



November 2013

To Whom It May Concern

It is my pleasure to recommend the Service Quality Institute 3 Year Service Culture Plan to you.

ASO Savings & Loans Plc (Nigeria's premier mortgage institution) signed up for the 3 Year Service Culture Plan in June 2011. Over the last three years, our Customer Service Team has worked directly with John Tschohl, President of Service Quality Institute and Mr Micah Ndackson [of Ndackson & Co] – SQI Consultant from whom ASO bought the SQI Service Culture Plan. SQI offers top-notch customer service training materials that are of superior quality, excellent content and are relevant across cultural perspectives. We were able to use the key points of the modules (including loyal for life, Leading Empowered Teams, Speed, Remember Me etc) to develop critical service strategy that has contributed positively to our overall customer satisfaction levels bank wide. Across the board, we are always pleased with the feedback of our staff when each module is rolled out.

The continuity inherent in delivering targeted & timed customer service material across all our locations has had a positive impact on both the quality of service delivery at our locations and the confidence of the trainers at each location.

Working with SQI has been a rewarding experience both for the coordinating team in ASO and for the organisation.

Sincerely,

Mohammed Shehu Inuwa
Executive Director

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