Improving the SEIFSA Value Proposition

7 December 2018
TOUCH POINTS: WHERE & HOW CLIENTS INTERACT WITH SEIFSA

Membership

PIPS
- ME Indaba
- Awards

STC
- Training & Consultancy
- Golf Day
- CPA
- Sundry

MAH
- State of Metals
Convenience

Creating “Pain Relievers”

Customer-Focus

Creating “Gain Creators”

Digital First Mindset

Content is King!

Revenue Potential

PRINCIPLES THAT INFORM CHANGES & IMPROVEMENTS
WHAT ELSE SHOULD SEIFSA DO TO OFFER VALUE? (NEW)

- Member Loyalty Programme
- Implement Online Training
- Improve Customer/Client Research & Feedback
- Buyer’s Guide Online Development
- Procurement “Speed dating” Sessions
- Smart Phone Application Development

Convenience: 7
Customer 1st: 10
Revenue: 9
Digital: 10
Content: 6
Gain Creator: 10
Pain Reliever: 9

Convenience: 10
Customer 1st: 10
Revenue: 10
Digital: 10
Content: 10
Gain Creator: 10
Pain Reliever: 10

Convenience: 7
Customer 1st: 10
Revenue: 8
Digital: 10
Content: 6
Gain Creator: 8
Pain Reliever: 8

Convenience: 10
Customer 1st: 10
Revenue: 10
Digital: 10
Content: 10
Gain Creator: 10
Pain Reliever: 10

Convenience: 10
Customer 1st: 10
Revenue: 10
Digital: 10
Content: 9
Gain Creator: 9
Pain Reliever: 9
WHAT SHOULD SEIFSA DO DIFFERENTLY TO ENHANCE VALUE?

Convenience: 7
Customer 1st: 10
Revenue: 10
Digital 1: 8
Content: 10
Gain Creator: 10
Pain Reliever: 10

Convenience: 7
Customer 1st: 10
Revenue: 10
Digital 1: 7
Content: 10
Gain Creator: 10
Pain Reliever: 10

Convenience: 9
Customer 1st: 10
Revenue: 8
Digital 1: 10
Content: 10
Gain Creator: 9
Pain Reliever: 9

Convenience: 8
Customer 1st: 10
Revenue: 10
Digital 1: 10
Content: 10
Gain Creator: 10
Pain Reliever: 10

Convenience: 8
Customer 1st: 10
Revenue: 10
Digital 1: 10
Content: 10
Gain Creator: 10
Pain Reliever: 10

Convenience: 6
Customer 1st: 10
Revenue: 7
Digital 1: 8
Content: 10
Gain Creator: 10
Pain Reliever: 8

Convenience: 7
Customer 1st: 10
Revenue: 10
Digital 1: 8
Content: 10
Gain Creator: 10
Pain Reliever: 10

Convenience: 8
Customer 1st: 10
Revenue: 10
Digital 1: 10
Content: 10
Gain Creator: 10
Pain Reliever: 10

Showcase Member Testimonials

Progressive Learning

Bundled Training Programmes

Develop and Use Association Communication Channels

Use of Multimedia in Content Upgrades

Develop Digital Advertising Platforms
Membership: Member Companies

**GAIN CREATORS**

- Online Training
- IRLS
- HCSD
- EC
- Lobbying
- Advocacy
- Communication Platforms
- Products/Services
- Main Agreement
- ME Indaba
- SEIFSA News Magazine
- Awards for Excellence
- Training Workshops
- Consulting with Specialist Divisional Expertise
- Industry News
- Annual State of Metals Report
- Training
- Strong Stakeholder Relations
- Dti, BUSA, NEDLAC etc
- Use of Multimedia: VIDEO: SEIFSA TV
- Procurement Speed Dating Sessions – Structured Networking
- Improve Customer Feedback
- Progressive Learning
- Strengthen Association Comms

**GAINS**

- Business-friendly regulations
- Efficient channel to communication with Government
- Convenient Industry Networking & Liaison
- One-stop shop for Industry Information
- Industry Stability
- Fully engaged and motivated employees
- Economic Growth for the Industry
- Little Government Support or Communication
- Burdensome regulation
- Disparate industry voices
- Policy Misalignment
- Declining Profits
- Labour Disruption
- Increased International Competition
- Lack of Industry Data/Research
- Under-Skilled Workforce

**PAIN RELIEVERS**

- Member testimonials

**CUSTOMER JOBS**

- Chief Executive Officer
- Financial Officer
- Managing Director
- Business-owner
- Executives (C-suite)

- Availability of Advice (Immediacy)

- **PAINS**

- Lack of Industry Data/Research
- Under-Skilled Workforce
Thank You

The Team

Rajendra Rajcoomar, Mark Lotter, Nuraan Alli, Marique Kruger, Zolile Moyikwa, Zandile Ngubeni, Michelle Norris & Lerato Lebeko