

## Highlights by the Lead Speaker

- Principles of benchmarking -
- Existing benchmarking initiatives
- What approaches are suitable in Africa

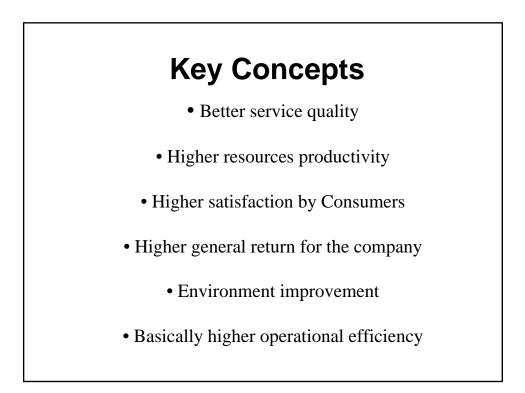
## What is Benchmarking ?

"Benchmarking is the search for industry best practices that lead to superior performance."

- Robert C. Camp

It is understood as the process for identification, understanding and adaptation of remarkable practices and processes of other organizations to help the improvement of its own performance

**BENCHMARKING** has been used as a tool by the water sector industry over the last twenty years



## **Objectives and Incentives of Benchmarking**

•<u>Benchmarking of utilities should be based on in-house</u> interest motivated by the need to improve performance and satisfy customers.

• Data collection and analysis should translate into enhanced performance by utilities contributing the data.

•Benchmarking is a managerial tool

• A process of learning from others - exchange of knowledge experiences exchange of knowledge experiences exchange of knowledge experiences

• Should be linked to a particular project - motivated by ISO certification.

• How is the data going to be used – blind data is another option.

• What value does benchmarking add to utility performance.

Standardization and validation of data

## **Key Lscues in Benchmarking Dirity 1: Identify and set customer service levels and quality**. Response time to customer complaints Time taken to connect new customers, etc. Time frame of service – dealing with problems. Citizens' report card – consumer perception on services – score sheet Citizens Action – Lobby and advocacy with the utility managers – Bridging the gap – Urban areas Gauge customer satisfaction then work backwards to benchmark- indicators related to customer satisfaction – dynamic from 15 to 24 hours of service. Servicing the poor – how many of the new customers are from the poor neighbourhoods. Gender in utility performance.

