

Case Study: Government Pensions Administration Agency

About the Customer

The Government Pensions Administration Agency (GPAA) is a crucial government entity under the Ministry of Finance, responsible for administering pension funds and schemes on behalf of the Government Employees Pension Fund (GEPF), the Department of Military Veterans, and the National Treasury. As the administrator of the largest pension fund in Africa, the GEPF, the GPAA manages the pension affairs of approximately 1.85 million government employees, pensioners, spouses, and dependants. The GPAA is committed to providing excellent service and maintaining high levels of customer satisfaction to ensure the effective management and distribution of pension funds.

Customer Challenge

The GPAA aimed to maintain a customer satisfaction level of at least 85% in the 2023/2024 financial year, per its service level agreement (SLA) with the National Treasury and GEPF. However, despite achieving above 90% customer satisfaction in the previous financial year, the GPAA faced challenges in capturing and integrating customer feedback into its customer relationship management (CRM) system for continuous service improvement.

The absence of a robust mechanism to gauge customer sentiment and identify areas for enhancement posed a significant risk to the GPAA's ability to meet its customer satisfaction targets. Failure to address these challenges could result in diminished stakeholder trust, reduced customer loyalty, and potential non-compliance with the SLA, affecting the GPAA's reputation and operational efficiency.

Partner Solution

Pax Divitiae, a specialist research company and AWS partner, collaborated with the GPAA to design and implement a comprehensive solution to address these challenges. The project focused on developing a system to capture the customer's voice, analyse feedback, and integrate insights into the GPAA's CRM for corrective action.

To achieve this, Pax Divitiae leveraged AWS services to create a scalable and efficient solution. Amazon Connect, a cloud-based contact centre service, was deployed to facilitate seamless interactions across multiple service channels, ensuring consistent customer engagement. By integrating Amazon Connect with Amazon Lex, the GPAA could automate customer interactions and capture feedback through natural language processing, providing a more personalised experience.

Pax Divitiae utilised Amazon QuickSight, a business intelligence service, to perform advanced analytics on the collected feedback for data analysis and reporting. This enabled the GPAA to gain valuable insights into customer sentiment, identify trends, and pinpoint areas for improvement. The integration of Amazon S3 provided secure and scalable storage for survey data, ensuring the efficient retrieval and management of customer feedback.

Pax Divitiae offered comprehensive support services during the pre-and post-implementation phases. This included conducting workshops to train GPAA staff on using the new system, ensuring a smooth transition, and providing ongoing technical support to optimise the solution's performance.

Results and Benefits

Implementing the multi-channel feedback system significantly enhanced the GPAA's ability to capture and analyse customer sentiment. The project revealed a Net Promoter Score (NPS) of -2.55, highlighting areas of concern such as delays, staff service, and communication gaps. These insights enabled the GPAA to identify and address specific challenges, such as infrastructure shortcomings and staff shortages, through targeted investments in people, processes, and technology.

The Overall Story

By leveraging the AWS-powered solution, the GPAA reduced response times by 40%, improved service delivery, and achieved a 15% increased overall customer satisfaction. Integrating advanced analytics and reporting tools facilitated data-driven decision-making, empowering the GPAA to implement customer-centric improvements and optimise operational efficiency.