

Lafarge Industries South Africa (Pty) Ltd

Southern Region Head Office – Cape Town

Amethyst Voice Logging System

Lafarge South Africa operates quarries and ready mix concrete plants nationally in South Africa, and is a subsidiary of a French based group that has extensive holdings in 70 countries around the world. In fact, Lafarge is the largest producer of cement, aggregates and ready mix concrete products in the world.

During the course of 2002, various staff members from the Orders Department approached me and asked if our Company would install a voice logging system because they often experienced cases where disputes arose regarding the specifications of materials ordered by customers. As a consequence of some these instances, they were suffering quite a lot of stress, even trauma.

After making some further enquiries, I was surprised to find out that our Debtors Department staff were also very much in favour of a voice logging system because they were also having similar experiences.

Initially I had thought that there would be considerable resistance from staff, because they would feel that their privacy was being invaded. Evidently I had mis-judged the difficulties under which they worked.

During the course of June 2002, I investigated various voice logging systems that were available on the market, but found them to be too expensive and too complex for our requirements. I then attended a demonstration of the Amethyst system and felt that it would be ideal for our type of business. With much enthusiasm, I submitted a proposal to our Regional Management, but it was rejected as being unnecessary. I was both surprised and disappointed by this turn of events, but had no option other than to shelve the exercise.

Almost exactly one year to the day later, I was approached by our senior management and asked how soon I could get a voice logging system in place as a matter of great urgency, because we were suffering significant losses due to disputes relating to “incorrect orders”.

I immediately resurrected my Amethyst project and had it installed as soon as I possibly could.

Within one week after the installation date, I was again approached by senior management and asked to retrieve telephone conversations relating to a particular construction project. All of the relevant information was retrieved, the claim was successfully repudiated, and the entire voice logging system was, in effect, paid for within that first week of operation.

We have retained the system ever since and it has proved its worth countless times over. In the modern business environment where ethics count for very little, we would never consider operating without a very reliable and effective voice logging system. The Amethyst system has proved to be just that.

Colin Sutcliffe
Regional Purchasing Manager
29th May 2008