

## NACCUG on member care training

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**At least 31 participants from various credit unions of the National Cooperative Credit Union of The Gambia (NACCUG) are currently attending a three-day training on Member Care, at the NACCUG head office along Bertil Harding highway.**

The German Saving Bank Foundation for International Cooperation (SBFIC) and West African Credit Project against Poverty (WACUPP) organised the three-day training, according to NACCUG officials.

Topics to be learnt during the three-day training are: the credit union, differences between customer success and member care, member care philosophy, Credit Union Association member care principles, communication in member care, meaning of communication, forms of communication, types of communication, the communication process, creating and scheduling appointments, key principles of member services success, tips to improve communication, member counseling, dealing with complaints and complaints management.

Declaring the three-day training open, Hamey B. Jawara, the programme manager of NACCUG, on behalf of NACCUG's general manager, Baboucarr Jeng, revealed that WACUPP is supported by Irish League of Credit Union Foundation (ILCUF), in collaboration with four English West African countries, namely The Gambia, Ghana, Liberia and Sierra Leone.

The programme manager of NACCUG said that the participants were drawn from all NACCUG six credit union chapters, like Banjul 9, Kanifing 12, Brikama 2, Bwiam 3, North Bank Region 3 and Basse/Bansang 2, respectively.

According to Jawara, good member care helps to make their Credit Union and its employees more productive and successful and increases the satisfaction of its members. He thus said that the training should also help to set standards of behaviours subject to member care best practices and the Credit Union philosophy for credit unions.

"The main goal of the training is not only to convey the knowledge, but also to influence positive behaviour change towards members and I hope the training will assist in further developing the credit union in The Gambia," Jawara told participants.

He informed the participants that the two facilitators are Ernerst Teye-Topoh, the manager for Credit Union Training Centre in Ghana and Prosper Aforbu-CEO Abosomankotere Credit Union also from Ghana, all of whom, he said, have verse knowledge on credit union matters.

"These two people were identified by German Saving Bank Foundation for International Cooperation (SBFIC) to come to The Gambia and conduct the three-day training for you people on member Care," Jawara stated.

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