

MiWay picks up multiple awards

MiWay wins an Ask Afrika Orange award in the insurance and financial services category for its excellence in service and two awards in the Deloitte Best Company to work for survey.

Currently in its 11th year, the Ask Afrika Orange Index is South Africa's largest service excellence benchmark, identifying the country's top service-oriented companies. Its research provides insight into the views of South African consumers on service delivery; the gap between customer expectations and actual experience; and identification of specific performance areas ranging from excellent to incompetent.

"The Ask Afrika Orange Index provides independent insight into marketplace perceptions of the brand, actual experience against consumer expectations and the value customers assign to your full service offering. It provides us with what is probably the most accurate way to measure our product and support offerings, the team and our performance against our service-level priorities," explains MiWay CEO René Otto.

MiWay is the youngest company to win the award according to Sarina de Beer, MD of Ask Afrika. Previous industry winners have been well-established and recognised industry forces such as Santam and Outsurance, clearly illustrating its achievement in a highly competitive industry.

Despite driving the company's fanatical dedication to service, Otto says the award was unexpected. "Our age and size, relative to that of our competitors, means that we definitely didn't expect to win this award and we are extremely honoured, given the fact we've only been in business for around three and a half years."

Best company to work for

The company also won two awards in the 2011 Deloitte Best Company to Work For survey - Winner: Medium Company Category and Industry Winner: Financial Services - Insurance.

Now in its 12th year, the survey assesses employee perceptions of Southern African companies as employers of choice and ranks these organisations accordingly. It not only highlights the most desirable employers, but also provides a mechanism that companies can use to benchmark themselves against their peers and competitors in the Southern African employment market.

This is the first year that MiWay has participated in the survey and it surprised many long-time participants with its two inaugural wins.

Otto says this achievement is directly linked to the carefully crafted company culture. "We've worked very hard to create an internal culture that promotes happiness amongst staff - because happy people perform better. This is underpinned by our core company values - freedom, accountability, energy and attitude. We have actively fostered this culture among staff who totally buy into the company vision. In fact, I'd like to dedicate these two awards to our passionate and hardworking people."