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# BRANDS WITH MOST MENTIONS (BOTSWANA)- ANNUAL REPORT FOR 2022

by Social Light (Facebook  
consumer groups)



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# Consumer Analysis Report - 2022

This is a report on the 2022 brand sentiment from Consumer watchdog Botswana and Name and Shame them Botswana.

## The Overview

This report was compiled to give different brands/companies insight as to what their consumers are saying about them as well as delve into the specifications of the different reasons why. Only the top 20 brands were studied in this report.

The main research points were:

- Compilation of the Top 20 mentioned brands
- Sentiments around the top 20
- What the consumers aired



Stanbic Bank MultiChoice Botswana  
 Nandos KFC Choppies  
 BTC Sab Mascom Botswana Air Botswana  
 Water Utilities Immigration Sefalana ABSA  
 FNBB Debonalrs Pizza BOMAID Botswana Police Service  
 Princess Marina Hospital Orange Botswana

## NAME AND SHAME 'EM (BOTSWANA)

Brand Name	No. of mentions
FNBB	12
Orange	9
Stanbic Bank	9
Water Utilities	8
Immigration, BTC, KFC	7
District Council, FedEx, Sefalana, Spar, Botswana Police Service, FedEx	6
Mascom Botswana, ABSA	5
Air Botswana, MultiChoice Botswana, Princess Marina Hospital & Debonairs Pizza	4

### Top Shamed Brands

**Orange Botswana** was most shamed for the following:

- Distressing and disappointing services
- Deduct customer airtime

**Water Utilities Corporation** was most shamed for the following:

- Leaking pipes in the streets
- Lack of communication

**KFC Botswana** was most shamed for the following:

- Distressing and disappointing services
- Serving rotten and flea-infested food to customers

### Top Praised Brands

**FNBB** is most praised for the following:

- Good customer service
- Amazing team work

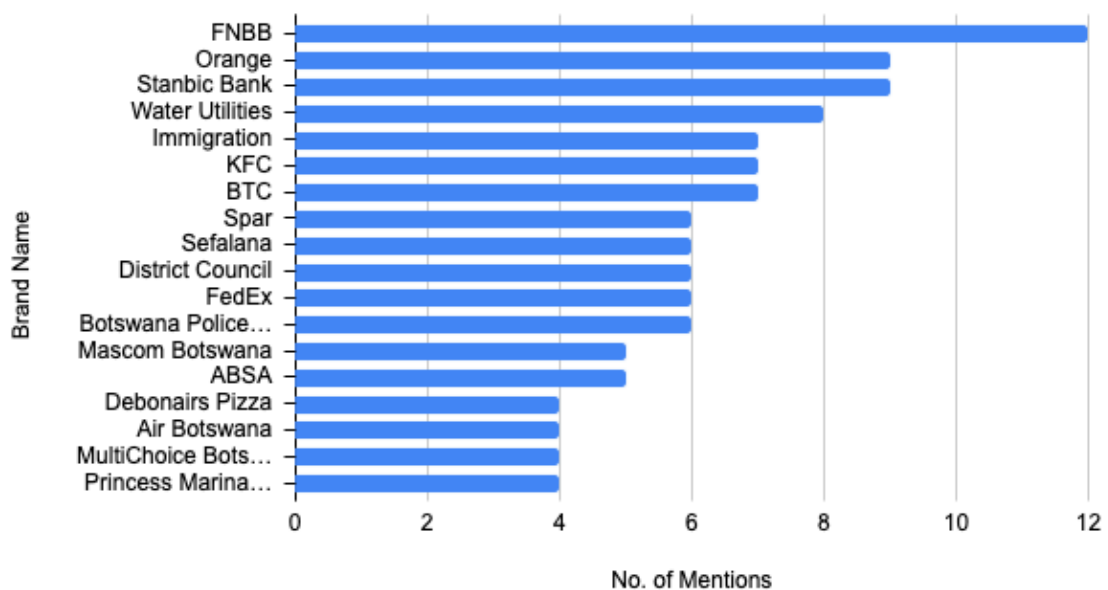
**Orange Botswana** was praised for:

- Awarding extra internet bundles

**KFC** was praised for:

- Amazing food services
- Good customer service

Brand Name vs. No. of mentions (Name and Shame 'em Bots)



## CONSUMER WATCHDOG BOTSWANA

Brand Name	No. of Mentions
Orange Botswana	91
Water Utilities Corporations	90
FNBB	88
Mascom	87
Choppies	80
ABSA	69
Stanbic Bank	60
KFC	54
BTC	49
Debonairs	47
Nandos	44
Immigration	37

### Top Praised Brands

Even though the brands received a lot of backlash because of the products and services they provide, they still received the most praise for:

**KFC** received praise and recognition for

- Good customer service and excellent leadership skills displayed by the Mogoditshane branch manager
- Excellent customer and food delivery
- Quickly attended to queries made by the customer

**Immigration** received praise and recognition for:

- Good customer service and customer care
- The excellent character displayed by the staff and customer service

**Choppies** received praise and recognition for:

- Quick response to queries with the Choppies voucher
- Clean supermarkets they maintain hygiene
- Good customer service and were cooperative and patient when assisting customers with Covid-19
- Quick responses with cash back

## TOP 3 COMPLAINED BRANDS

**Orange** Botswana received complaints on most of the following:

- Poor customer services
- Take longer to attend to customers
- Ghost deductions from their Orange money account
- Unreliable services
- Should provide airtime balance after calls to avoid the long process of dialing to check

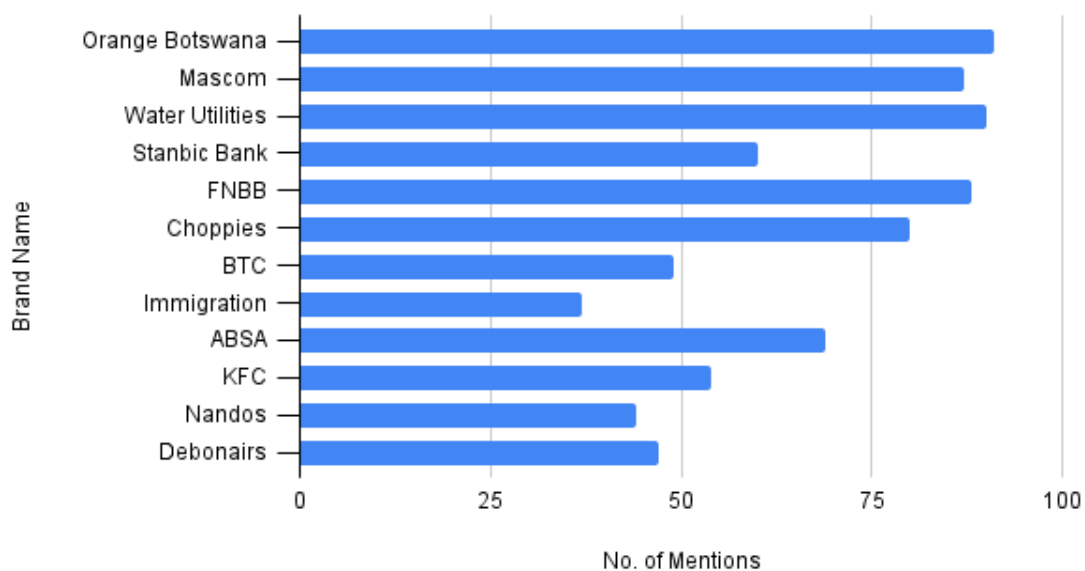
**ABSA** received complaints on most of the following:

- Slow services
- Send unnecessary promotional messages related to the customer's bank account
- Ghost deductions

Water Utilities Corporation was most shamed for the following:

- Leaking pipes in the streets
- Lack of communication
- Open drains in the streets
- Slow services
- Open sewage with flowing water

Brand Name vs. No. of Mentions (Consumer Watchdog Bots)



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**QUESTIONS? CONTACT US.**

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