, applicable to the entire organization. The SANC Service Standards Charter will stipulate the Council's service standards, contact details as well as mechanisms of redress within the service areas.

Background (continued)

- Consequently, the SANC is embarking on a **change management programme** to improve its service delivery across all platforms and in support of the requirements of the SANC Service Charter.
- With several service improvement interventions in place and currently being put into place, it is now important to alert the SANC's clients about these improvements to service delivery as it has a direct impact on the image of the SANC and the perception of its brand.

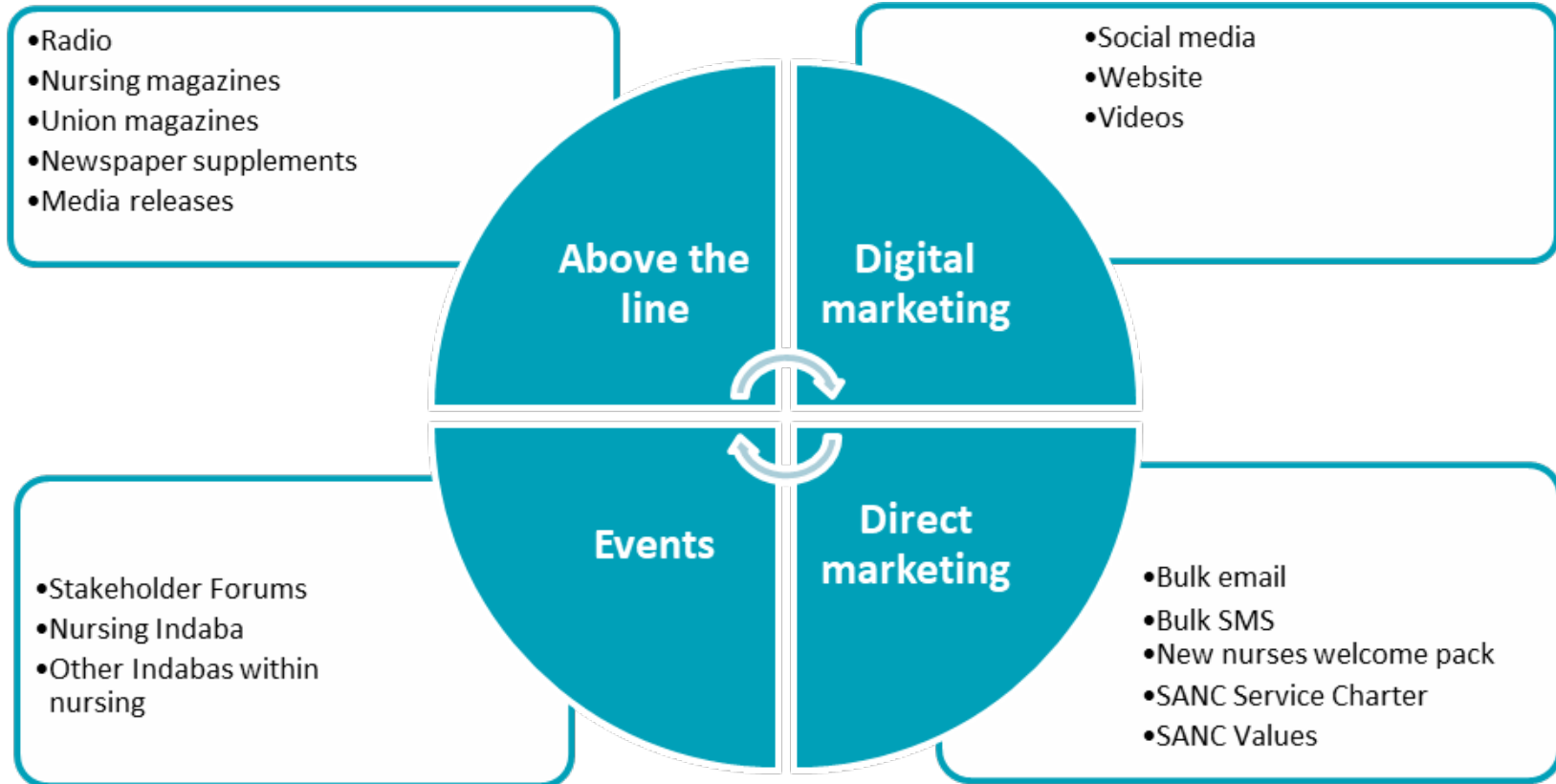
New Marketing Campaign: Service Delivery

- Slogan: ***Building a Better SANC***
- **Aim:** Emphasizing the importance of service delivery
- Marketing and communicating the interventions that are in place and are in process, to improve service delivery at the SANC
- The campaign will focus on the SANC employees (internal) as well as stakeholders (external)
- Will focus on utilizing all channels available for internal and external clients to create awareness, educate, remind and in the case of SANC employees, reward the desired behaviour
- **Date:** From April 2022

Change Management Initiatives

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|---|---|
| Communication | <ol style="list-style-type: none"> 1. Communication plan 2. Utilise all available channels e.g. intranet, posters, emails, staff Whatsapp groups, videos, staff meetings, events where possible (Covid-restricted) etc. |
| HR and Training | <ol style="list-style-type: none"> 1. Optimise staff training to ensure they are empowered and well-prepared to meet customers' needs; 2. HR gap analysis and further training (skills development) 3. Improve KPIs to ensure better measurement of client service efforts; 4. Accountability processes 5. Rewards system 6. Skills development: Computer and software literacy training; Basic customer service communication. |
| ICT | <ol style="list-style-type: none"> 1. Introduce the right tools by ensuring that software and equipment meet clients' needs 2. Personalise each client's experience with the use of the correct business tools and thus ensure positive customer engagement and inclusiveness – omni-channel experience |
| Leadership | <ol style="list-style-type: none"> 1. Culture of accountability and managing accountability by way of a top-down approach 2. Make data-driven decisions – measure, report and improve; 3. Optimise quality assurance (QA) on all services delivered by constant monitoring, surveys and feedback. |
| Stakeholder collaboration or communication | <ol style="list-style-type: none"> 1. Communication plan 2. Management engagement 3. Staff engagement 4. Council engagement |

Channels to be used



SANC Client Services Initiatives to Enhance Service Delivery

- Dedicated **Customer service mailbox**
- Service Standards Charter to be launched towards the end of the FY
- Change Management Plan for Service Delivery for SANC Staff
- Queuing and Rating system for Reception and Cash Management
- **New PABX** (telephone) system
- LiveChat licenses for all Call Centre agents
- Email software to track email attendance and response by SANC Staff
- **Service emails** have been created to deviate queries directly to the relevant departments
- Facebook posts and Facebook inbox have been introduced to assist on more social media platforms with customer queries

SANC Client Services Initiatives (continued)

- The **SANC App** is part of the MMS project and will bring service delivery and assistance to Nurses via their cell phones – feedback shows that Nurses use more cell phones than laptops or tablets
- VOC (Voice of the Customer) **survey software**/service will enable the SANC departments to effectively monitor, measure and report on service delivery
- Bulk SMS and bulk email facility
- **SANC Business Hub** on the website as part of the MMS project
- New Nurses welcome pack providing key information to newly registered Nurses e.g. about APCs
- Service email keyrings with the details of the service email mailboxes are distributed at the SANC's reception, at events, during hospital visits, etc.
- SANC staff Service Pledge to be introduced in line with the final Service Standards Charter.

ENDS

SANC WALL OF REMEMBRANCE - UPDATE

- In honour of deceased Nurses who have succumbed in the fight against Covid-19
- At SANC office, internal garden
- Will be an official reveal event – date TBC
- No names to be included on the Wall



Additional Sculpture considered

- Honouring the deceased Nurses as well as those who are continuing the fight against the COVID-19 pandemic
- Sculpture to be in the SANC internal garden, near the Wall of Remembrance

Thank you.

