

## **4.6 CORPORATE IDENTITY AND IMAGE**

The development of CSI as a professional and respected entity, fulfilling social and commercial goals, is necessary to provide staff with pride in their workplace and customers with confidence in our ability to fulfil their needs.

Establishing a positive Corporate identity involves analysing and defining our vision, mission and objectives and working relentlessly for their achievement. This also embraces a focused and creative dissemination and promotion of our goals and attainments.

Corporate identity is about the way CSI staff present their organisation and themselves and interface with others. It has a profound bearing on the future of our organisation and those that work in it.

Corporate image is the way others perceive us. Our dress, demeanour, hygiene, telephone manners, responsiveness, customer service orientation and overall professionalism are all issues which impact upon the way in which our external audience perceive us and our organisation.

Considerable progress has been made and is continuing to be made to improve and build upon the CSI Corporate Identity and Image. This includes implementation of the CSI Customer Service Guarantee and implementation of Corporate promotion strategies (refer to CSI Corporate Promotion Portfolio).

This policy is designed to make CSI a more satisfying and enjoyable workplace and encourage the continuing support of our customers. Our success in embracing the principles of this policy will have a significant bearing on the future of CSI and each member of staff.

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