

# HFC Customer Service Feedback Awards

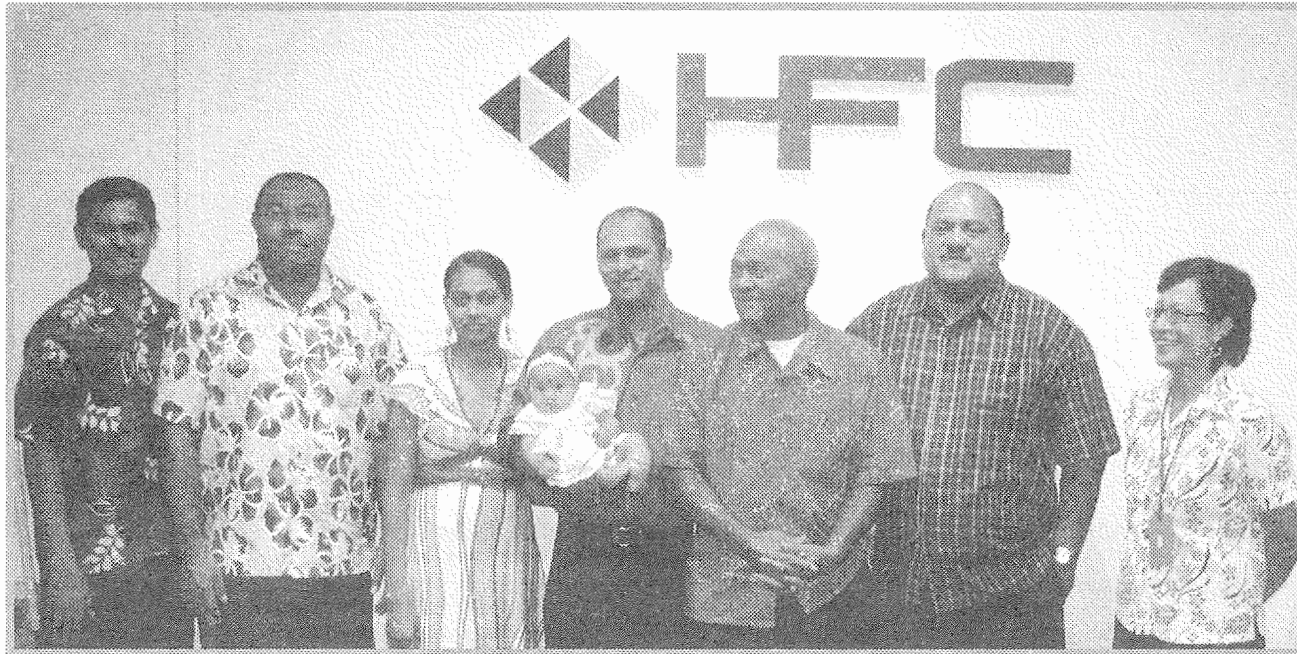
**H**FC recently honored their customers in an awards ceremony yesterday. The purpose of the award was to give back to the company's loyal customers who had taken part in the HFC feedback survey.

The HFC customers received the Customer Feedback Survey forms via mail which they had to complete and resend to the company. The completed forms from customers were then put into a draw and three winners were selected with the first prize being \$500, second prize was \$300 and third prize was \$200.

According to the HFC CEO, Isikeli Tikoduadua, loyal customers received Christmas greetings yearly. Last year, the company decided to send a Customer Feedback Survey together with the yearly Christmas greetings to gauge their performance and also to find out what customers truly thought about the services HFC were offering.

Most service oriented businesses including HFC always assumed that they provided what customers wanted without taking into consideration their true needs.

Therefore the survey by HFC showed the true nature of what customers thought of the services offered and if it was



*Customer feedback survey winners - Kamal Singh middle with baby, Petero Nauqe third from right and Eparama Tawake second from right.*

sufficient. It also highlighted customer's needs without the pressure of face-to-face questioning. It was also random and confidential.

HFC were pleased with the feedback received as customers offered constructive suggestions and were also happy with their service.

The Customer Feedback Survey also allowed room for improvement within the company. Its main purpose was to identify areas of improvement, customer retention and customer loyalty.

With the growing global

economic demands, there is a lot of competition amongst stakeholders. So the survey serves to differentiate HFC from its competitors. They seek to offer better customer service and packaging as compared to other commercial banks. "Only 1% or 1.5% interest rates may separate competitors but offering good customer service will determine who the clients choose," said Tikoduadua.

HFC has also grown out of its niche as only home loan financiers and has moved on to other investment areas such as

helping customers set up their own businesses provided they are legal for example taxi/bus business, small resorts and others. The company accepts term deposits and in turn offers very attractive interest rates and also provides health, general and travel insurance. HFC are agents for Fiji Care and Tower Insurance.

Apart from that, HFC still offers home loans to new and intending home owners. This also includes mortgage protection. "As local registered home financiers, the company understands the market

better and appreciates what the clients go through," says Tikoduadua. In these tough economic times, HFC is there to lend a helping hand to clients who are not able to repay home loans due to financial difficulties. For example, if customers are not able to repay their loans due to job loss, HFC offers a "loan repayment holiday" or they restructure account loans depending on the customer's term of unemployment.

Isikeli Tikoduadua, HFC CEO also stated that

they "basically provide what banks offer except for savings accounts". They are also a locally owned institution owned by the Fiji National Provident Fund. So the dividends go back to FNPF and its members in turn become indirect clients.

Being a local institution, the Fiji government is also trying to encourage the company's growth amongst the public. HFC's marketing department is also working vigorously to promote their services through the media. They have also used the changing technological advancements to their advantage and gathering all their clients email addresses and informing them directly. This effectively reduces costs and reaches people effectively. Word of mouth is also an important marketing tool used by HFC. This they believe is more effective than any other form of marketing.

However, all these may not come to fruition if it weren't for the hardworking staff of HFC. The company has an intense and aggressive training program and their staff are looked after well. This allows for continued support and improvement of the working environment.