

MARKETING, COMMUNICATION AND CUSTOMER CARE SERVICES

INTRODUCTION

Introduction

The Marketing, Communication and Customer Care programmes provide Mogale City with the capacity to engage with the general public and to advocate and lobby all stakeholders to be engaged and be informed on the day-to-day proceedings of the City.

KEY ACHIEVEMENTS

- An outdoor advertising policy draft document has been finalised and is awaiting mayoral committee approval. A rate card and strategy document have been finalised.
- Registration of MCLM logo with the Registrar of Trade Marks is underway.
- Continuous improvement and maintenance of Mogale City's e-communication channel website.
- Publication of Mogale City's internal newsletters.
- 200 jobs were created during 2004/05 and all of them helped with public participation and also with the monthly distribution of Dikgang Tsa Mogale.

KEY ACHIEVEMENTS

- Shortage of human resources (DM & C Directorate is short-staffed).
- Establishment of a 24/7 inbound and outbound call centre environment and staffing, training and launching of the call centre agents.
- Lack of public participation resources, loud hailing equipment, data projectors, event banners.
- Sponsorships for city projects.

