

## Academic publishes epic book on African Customer Service

**A** leading UNAM academic, and Director of the Namibia Business School, Professor Gratfon Whyte, has published a groundbreaking book that seeks to revolutionise the quality of customer service in Africa. The book aims to serve as both an academic text as well as a practitioner's practical guide. Titled "The V-Model of Service Quality: An Exploration of African Customer Service Delivery Metrics", the book was officially published on 18 October this year, by Emerald Publishing.

It proposes a new management theory that has been developed and tested by an African in an

African context. The book's content is thus largely about Namibia, and is available globally, Emerald Publishing. The true value of this book is that it digs beneath the veneer to unravel root causes of Africa's well-known culture of poor customer service performance, and proposes a metrics by which to measure and manage quality in this area.

In Chapter Eight of the book, A Framework for Customer Service Delivery, Professor Whyte profoundly writes "Excellent customer service, however, is more than just plastic smiles and hollow greetings; it requires thoughtful design and hard management thinking". He further



Professor Gratfon Whyte

adds, "Conventional research in customer service suggests that excellence is achieved when perceptions of service exceed expectations".

## Visiting Professors laud School of Medicine

**P**rofessors Humphrey Hodgson and his wife Shirley, have praised the UNAM School of Medicine for having excellent facilities for teaching and training. The two Professors' relationship with UNAM began in 2012, with the commencement of the School of Medicine, and the Dean, Professor Peter Nyarango, was scouting for international staff to teach and train Namibia's first medical doctors. "We met through a colleague and we have been coming to Namibia about four times a year, ever since", remarked Shirley.

Humphrey is retired and specialises in Internal Medicine, while Shirley is still a fully active academic, specialising in Pediatrics. The couple, who had never been to Namibia before 2012,



Professors Humphrey and Shirley Hodgson

say that it has been a rewarding journey working with the school; setting up curricula, giving practical training, examining students and now seeing them work as junior doctors.

## Librarian shares poem with pupils



**M**r Kavevangua Kahengua, the Special Collections Librarian, was invited by Saint Paul's College to discuss his poem with two grade 9 classes and one grade eight 8 class. The poem "Sharing the Liff" was published in his book: Kahengua, K. (2002). Dreams. Windhoek: Namibia Publishing House.

Mr Kahengua is a recognised writer and is responsible for developing and managing Namibian content. He is also the Librarian for languages and performing and visual arts disciplines. Periodically he is invited to discuss his poems at the University of Namibia and secondary schools in Windhoek.

### Sharing the Liff

The poem "Sharing the Liff" was written in March 1998 and therefore, it is a post-independence poem in terms of time setting. We hear two voices in the poem. First a voice of a black male who invites the white female to come and share the liff. However, to his disappointment, she turns down the invitation. Second a voice of a white female who in turn invites the black male to share the liff, who to her dismay in turn, rejects the invitation.

As we read the poem, we understand the personae have admiration for each other to a point of lavishly describing each other while they describe themselves with aloofness.

How the poem is interpreted is up to the reader.

Applauding Mr Kahengua's contributions to education, the University Librarian, Joseph Ndinoshiho, stated that Mr Kahengua's invitation to many schools and events is in tandem with the UNAM Library's role of inculcating the culture of reading amongst the inhabitants of Namibia, in particular the school learners who should be encouraged to recognise the fact that reading is the key to gaining knowledge, which in turn, leads to the ability to solve socio-economic challenges facing our nation.

## German Section hosts project on German-Namibian student perception of cities



**T**he German Section of the University of Namibia and the Institut für Germanistik of the University Duisburg-Essen (UDE) in Germany, launched a joint project within the Germanistische Institutspartnerschaft (GIP) on the visual and textual perception of the City of Windhoek by Namibian and German students.

The project "Städteprojekt - Stadtwahrnehmung in Bild und Text: Das Projekt Essen - Windhoek" aims to compare different perceptions of Windhoek and Essen as images of cities differ based on the cultural and individual backgrounds. For this purpose, seven students from Essen and eight students from Windhoek formed groups and choose their own topic.

The groups spent three days discovering the City of Windhoek from different perspectives by exploring cemeteries, intersections, picnic and food areas, schools, as well as the aspect of vastness. To record their impressions, the students used mainly their cellphones to take photos and subsequently the (thematic) groups had the opportunity to select photos and write texts to connect visual and textual levels of perception. The results of this project were first presented to the participants and were afterwards made accessible to the UNAM public.

To promote the cultural exchange between UNAM and UDE students, a second workshop will possibly take place in Germany next year when the teams will explore the city of Essen according to the selected topics mentioned above.