

Tsoseletso Project

Botswana Life Insurance Limited

Botswana Life Insurance Limited is pleased to announce that the company is implementing a Business Process Improvement project which seeks to improve the quality of our service delivery to our valued customers.

The company takes immense pride in the fact that it has operated very successfully over the years maintaining market dominance. It also takes pride in the fact that it is one of the oldest Botswana companies which has served the nation well and has also stood the test of time. However, the reality is that the life insurance industry as a whole has experienced challenges of late, namely; the HIV/AIDS pandemic, increasing competition within the industry and with other consumer goods, increasing domestic debt which has affected contractual savings, declining growth of the economy, unemployment, consumerism etc..., which call for proactive innovative strategies of service delivery to our clients if we are to retain our dominance in the market.

The Tsoseletso project (revival) adopted a holistic approach to business improvement by reviewing all aspects of business especially the business strategy, business processes, technology and organizational structures to ascertain the extent to which they contribute positively towards customer satisfaction. The project has revealed certain shortcomings that need to be addressed. "Our vision is to attain market leadership through service excellence. The motivation for this project is to reinforce our strengths, to eliminate our shortcomings so as to develop a pool of satisfied and loyal customers who will assist us to achieve our vision of retaining our position of dominance." said Regina Vaka, the Managing Director.

As a result of this project, the entire approach to customer delivery will be changed so as to create a robust company that can withstand the challenges of the future. It is inevitable that job roles will also change to accommodate this shift in approach, resulting in some displacements within the organisation. Management is acutely sensitive to the possible emotional upheavals that such displacements can bring and has put in place comprehensive change management strategies and employee counseling services to mitigate the impact so as to ensure minimal disruption to the business.

We are confident that the project will greatly enhance productivity levels and profitability to create an organisation which is relevant to the needs of our customers and produces outstanding results for our stakeholders.

We thank you for your continued support as we implement this process. Please be assured of our commitment to meeting your expectations.

Market leadership through service excellence

