

Case study No. 6

Adding value through enhanced service

ONduka, the potable water, sewage and effluent division of Chemserve's ImproChem, has implemented unique changes to traditional philosophies of operation. As a result, its performance has made a step change improvement and the business is entrenched as a leader in the markets it serves.

Group leader, Tam Moodliar (second from left) elaborates:

"We turned a business that operates in a commoditised market into a highly specialised operation. A small but effective product range is supported via the provision of an excellent value-added service to customers."

"The team has worked hard at communicating this value and we have brought honesty and integrity to an untrusting market. Time and effort were also invested in environmental issues. We have given presentations and provided customer training on the dangers of overdosing treatment chemicals, and the subsequent negative effects downstream on plant and animal life. In the sewage and effluent sectors, we have partnered closely with customers to improve water quality by optimising their processes. In this way we are contributing to a safe and sustainable environment for all."

The ONduka team: Mona Januarie, Tam Moodliar, Monwabisi Ngcambu, Swehile Mbatha, Siyasanga Mneni, Eugene Mhlanga.

