

SABS wins gold at 3rd annual *Public Sector Excellence Awards*

Additionally, SABS was also acknowledged for its improved and rejuvenated corporate image which was re-launched in late 2011 as part of a new branding campaign.

The *Public Sector Excellence*[™] Awards are a citizen-centered recognition and celebration of excellence in the public sector based on the Public Sector Excellence Reputation Index[™] results.

Cindy-Anne Passet, group manager for marketing and customer service of the SABS said, "As a state owned entity we are very cognisant of the fact that our services are a direct reflection of our government's image. The award comes at a time when we have refocused on customer service with the aim of reminding South African citizens that the SABS is still the official standardisation and quality assurance authority in South Africa."



"We also congratulate our counterparts in the public sector, particularly SARS and the Department of Basic Education for setting the benchmark in customer service and this is a standard that SABS will strive to improve upon, added Passet. The award index is developed and conducted by global public polling research company, TNS Research Surveys, in partnership with the Brand Leadership Academy. Finalists are assessed on how everyday South Africans evaluate their performance across a number of elements, derived from a representative, national sample weighted to represent the population according to Stats SA.

"The award will raise the profile of SABS and position the organisation's achievements, while validating our efforts amongst our staff, peers and all our stakeholders. This will be supported by the Gold 'Seal of Excellence' which we will now use in all SABS marketing material," concludes Passet.

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