

Engen's service excellence acknowledged with award

Engen has achieved the highest service score in the Petroleum Station category of South Africa's premier service excellence benchmark, the Ask Afrika Orange Index Awards.

The Ask Afrika Orange Index Awards took place at The Venue in Melrose Arch, Johannesburg earlier this month.

Seelan Naidoo, Engen General Manager: Retail says the company appreciates the vote of confidence that the award represents.

"The Ask Afrika Orange Index Award is as a result of the hard work that the Engen team has contributed in delivering an unparalleled service experience to all our customers," comments Naidoo. "Service is a moving target and Engen understands that customer expectations are always changing. "What our customers want today will be different from what they might expect tomorrow," adds Naidoo. "The challenge for Engen is to always remain on our toes, and to stay relevant in meeting the dynamic needs of our customers." While Engen continues to have the largest service station footprint in South Africa, it has been the company's constant innovation and focus on exceptional customer service that continues to place it ahead of the pack in brand recognition and loyalty across all audiences. The Orange Index Awards are South Africa's longest running service awards.

Run by the Ask Afrika Market Research company, the awards are the benchmark of service excellence in the country, tracking people's experiences of service delivery, as well as changing trends and expectations.

Over 30 industries and 165 companies form part of the survey and are ranked based on 10 most relevant service benchmarks according to the customer experience.

The study uses a robust sample of 15 000 participants, and benchmarks how consumers expect to be treated, and provides insights for brands to influence the consumer experience.