



THEBRANDHOUSE

Uplift Your World. Everyday.

A leading distributor and retailer of home appliances and consumer electronics in Mauritius. TheBrandHouse was founded in 2015 from the merger of JM Goupille & Co (1930) and Waterfalls Marketing, owner of the Galaxy retail stores since 1991.

CEO Clovis Wong declared SERVICE a strategic differentiator. The company identified five business activities to benefit from superior service: Retail, B2B, Aftersales, Delivery, and Head Office.

TheBrandHouse partnered with Uplifting Service to implement a service culture program to create alignment for their leadership team on a common service vision and culture building approach.

“We want to create a company culture we are all proud of and which people talk about. We are at the beginning of the journey and it is exciting to see that everyday we are consolidating the foundations of our service culture.”

CLOVIS WONG
CEO

GOING BIG, GOING FAST

- March to October 2016: 350 employees educated on UP principles and tools
- April 2016: Strategic building block activities in phases
- November 2015: 12 Course Leaders certified to educate and innovate service with quick win improvements
- October 2015: CEO and Senior Leaders aligned understanding on service vision and culture building approach

Key outcomes

- A common service language adopted
- 350 employees pledged to always deliver “Desired” level of service
- An internal Uplift Facebook page with active membership of more than 70% of employees to share new service initiatives and to reward best ideas
- An Executive Committee set up to provide guidance for service improvement evaluation and project implementation
- Chat groups with instant messaging platforms to provide timely sharing and implementation of service ideas
- Greater customer satisfaction achieved through improved internal communication and team collaboration



TheBrandHouse

CLIENT

TheBrandHouse

PROFILE

Owns a portfolio of brands:

- Galaxy, a nationwide network of 20 multi-brand retail stores
- JMG, distributor of leading international brands such as Samsung, Panasonic, JBL, etc.
- JMG Service Centre

SERVICE VISION

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IDENTITY

Delivers value through:

- Customer Inspired – serve from the perspective of the customer and colleague
- Forward Thinking – challenge status quo to take the organization forward
- Trustworthy – I serve you and you serve me to build trust
- Performance Driven – provide service excellence by stepping up consistently