

A Smooth Reputation

As the only domestically produced disposable diaper business in Kenya, NipNap has built an enviable reputation for a quality hypoallergenic product, with informative packaging and a pocket-friendly price. From its Nairobi headquarters, employing a workforce of 200 plus, the company continues to grow, loved by babies and their parents alike. There are NipNap diapers for each stage of the baby and toddler's growth, supported by superior customer service and choice of delivery.



Raju Kotecha, NipNap's owner, explains, "We started in 2018, and decided to combine the latest international technology with full production right here in Nairobi, as there are a lot of babies around- 5,000 births a day in Kenya, and some 21,000 a day in East Africa.

Like most places, Mums talk to Mums (and Dads too), they pass on their experiences, try us out, and our business has grown as a result. We are innovative in our packaging designs, with friendly cartoons, individual wrapping, and provide both convenient home delivery (invaluable in these days of Coronavirus) and retail distribution."



"For products such as diapers, recommendation through consumer experience is a vital method of growing sales. That's why we brought in Strategic Web Success (SWS) Group to help us collect and market genuine feedback and reviews, quickly and easily. They have the expertise, the reviews are verified by independent auditors, and they make it so easy for our customers to tell us, in their own words, what they like about the products. We show staff the reports, so that they can feel proud of our business, and it gives us a gauge on service quality".

"SWS installed the process efficiently, trained our staff, and supported us with regular reports and analyses. They are also helping us with digital advertising and video marketing - all exciting new tools for us to reach more customers. As a result, we are moving steadily up the Google rankings. It's a long-term strategy, but it's already working well for NipNap. I would definitely recommend SWS to other businesses wanting to build positive relationships with their customers - I'd mark them 10 out of 10!"

www.nipnap.co.ke

A beaming smile!

32 Dental in Nairobi's Westlands is a state-of-the-art dental studio which offers top quality dental care and a calm and safe environment, putting patient comfort and wellbeing first. From regular children's dentistry to the latest international aesthetic treatments, 32 Dental takes the fear out of visiting the dentist. During the Coronavirus pandemic, the professional dentistry team developed and improved their already high standard of sanitation and cleanliness, to ensure patient safety at all times.

Dentist Dr Jyoti Bahra is passionate about modern dentistry and dental aesthetics. "There's no need for people to be anxious about their teeth these days, or delay visiting our studio. Regular check-ups can find and deal with sources of pain or discomfort before they get really bad. There is so much that can be done to improve everyone's smile, without suffering- it just makes sense."

"We have been established for around 4 years, and our patients have recommended us to their friends from day one. We know we are different from many dental surgeries, so we advertised in several local publications, but without much success. New patients want to be recommended by someone they trust, to be reassured



that they are in safe hands. That's why we decided to bring in Strategic Web Success (SWS) Group to handle our reputation marketing.

They are the experts, and their approach has proved highly successful in generating new enquiries. SWS is also managing our Facebook account, leaving us free to concentrate on what we are best at - looking after our patients' teeth. **Everyone checks the web to see what others think about all kinds of services, so this method of formalising the word-of-mouth process has been worthwhile.**

People who may have had bad experiences in the past are reassured about the treatments we offer and get in touch. We can then explain how we work and answer any questions to put them at their ease."SWS has really helped raise our profile and demonstrate why we are distinct. We are getting more reviews every week, which is helping our business grow. Yes, I would definitely recommend them."

www.32dentalstudio.com



Making your business reputation matter

With experience since 2012 in helping more than 1,000 clients build and maintain a positive reputation, Strategic Web Success (SWS) Group is now working successfully with businesses in East Africa.

Skilled professionals based locally are supported by technology experts, constantly keeping up to date with Google. Structured gathering and marketing of regular reviews helps clients keep ahead of their competitors, in a variety of settings.

Reputation without tears

Founded as a professional relocation company 16 years ago, Cube Movers has now grown into a multi-service removal business, providing everything from packing, delivery and storage, to unpacking for clients from its base in Nairobi. With 32 modern trucks and more than 240 staff, the company offers national and international removals, as well as commercial warehousing, courier services, cleaning, and pest control. Cube Movers also delivers cross-border moves in East Africa by road, giving substantial savings on the alternative air routes.

“We do all the paperwork, making removals stress free for clients,” explained Cube Movers’ IT Manager Anthony Gomes. “Whether we are carrying a household of furniture to another city for a bank employee who is relocating, or caring for fragile artwork and heirlooms in transit, we can handle it. Our skilled staff understand the tension and frustration of moving, so go out of their way to ensure customers are both well informed throughout the process, and happy with the service.”

“However, when people have moved successfully and are getting on with living in their new homes, it’s in the past, so they don’t always comment. That’s why we decided to entrust Strategic Web Success (SWS) Group to handle our reputation marketing. **Ours is a competitive market, and as a service business we are keen to demonstrate our advantages. The best way to do that is by getting customers to give us their opinions.** The team at SWS are knowledgeable and up to date with all the latest Google changes and challenges. They have helped us collect reviews from



customers in an easy and structured way, so that we’re now getting lots of 4 and 5-star ratings. **We have been added to several Preferred Supplier lists and receive many more enquiries as a direct result. In short, it’s been good for our business!**”

“Their people are diligent, hard-working, **and always available for assistance, and outsourcing this service has proved significantly cost-effective for us.** They have done an excellent job in all areas. I highly recommend SWS to any business which wants to build a strong, independently verified reputation.”

www.cubemovers.co.ke