

**FOR IMMEDIATE RELEASE**

10 October 2025

## **Celebrating Our Everyday Heroes: The Heart of Our Service Excellence**

This week, we at the GIPF celebrate Customer Service Appreciation Week. We take this time to pause and shine a well-deserved spotlight on our frontliners — the incredible individuals who stand on the frontlines every day, ensuring our members receive the service, care, and attention they deserve. At the GIPF, the Client Services Consultants carry the voice, heart, and spirit of our Fund in every interaction with our members. Today we celebrate you.

At the GIPF, every call answered, every correspondence replied to, every email resolved is done with professionalism and compassion. Our team of Client Consultants serve every member with a welcome smile.

Behind each of these moments stands a dedicated GIPF Client Services Consultant who bridges the connection between the Fund and our members. These trusted advisors bring clarity, comfort, and confidence to those who rely on us.

What you do every day goes far beyond answering questions — you create experiences. You turn uncertainty into understanding, frustration into relief, and enquiries into lasting trust. As the world celebrates Customer Service Appreciation Week, we are reminded that Client services is far beyond just answering questions, it is creating an experience, turning uncertainty into understanding, frustration into relief and enquiries into lasting trust and meaningful relationships.

As we celebrate Client Service Consultants, we are assured of what they offer organisations. They are the voice of reassurance on the other end of the phone, the friendly face that welcomes every walk-in member, and the problem solver who finds solutions with empathy and care.

These consultants become educators, ensuring members understand their retirement benefits and options, while enhancing service, and constantly looking for ways to improve the member experience. At the GIPF the client service consultants are the Guardians of the Fund and serve as ambassadors who live out the values of integrity, service, care and excellence.

### ***A Culture of Service, Built on People***

Customer service in organisations are not just departments, but a responsibility that builds the foundation of organisations and upholds the promise made to clients. This promise of service excellence is made by real people who uphold and maintain integrity and ethics in the workplace. Their resilience, teamwork, and commitment turn challenges into trust and questions into clarity.

## ***The Power of Your Impact***

The Client Service Consultants are front line employees who transform ordinary interactions into extraordinary experiences. Each day brings new challenges — phones that never stop ringing, inboxes that fill faster than they are empty, grieving members who have lost loved ones and are in need of consolation, members who visit offices looking for surety, and a listening ear and a helping hand.

Amidst the many expectations, frontline employees remain calm, kind, and committed.

Your work touches lives in ways that go far beyond the surface. A single act of kindness, a moment of patience, or a word of encouragement can change a member's entire experience — and that's the true magic of Client Service Consultants.

As we celebrate and honour you this week, we want to thank you. Know that you are valued, appreciated and that you are extraordinary.

Your energy and dedication are what enable organisations to become trusted partners and result in member and stakeholder satisfaction.

Frontliners are changemakers that shape the way clients feel about organisations. They make our Fund a trusted partner to thousands of our members. You are changemakers, shaping the way clients and organisations feel about their future and about us.

So, this week we take a moment to celebrate you. Thank you for your passion, your patience and for making every member feel valued, heard, and supported. Thank you for being the heart and soul of our service, turning challenges into opportunities, and for keeping our promise of excellence alive.

Here's to you — our champions of service, our everyday heroes.

Happy Customer Service Appreciation Week to all frontliners across Namibia.

**Compiled by Hilkka Mbako: Manager- Client Services.**

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