

MTN named most reputable Mobile Network Operator



7 people like this. Be the first of your friends.

South African mobile telecommunications operator MTN received a nod from the industry for being the most reputable Mobile Network Operator at the 2012 Mail & Guardian Top Company Reputation Index Awards (TCRI).



MTN South Africa Chief Marketing Officer Serame Taukobong (image: MTN)

The awards are based on research, commissioned by the Mail & Guardian newspaper and conducted by Plus 94 Research, which ascertains which of South Africa's 30 top advertising spenders is renowned for its reputation.

The Mail & Guardian TCRI award comes after MTN's recent recognition as the Most Valued South African Brand by Brand Finance, in partnership with Brand South Africa and Brand Africa, who conducted a study of the most valuable brands in South Africa.

"At MTN, we strive to be transparent, credible and accountable to our customers, suppliers and partners," says Serame Taukobong, Chief Marketing Officer at MTN SA.

"We are humbled by the industry's vote of confidence on our brand and that our efforts of upholding sound business ethics and being a responsible corporate citizen are recognised."

Reputation is widely perceived to increase corporate worth and provides sustained competitive advantage. Businesses achieve their objectives more easily if they have a solid reputation amongst their stakeholders, current and prospective customers; opinion leaders in the business community and suppliers, as well as current and potential employees.

"As a leader in the telecommunications market it is important that we maintain solid reputé in the industry," notes Taukobong. "We will continue with efforts to remain in good standing with all our stakeholders and be a benchmark for good business practice."

Staff writer