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**Knowing your customers helps to ensure better customer care. It demands knowing their names and having an interest in their business.**

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- Malumbo Ziwa, Area Manager, DAPP Malawi

**W**e have a customer corner in our wholesale shop. This is where customers meet. This is where we discuss with the customers. When our customers have got issues, we have made it known to them that our door is open.

We use the customer corner for private conversations on the issues affecting business operations and then from there, we assist. There are market follow-ups that are there to assist customers not only with the idea of problem solving but, also when things are okay, we have to visit them, we have to see them.

Normally, we visit customers three times a week to see how they are doing in the market.

Again, when customers have got problems, we are supposed to assist that customer. It's not just the clothes business but it's about relationship building.

We even visit the customer to see the various bales of second-hand clothes they bought to assess some specific arising matters. Such an arrangement makes it possible for us to help. We often say to our customers, 'In your next purchase we will assist you'. Our customers know that with DAPP Malawi, when you have got a challenge with a bale of clothes, upon calling us we come.



**HUMANA PEOPLE TO PEOPLE**

The Federation for Associations connected to the International Humana People to People Movement