



employment & labour

Department:
Employment and Labour
REPUBLIC OF SOUTH AFRICA

TO ALL CF CLIENTS

LAUNCH OF THE NEW INBOUND SMS SHORT CODE NUMBER:44967

We are thrilled to announce an exciting enhancement to our customer communication strategy: the implementation of inbound SMS capabilities. As part of our ongoing commitment to improving customer experience, we believe that integrating SMS into our contact centre operations will provide numerous benefits for both our organization and our valued customers. The SMS will go live from the 01st April 2024.

Inbound SMS allows customers to engage with us conveniently and efficiently through text messaging, offering a seamless communication channel alongside our existing channels of contact.

Here are some key benefits of implementing inbound SMS:

- Improved Accessibility - With the prevalence of mobile devices, SMS provides a ubiquitous communication channel that is easily accessible to customers, enabling them to reach out to us anytime, anywhere.
- Enhanced Convenience - Improved customers prefer the convenience of text messaging for simple inquiries, appointments, or updates. By offering inbound SMS, we empower customers to communicate with us using their preferred method, leading to higher satisfaction and engagement.

The disclaimer below to inform clients that costs will be incurred when using SMS Inbound

“Dear Customer, please note that responding to the CF Contact Centre using the SMS will cost you R1.50. Should you wish to access CF services for free please log onto our web self-service portal. Thank you for contacting the Compensation Fund”.

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MASHILO MANGENA
DIRECTOR CUSTOMER CARE
DATE 14 MARCH 2024