

## **Commendation Speech at the Presentation of the Nigeria Customer Service Index (NCSI) 2023 Report**

Distinguished Audience, Ladies and Gentlemen.

It is with great pleasure and honour that we are gathered here for the inaugural presentation of the Nigeria Customer Service Index Report. Today is a significant landmark in the future of Trade and Commerce in our dear nation, Nigeria. This is because, though customer service is critical to the economy, yet until today, it has not been given much attention on a national scale. Little effort has been made to seek to measure, understand or track its growth or decline. The NCSI therefore marks a significant milestone in our commitment as professionals in Nigeria to understanding and improving customer experiences across all sectors of the economy.

Having reviewed the data and insights provided by the Index, we are presented with a wealth of information that sheds light on the current state of customer service in our country. The Index, in spite of all expected limitations, being the first effort, reflects the true state of customer service in Nigeria, which is at best, only fair and at worst, sadly dismal. As the Giant of Africa, we must aspire to do better than this.

The data showcases the challenges consumers face in the marketplace, but it also highlights the enormous opportunities for growth that businesses and service providers can explore to improve their bottom-line. Customer Service plays a pivotal role in shaping consumer perceptions and loyalty, so Nigerian businesses and service providers now have a tool to benchmark their performance, identify areas of improvement and ultimately deliver exceptional experiences to their customers.

The NCSI has also given the customer service sector insights that can drive positive change, elevate standards, and foster a culture of customer-centricity across both public and private sectors of the Nigerian economy. Indeed, data must guide our drive to exceed expectations through innovation and excellence, and we must be inspired by the extensive possibilities to transform customer experience in Nigeria.

Our goal must be that every interaction leaves a lasting impression, every query must be met with empathy and every customer must feel valued and appreciated enough to recommend our goods and services to other potential customers.

Now that the Nigeria Customer Service Index is active, service providers must realize that how they make their customers feel can show up in next year's index, irrespective of how small or big their business concern is (a few brand names showed up in the 2023 Report who were totally unknown, yet they performed better than their more popular competitors!)

The NCSI also provides the consumer with a veritable tool to express their genuine experiences with any business in every sector, thus empowering them to enforce their consumer right to be heard.

In conclusion, I want to congratulate the NCSI Governing Board as well as the West Africa Association of Customer Service Professionals (WAASCP) Nigeria Chapter, for the courage to take on this enormous but necessary challenge and the dedication to deliver excellently on the task. Many thanks also to the Chairperson and Founder of WAASCP, Ms Yvonne Ohui McCarthy, for her inspiration to birth the Customer Service Index across the West African Region, starting with Ghana and now in Nigeria.

The vision to build an army of passionate, capable, and experienced customer service professionals across our region to transform the African customer service experience has taken on a life of its own with tools like the NCSI and the Nigerian community is poised to bring our resilience and drive on board that train. Together, encouraged by the zeal to Grow Africa, we will achieve this goal.

Thank you for listening.

'Sola Salako Ajulo

Honourable Member,

Competition and Consumer Protection Tribunal

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Patron/Fellow (WAASCP)