



# Private sector view to client centricity

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# Private sector personality filter



Time is money

Premium for  
quality work



Treat you as the  
expert

Loyal



Innovation  
please

***Time is money***



# Time



Public

...is of relevance but longer term view

less pedantic about time as a key driving element



Private

...IS MONEY

...NON – NEGOTIABLE

## Why?

Accountability to board members

Delays may incur costly penalties

Competitor will fill the vacuum & opportunity will be lost

## Your competitive edge

Quicker delivery – more points you score

Build perception that you appreciate value of clients' time

Support their mandate for quick decision making & implementation by providing information quickly



## ***Value of work***

# Value of work



Public

Value of work requested is often underestimated resulting in reduced margins for consultant

Disconnect between value of work and matching fees



Private

Willing to pay a premium

IF...

You demonstrate proactive solution provision and create an advantage in their market

BUT...

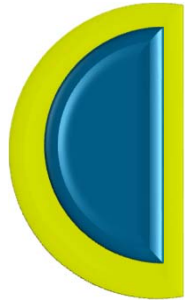
You are only as good as your last job!

Ensure a quick response in repairing poor project delivery



## ***Tracking progress***

# Tracking progress

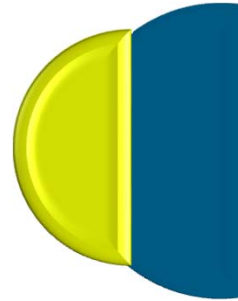


Public

Require ownership of project

Demand step by step consultation

Frequent reviews and meetings



Private

Confident in your technical expertise

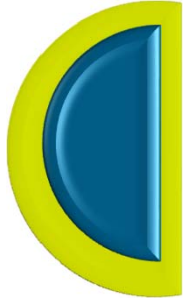
Constant report backs will only annoy!





***Loyalty***

# Loyalty



Public

Frequent changes in staff makes it challenging to focus on client care

Client relations are strongly influenced by policy or politics

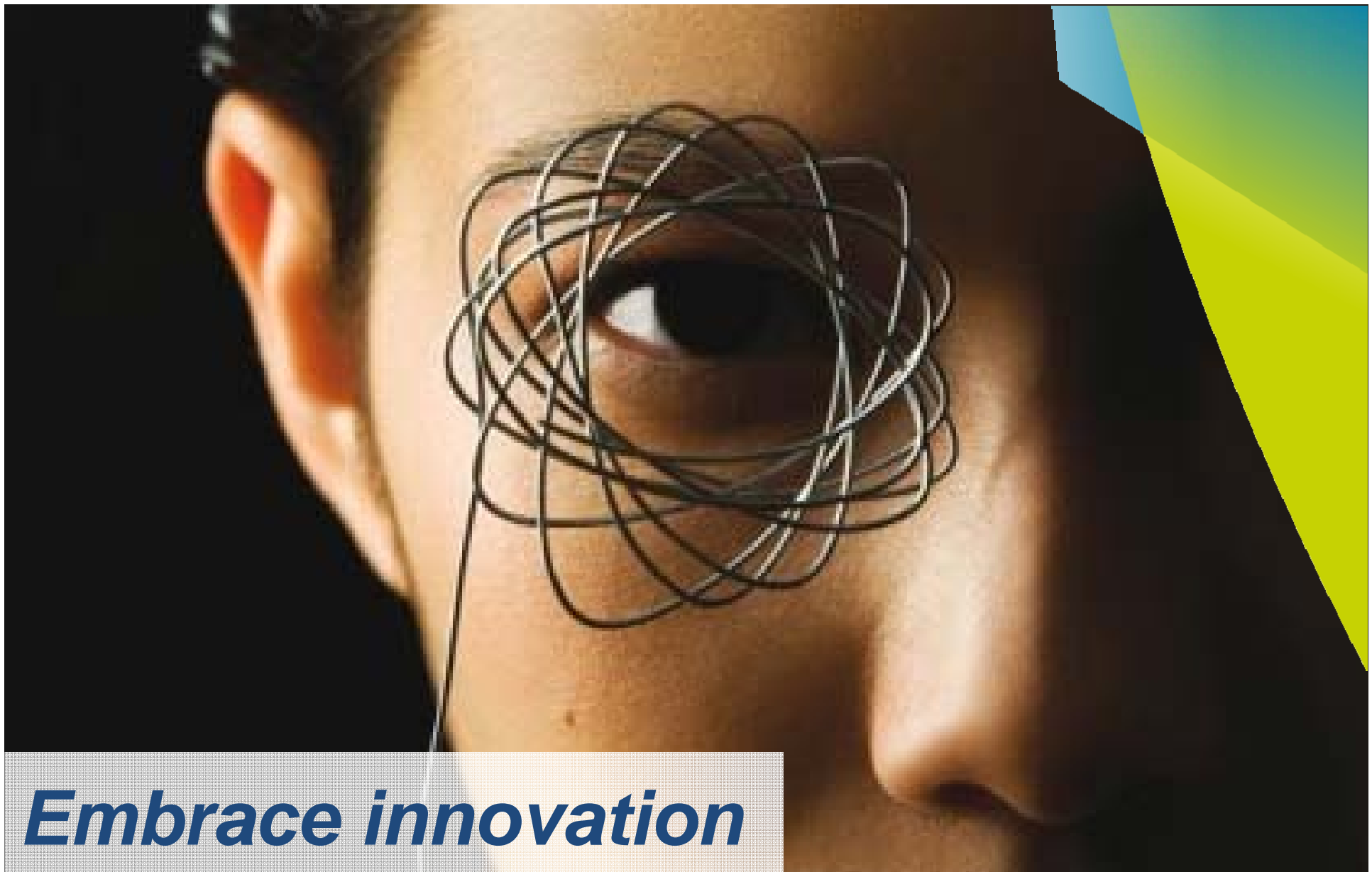


Private

Proven your worth & establish your reputation and your client will support you

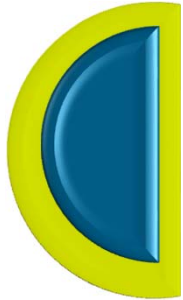
Feel good factor must be cultivated

To disrupt close relations with competitors you need to identify their winning card



***Embrace innovation***

## Conservative



Public

...is of relevance but longer term view

Less pedantic about time as a key driving element

## Innovation please.....



Private

...IS MONEY

...NON – NEGOTIABLE

Build the perception that you understand this value

Quicker delivery – more points you score

# *Leveraging public relation opportunities*



## Royal HaskoningDHV

**Global** 36 countries

■ 6,500 professionals

**Africa** 20+ branches

■ 1,000 professionals



- *Top 10 of independently owned, non-listed companies*
- *Top 40 worldwide*





## Africa – anchor offices

**Southern Africa: *South Africa  
Mozambique, Botswana,  
Zimbabwe***

**East Africa: *Tanzania***

**West Africa: *Nigeria***

*Thank you*

