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Editorial

For ages we have been thinking of starting a newsletter, I even assigned it to the officer and somehow it doesn't seem to take off.

I almost gave up. But by some kind of cosmic design, I can't seem to let the idea go. We want to share with other professionals and hear from them using a very simple interactive format. So we will make this very simple, only three columns and talk about just one issue, idea or something that is frustrating you.

In the words of Philips, "Sense and simplicity will be the guiding principles"

Enjoy and do give us feedback

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Inside Vantage

CUSTOMER SERVICES SOMERSALT

While the first class corporate bodies and the governments alike are focusing on innovative ways to delight their customers, engaging and making it easier to access their services, some of third class corporate are still stuck in the past, with the



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'monopoly mentality', they still do not see that; without the customer, you do not have a business.

I recently traveled aboard a major airline in the region, (name withheld) and I was stunned!! Start a conversation among travelers about their traveling experience and you will be amazed by the souring experiences. A lot of things seem to be really upside down, passengers are kept without information, time passes with not apology or explanation, and then after one hour someone comes to announce boarding with no apology what so ever. And this is just one aspect. Get to check in counter, and you are informed your name is not in the system, and it seem to happen with only this particular airline why is that!!!

At the transfer desk, the notice out there is warning customers from harassing the staff! And the person who wrote that notice is too smart and did not even try to investigate the reason their staff are being harassed and sort that? . Funny enough, they even indicate they have rights to sue, what about the customer who has paid hard earn dollars, does he have a right?

Oh! and the best of them all, it's raining and passengers including parents with little babies here made to parade in the rain, not even a small courtesy bus to take passengers from the airplane to the terminal. Oh! but did I tell you their staff were being moved in van. They are more important than you customer paying your cash for whom the business was started.

Without the customer, would the 'important staff' have a job anyway?

Talk about the customer services Somersault Indeed!

Spotlight-----Reaching The Pinnacle



Common Sense- the most critical guiding principles

This week, let's look at something new. Let's critically understand why commonsense is the most critical guiding principle in virtually every aspect of life.

Don't forget that understanding common sense capability can be faced with a myriad of complexity. We will try to divide common sense capability into *common sense knowledge* and *common sense reasoning*, but even this cannot be made firm.

Common sense dictates and appreciates the *beauty of simplicity*. The more complicated a strategy becomes, the less likely it is to be achieved. A project with ten steps has more opportunities for fatal flaws than one with five.

Common sense *dictates and appreciates the journey from its beginning*. Are we where we need to be? The answer is inevitably "No!" But we need to understand the length of the journey and how far we have progressed towards our destination. I like to take a map and mark my beginning point and my destination. Then as I journey on the trip, I mark the map to indicate my progress. After a while, the destination may still seem a long way off, but I have to remember how far I have traveled. Then the destination doesn't seem so far away. As I think of the journey over the past 10 years in of work, I can get depressed when I think of how far we have yet to go. But I feel much better if I remember the point of departure and how far we have come in this journey. Then I realize the destination is not so far off.

Common sense *thrives on the basics*. Remember the three R's: reading, 'riting, and 'rithmetic. These subjects are critical to education. A student is in trouble if she can't handle these simple basic subjects. Behavior problems are frequently just an indication the student can't handle the basics. Stick to the basics in life. Avoid being taken down side paths that divert your attention from the basic issues of life. Stay focused on the important issues.



Common sense realizes that ***little successes lead to bigger ones***. Have you ever heard someone described as an "instant success"? Then you talk with that person and discover he worked hard for 15 years to lay the groundwork for that instant success. Roger Kahn wrote a book called "The Boys of Summer." It was a story of the Brooklyn Dodgers in the early 50's. George Shuba had been described as a natural hitter. He said, "I wasn't a natural. I swung a bat 500 times a day from the time one season ended until the next began." I remember visiting a church on the dedication of a new building. It represented a big success. Many people commented on the victory. They failed to understand that the "big success" was the culmination of 10 years of little successes. Without those little successes the big one would have never happened. Encourage the little victories. They make the big ones possible.

Common sense understands that ***some will envy your successes***. Professional jealousy is not an idle term. It ought not to be in the Christian church. We should be able to celebrate the successes of our brothers and sisters in his cause. I always strive to praise God for the success of friends and compatriots. That is true whether I have had any influence or not. That is true whether they use a style I appreciate or not. That is true whether they have done better than I or not. I praise God for their successes because God is glorified. However, if your business begins to blossom, some will resent your blessings and progress.

Common sense insists that you ***know the rules of the game***. There is, of course, Christian ethics, and then there are certain rules in every organization. A Christian must stay within the bounds of Christian ethics. Sometimes the pragmatic rules are contained in the constitution, and sometimes they are unwritten but just as real, nonetheless. If the rules are bad, then work at rewriting them. To work outside the rule box will cause some real resistance even to good and worthy projects.



Common sense comprehends that ***not all changes are progress***. At the same time ***all progress involves and incorporates change***. Common sense understands the difference and how this can impact our lives.

Common sense appreciates ***the value of experience***. Ben Franklin said, "We can't learn everything from experience." We have to learn from the experiences of others. What has worked and not worked for others should give us insight to our own behavior. Why should we repeat the failures of others? Why shouldn't we learn from the successes of others? Trust the wisdom of those placed around you. Friends, allow your stakeholders to provide a screen for you as to what will or will not work for your people. If you can't convince your stakeholders, you will have trouble convincing the customer.

Will Rogers said, "If you want to be successful, know what you are doing, love what you are doing, and believe in what you are doing."

In focus-----Uncover the CEO's Mindset

Strategic Planning – When ‘A Right Strategy can earn you “Wrong Results”

In the last staff meeting here in our boardroom, I challenged my colleagues by asking them what methods they would use to reach Kampala road to deliver a parcel to a



Client. It was amazing all sorts of crazy ideas. But what quickly caught my attention was the fact that none of my staff realized the gist of the challenge. “Smartness”.

How smart can you be to roll a sack of tomatoes up to Owino market **in the shortest time possible with the least efforts?** Whatever answers you want to front, keep at the back of your mind that a beautiful, rigorous and well thought strategy can earn you wrong results if you don’t deploy the SMARTNESS RULE. To us the Vantage team, we are ‘Lazy people’ we don’t want to work hard, so what next? Fail to do our work??? No! We utilize the smartest strategy possible to get out our way!!!1

News

Oh! and the best of them all, it’s raining and passengers including parents with little babies here made to parade in the rain, not even a small courtesy bus to take passengers from the airplane to the terminal. Oh! but did I tell you their staff were being moved in van. They are more important than you customer paying your cash for whom the business was started.

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Innovative approach: Vantage one 2one

Today people want to interact with brands, products and companies on their own terms, at their own convenient and the mobile channel is ideally suited for such interaction. “With Vantage one 2one mobile unit, we believe there is an enormous and largely untapped opportunity to deliver high-impact mobile programs not only to reach consumers, but to engage other stakeholders like employees, business-to-business customers, and health professionals, to communicate during a crisis or corporate transition, or even to advance a public affairs initiative.”



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A survey of corporate executives on five continents to measure the impact of mobile communications on businesses, was conducted by The Economist Intelligence Unit (part of The Economist Group, publisher of The Economist)

The second, a series of focus groups conducted by UK-based mobile pioneer Will Harris to better understand the mobile consumer and the rise of a new breed of “mobile super-user” .

Both pieces of research explore gaps in the way mobile is currently being applied to business; misconceptions about measurement and the effectiveness of mobile; and an emerging group of mobile influencers with the power to make or break businesses. “Our mission is to deliver best-in-class, mobile-enhanced programs that earn the right to be on a user’s handset,” **says Herbert Jaggwe, Senior Account Manager responsible for MPU.**

As part of its mobile offering, Vantage Communications has amassed two considerable and proven experience here below?:

- Six years of MTN MPU:

The first, outstanding achievement is the MTN Mobile Promotion unit for the past six years, Vantage has been the preferred partner of MTN providing support on MPU and is still going strong.

Vantage is the pioneer of introducing and applying the mobile concept in Uganda, other beneficiaries included, USAID MOST project in 2005, KUSP project of KCC in 2004-5.

Contact us sales@vantage.co.ug ,

Don't forget the Common Sense in PR. Grace Achire

Interesting Quotes

"The willow which bends to the tempest, often escapes better than the oak which resists it; and so in great calamities, it sometimes happens that light and frivolous spirits recover their elasticity and presence of mind sooner than those of a loftier character."

Albert Schweitzer

"For a successful technology, reality must take precedence over public relations, for Nature cannot be fooled." -**Richard P. Feynman**

The public is the only critic whose opinion is worth anything at all." **Mark Twain**

"Don't believe your own publicity. You can't; you'll start thinking that you're better than you are." **Leif Garrett**

"Man invented language to satisfy his deep need to complain."-**Lily Tomlin**

"Since we cannot change reality, let us change the eyes which see reality."-**Nikos Kazantzakis**

Effective communication is 20% what you know and 80% how you feel about what you know."

Jim Rohn, American businessman

"A lie can travel halfway around the world while the truth is putting on its shoes."

Mark Twain