

# Nigeria's LASAA boosts stakeholder engagement with Skype

Lagos State Signage and Advertisement Agency, reportedly Nigeria's first structured outdoor media regulator, is set to introduce Skype video as part of steps to improve customer engagement and delivery of its services to stakeholders.



The Skype video application has been test-run for over four weeks while staff in the implementing departments; Human Resources, Client Services and Business Development, had been well engaged to manage the service thereby making the agency's response time to customer inquiries quicker and faster.

Effective on Tuesday, 2 October 2012, the activation of the service will start first from LASAA corporate headquarters in Ikeja, while it will be introduced to the other 22 branches of the agency across the state over time. The Skype video application, by the outdoor regulator could be the first-of-kind on the African continent.

## Improving relations with stakeholders

Skype essentially allows users to communicate with individuals by voice, video, and instant messaging over the internet. The service has almost 700 million registered users across the world. In Nigeria, it is estimated that over one million persons use the service mainly for personal communication, but LASAA says it will adapt it as part of efforts to improve relations with its stakeholders including outdoor practitioners, customers, prospects as well as institutions.

Commenting on the value-addition service, George Noah, managing director of LASAA, says the agency is pleased with its lead role in outdoor media regulation in Nigeria, and explains that Skype video will help raise stakeholders' satisfaction and positive experience of LASAA."

"We are most delighted at the launch of this service because it aligns with our commitment to continuously offer our stakeholders opportunity to connect with us freely. We are convinced that with Skype, engagement at both ends will be quicker and faster", he said.

Noah testified that the Skype video application had been well received in a pre-test exercise conducted among randomly picked stakeholders. "The trials of Skype video which we conducted among some customers were successful and we are happy to announce that we intend to commence the deployment of the service from Tuesday October 2, 2012."

## Deploying new innovations

He assured that even in months to come, LASAA will continue to deploy new innovations that will enhance service delivery to the stakeholders one of which is the proposed outdoor masterplan for Lagos State.

"Our next move is to commence work on the Lagos State Outdoor Masterplan", he revealed.

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