

SILO FOOD INDUSTRIES LIMITED CUSTOMER SERVICE CHARTER



Contents

FOREWORD	3
1.0 INTRODUCTION	3
2.0 APPLICATION	4
3.0 DEFINITION OF TERMS.....	4
4.1 VISION	5
4.2 MISSION	5
4.3 MANDATE.....	5
4.4 CORE VALUES.....	5
4.5 QUALITY POLICY STATEMENT.....	6
5.0 PURPOSE OF THE CHARTER.....	6
6.0 BENEFITS OF THE CHARTER	6
7.0 OUR SERVICE GUIDELINES AND COMMITMENT	7
8.0 PRODUCT QUALITY, SERVICE STANDARDS AND PROMISES TO CUSTOMERS	7
9.0 CUSTOMER RIGHTS AND RESPONSIBILITIES.....	8
10.0 MONITORING, EVALUATION AND REPORTING PERFORMANCE AGAINST STANDARDS.....	11
11.0 REVIEWING AND MAINTAINING THE CUSTOMER SERVICE CHARTER.....	11
12.0 COMMUNICATION.....	12

FOREWORD

SILCO FOOD INDUSTRIES LIMITED (SFI) has been consistently providing quality products to its esteemed customers. The objective of this Customer Service Charter (the Charter) is to make a clear commitment to customers, to listen and serve them to the best possible standards in both product quality and service delivery. The implementation of Quality Management Systems (QMS), Integrated Results Based Management (IRBM) and adherence to Laws, Regulations and Guidelines in providing products has all been done in an endeavor by SFI to meet and possibly exceed customers' needs and expectations.

The organisation's achievements in the supply of products are derived from the timely support and cooperation of our key stakeholders, particularly our esteemed customers, suppliers, shareholders, and the public, including their feedback on the products we provide.

1.0 INTRODUCTION

In this era of observing good Corporate Governance practices, it is important that the standards for products and services provided by Quasi-Government Institutions be reached in consultation and agreement with stakeholders. To strengthen the quality driven culture in line with technological growth and advancement, SFI has developed a Charter. The Charter hinges on the Agency's Programmes and Programme Outcomes as well as Customer Needs and Problems as mentioned in SFI's 2021 – 2025 five-year Strategic Plan.

The programmes are:

- 1) Governance and Administration.
- 2) Production and distribution of Fast-Moving Consumer Goods (FMCG) and Livestock Products.

The associated programme outcomes are:

- a) Improved organizational performance.
- b) Improved product availability.
- c) Improved viability.

Therefore, this Charter is among the tools to enhance effective implementation of the SFI Strategic and Business Plans.

2.0 APPLICATION

This Charter is basically for external customers who use SFI products. The Charter provides for quality standards of products expected by the customers from SFI and what SFI expects from them, including an explanation of what can be done if the specified quality standards are not met.

3.0 DEFINITION OF TERMS

The following are the definitions of terms and phrases used in this Charter:

“The Charter”

This refers to the Customer Service Charter.

“SFI products”

These are products that SFI manufacture and distribute to the customers.

“Working days”

Monday to Saturday, except public holidays. According to this Charter, the days highlighted in the distribution and selling of goods do not mean calendar days but working days.

“Stakeholder”

An individual or organization, which in one way or another is related to or affected by SFI products and/or functions.

“Customer”

A person who buys or uses SFI products.

4.0 SFI PROFILE

“SFI” is an acronym for SILO FOOD INDUSTRIES LIMITED which is a state-owned enterprise.

4.1 VISION

To be the dominant supplier of fast-moving consumer goods and livestock products in Southern Africa by 2030.

4.2 MISSION

Producing and distributing competitively priced, high quality, fast-moving consumer goods and livestock products to the satisfaction of stakeholder expectations.

4.3 MANDATE

- Contribute to price stabilization of basic food products on the domestic market.
- Contribute to value addition and distribution of agricultural (crops and livestock) products.

The core operations defining the business model include:

- The manufacture and distribution of stock feeds from value added agricultural products.
- Milling, processing, packaging of maize, wheat and traditional grain meals, as well as pre-packing other fast-moving consumer goods.

4.4 CORE VALUES

CORE VALUE	WHAT IT MEANS FOR SILO FOODS
Integrity	We uphold the values of honesty and professionalism in the way we interact with all our stakeholders.
Customer Orientation	We strive to consistently deliver real value to our customers through good quality products and efficient service.
Teamwork	In our pursuit of success, we are always aware of our mutual interdependence as one unit. We work well together as Team SFI.
Innovation	We are driven to create new ways of doing business, to solve problems, and provide effective solutions to our customers.
Quality	We prioritise excellence and ensure that all our products and services are always of the highest standard.

4.5 QUALITY POLICY STATEMENT

SFI prioritises excellence and ensures that all products and services are always of the highest standard.

5.0 PURPOSE OF THE CHARTER

The purpose of this Charter is to openly show the responsibilities of SFI, to comply with the required quality standards in the provision of goods and services to customers. This is in line with the Government's National Development Strategy 1. Moreover, the Charter aims to provide information to customers about SFI goods and services and strengthen the relationship between SFI and its customers in the following areas:

- a) What SFI does.
- b) The quality of products customers can expect from SFI.
- c) Customer basic rights.
- d) Customer responsibilities.
- e) How to communicate with SFI.

6.0 BENEFITS OF THE CHARTER

The Charter is beneficial to customers and to SFI as follows:

Benefits to customers

- (i) To know the types of goods and services supplied by SFI.
- (ii) To know the quality of products to receive from SFI.

Benefits to SFI

- (i) To communicate its Vision, Mission, Mandate and core values.
- (ii) To measure and evaluate service delivery to customers and make improvement efforts where necessary.
- (iii) To improve employee discipline and responsibility.

7.0 OUR SERVICE GUIDELINES AND COMMITMENT

In our desire to provide high quality goods and services to clients, the following service values and commitment will be adhered to, speed and quality of service, accessibility, courtesy and information on service.

- (i) Involving competent and dedicated staff in service delivery.
- (ii) Being honest with customers.
- (iii) Being fair.
- (iv) Being respectful, humble and value the remarks of customers and stakeholders.
- (v) Dynamic in our solution driven effort to satisfy customer satisfaction.
- (vi) Showing integrity.
- (vii) Demonstrating openness.
- (viii) Being ethical.
- (ix) Being environmentally friendly and ecologically responsible.

8.0 PRODUCT QUALITY, SERVICE STANDARDS AND THE VALUE COMMITMENT TO CUSTOMERS

8.1 SERVICE DELIVERY STANDARDS

The Organisation aims at providing quality products and superior service delivery to customers. We will fulfil this by meeting the service standards as shown in the table below:

Service Delivery Standards

Services	Time
Phone calls	After 2 rings
Service at shops	15 minutes per transaction
Loading and dispatch of finished product trucks	1 hour per 30 tonne truck
Raw material receiving	1 hour per 30 tonne truck
Receiving capex/plant/machinery	Within 4 hours depending on the size
Weighbridge weighment	Within 10 minutes
Delivery of orders	Within 48 hours after placing the order

Payment to suppliers	As per contract terms and conditions
Livestock management training and demonstrations	Within 4 days after request

9.0 CUSTOMER RIGHTS AND RESPONSIBILITIES

The Organisation also makes the following promises to clients in accordance with the quality policy statement and staff codes of conduct:

a) Equality

We will treat all customers fairly and professionally. Any discrimination based on the places of origin, race, tribe, gender, religion, ethnic group, philosophical or political views, or personal considerations is prohibited.

b) Staff Conduct

Our staff will identify themselves by name. They will be polite, humble, courteous, friendly, considerate and caring to customers, and always helpful and cooperative.

c) Responsiveness

We are committed to providing correct and timely information to customers and the public at large about SFI products.

d) Appropriateness

We will work to ensure that the quality-of-service delivery meets customers' expectations in line with existing laws.

e) Decision Making Process

We aim for a fair balance between the speed of decision-making and assessment of the matter at stake and take accountability for decisions that we make.

f) Accessibility

We will be accessible physically at Head Office and Regional Offices by phone, and email from Monday to Friday, 0:45 to 16:30 hours excluding public holidays. Production Centres and Shops shall be open from Monday to Friday 08:00 to 16:30 hours; on Saturdays from 08:00 to 13:00 hours and closed on public holidays. However, the SFI website www.silofoodindustries.co.zw is directly accessible. A copy of this Charter shall be available on the official SFI website.

g) Dissemination of Information

We will disseminate information to our customers through letters, media, websites, other materials such as brochures, pamphlets, billboards, stickers, fliers also through promotional materials including caps/hats and 'T-shirts'. Information about SFI and its activities will also be disseminated through public educational programs in different mass media, participating in debates and direct discussions with the public, educating our customers.

CUSTOMER RIGHTS AND RESPONSIBILITIES

9.1 CUSTOMER RIGHTS

In view of the products we provide customers in accordance with the prescribed quality standards, customers have the right to expect certain quality products from the organisation. These expectations may be different depending on the categories of customers as follows:

a) Consumers and the General Public

- (i) Assurance on quality, safety and effectiveness of SFI products.
- (ii) Timely receipt of information on the regulated counterfeit products adverse health effects and other unfit products.
- (iii) Continuous education on SFI products.
- (iv) Timely response to comments and complaints regarding SFI activities.
- (v) To participate in the bidding process of getting contract for provision of goods in accordance with existing laws.

b) Products Manufacturers, Processors, Distributors and Retailers

- (i) To know products being manufactured by SFI.
- (ii) Timely feedback on the requested information.
- (iii) Timely receipt of information and education on manufactured products.
- (iv) Consultation on the proposed development and amendments of laws, regulations and guidelines pertaining to the products we provide.
- (v) Equal, fair, and unbiased treatment.
- (vi) Given quality products, with courtesy, professionalism, value and respect from SFI staff.

c) Law Enforcers

- (i) Positive cooperation in dealing with matters related to manufactured products.
- (ii) Timely provision of technical inputs and tools required in dealing with matters related to law enforcement of the Government of Zimbabwe.
- (iii) Being involved in all processes related to reviewing the Law, regulations and guidelines on the delivery of products.

d) Government Institutions

- (i) Positive collaboration in enforcing the Laws of Zimbabwe.
- (ii) To be involved in meetings regarding operational activities including reviewing of regulations and different guidelines under the Zimbabwean laws.
- (iii) To receive statutory reports and other information as outlined in the regulations governing the formation of SFI.

e) Media and Libraries

- (i) Timely information and training regarding manufactured products and other services offered by SFI using appropriate channels and within the internal Quality Policy, rules/regulations and procedures of the organisation.
- (ii) To be involved in various stakeholders' meetings regarding operational activities including reviewing of regulations and different guidelines under the Zimbabwean Government Laws.

(f) Service Providers

- (i) Given equal priority and opportunity in the processes of obtaining service providers.
- (ii) Timely payments for services offered to SFI.
- (iii) Timely information and education on products regulated by SFI.

9.2 CUSTOMER RESPONSIBILITIES

SFI expects close cooperation with the customers, thus they are obliged to:

- (i) Voluntarily compliant to Laws.
- (ii) Be honest with SFI and the public.
- (iii) Respect SFI staff also avoid using abusive language when doing business with SFI.
- (iv) Timely attending arranged meetings.
- (v) To read and understand this Charter, laws, regulations, guidelines, and other documents relevant to services to regulate quality and safety of food and other related products.
- (vi) Timely feedback on important information about products and services.

10.0 MONITORING, EVALUATION AND REPORTING PERFORMANCE AGAINST STANDARDS

We will monitor and evaluate (M&E) our product quality and service delivery regarding the standards we have set in this Charter and report annually on how we have performed according to the set standards.

M&E of these will be done directly using the following mechanism:

Inspection of Operating Systems and Staff

Inspection of SFI Quality Management Systems will continuously be done according to approved schedules.

11.0 REVIEWING AND MAINTAINING THE CUSTOMER SERVICE CHARTER

This Charter is a living document established by SFI and will be reviewed in the light of feedback from the SFI goods and services users who are the customers. Reviewing this Charter is important in making sure it relates to SFI products. We will review this Charter in collaboration with our customers as and when need arises.

12.0 COMMUNICATION

It is important for customers and the public to know their rights to communicate and give any information on how to improve activities of SFI on the safety of food and stock feeds in the country. Hence, customers can give comments on SFI products, remarks, and suggestions on how to achieve SFI vision, mission and mandate as well as presenting complaints/or compliments on SFI services and recommendations thereof to improve quality of services to customers.

CONTACTS AND ADDRESSES

Managing Director
Silo Food Industries
14 Wimbledon Crescent
EASTLEA, HARARE
(+263) 242- 254409/254414/254418
www.silofoodindustries.co.zw

Business Unit Head Milling and Prepacks
Number 1 Delpot Road
Msasa
HARARE

Business Unit Head Stock Feeds
Stand Number 221-222 Endeavour Road
Norton
(+263) 242 -15-2458/2459/2460
customerservice@countryfeeds.co.zw

Board Chairperson

Managing Director