



December Edition

MMT Is 2nd In Greater Accra



Metro Mass Transit Limited was adjudged the 1st Runners-up in Public Transport in Greater Accra by the Greater Accra Regional office of the National Road Safety Commission (NRSC) for its sterling performance in terms of road safety for 2015.

The award ceremony, which was organized in partnership with Vivo Energy, licensee for Shell lubricants, also saw the State Transport

Company and the Great Imperial Transport Services Limited take the 1st and 3rd positions respectively. Speaking during the award ceremony in Accra on Thursday, Madam Katrina Hamilton, Greater Accra Regional Director, NRSC, said the three transport companies were selected out of the about 10 transport services which took part in the programme of assessment.

The Award Winners were provided with citations, plaques, reflector vests among others.

General administration, welfare of members, driver and vehicle management, evidence of trip log, customer and passenger satisfaction, hazard management, collaboration with other transport unions, and operational guidelines for staff, were some of the criteria used in determining the three winners.

She said the awards scheme which was launched in 2010 served as a prelude to the National Road Safety Awards slated for November 13, 2015. It aimed at motivating the various public transport operators to make good use of best practices.

Madam Hamilton intimated that in Greater Accra alone, over 4,000 people were involved in road traffic accidents annually due to speeding and the inability of pedestrians to cross the road safely.

She called for continual education for drivers and all motorists as a means of helping to curb road traffic accidents as vehicles keep increasing in the Greater Accra Region.

Metro Mass Weekly Newsletter provides our readers with news about activities and events taking place in our Company. Please send any stories to be published to communications@metromass.com.gh, or deliver to Room 11, Head Office. Your comments and thoughts are also welcome.

EDITORIAL

CUSTOMER CARE TIPS FOR INTERNAL CUSTOMERS

Management must care, employees must care!

It is revealing that, all companies or institutions whether Government owned or private, big or small share or hold something in common: Customers! These customers always want to be treated with utmost respect and genuine care. Customers want to feel like they own the business and yes, they literally do. If a company has a customer base of 500 and all 500 unanimously decide to take their money elsewhere, obviously the company is as good as dead. Hence there is a critical need for exceptional customer service.

Let us not just provide customers with just the service. A nagging exceptional customer service is what will always keep customers coming back. Research has shown that one unhappy customer will tell 15 people why they should not purchase a company's goods or services while a satisfied customer recommends to 6 people. It will cost Metro Mass 15 more passengers whether existing or potential if our attitude towards them is poor. Everyone in Metro Mass must pursue customer retention because our basic survival depends on customers.

Here are some customer service tips:

- **Speak to customers** – be cheerful and smile at people – frown use 72 muscles while a smile takes 14! Where possible, call people by their name.
- **Lap up and minimize complaints** – loyal customers are the most likely to take the time to complain. The others simply take their business elsewhere and therefore never dismiss anyone's complaint as unimportant.
- **Fight to recover customers** – the experts say if a customer complaint is handled well, 95% of those complainants will return to do business with your organization.
- **Treat customers like a lover** – if you offend a customer, consider a small gift to make up. You might turn an unhappy customer into a good and loyal customer.
- **Listen to customers** – they are telling you what they want and are showing you the way to bigger profits and bigger business.

WHAT ARE THE DUTIES OF A CONDUCTOR?

The Conductor's ultimate responsibility is to assist in the provision of safe, efficient and reliable mass transport services to the Company's passengers. Below are the duties of a Conductor;

- ◆ Receive cash per approved fares and issue tickets
- ◆ Determine luggage charges in the absence of approved fares
- ◆ Appeal for passengers
- ◆ Hand over unsold tickets to Ticket Clerk
- ◆ Hand over cash to Cashier and collect receipt
- ◆ Address customer complaints or report to superior
- ◆ Announce destination to passengers on approach and signal driver
- ◆ Load bus not to exceed capacity, and monitor tagged luggage
- ◆ Check that bus doors are closed before take-off
- ◆ Check and disallow prohibited items on bus
- ◆ Advise passengers to comply with caution notices on the bus
- ◆ Make entries on Waybill

Breast Cancer: Early Detection Saves Lives

October is recognized as Breast Cancer Awareness Month and it is important for women in Ghana to recognize that early detection of breast cancer saves lives. Breast cancer is the most common diagnosed cancer in women.

There are many types of breast cancers, but it has been found in studies done in both USA and in Ghana at the Komfo Anokye Teaching Hospital (KATH) that black women in both places tend to get the more aggressive types of breast cancer and more importantly, it seems to occur in younger women.

Breast cancer usually occurs in women above the age of 40 years; however it has been found that more black women compared to white women below the age of 40 years are diagnosed with breast cancer. In one of the Ghana studies, breast cancer accounted for about 25 per cent of all cancers recorded at KATH, and more than a third of the women diagnosed were less than 45 years old.

Unfortunately the death rate is also high at about 80 per cent, and we have all known friends and relatives who have succumbed to breast cancer. Due to the dismal survival rate of this disease in Ghana compared to developing countries like UK and USA, there is the need for Ghanaian women to be familiar with the risk factors involved.

Risk factors

Risk factors are conditions that may increase an individual's chance of developing an illness or disease; and so knowing about risk factors could help one avoid the condition. Some risk factors can be modified or changed, while others cannot. Common risk factors include:

- Being a woman who is older than 50 years and post-menopausal (has stopped having periods); however this is not always the case in Ghana as discussed above
- Having a previous history of breast cancer (recurrence of previous incidence)

- Family history of breast cancer in a mother, sister or daughter

- Carrying some special genes called BRCA (Breast cancer genes) 1 and 2

- History of breast cancer in distant relatives like an aunt, grandmother or cousin.

Others risk factors include excessive alcohol intake, obesity, not having any children or having your first child after the age of 35 years, taking female hormone replacement therapy for menopause symptoms, excessive radiation exposure, early start of one's period and late menopausal age.

Reducing the risk

There are many things that women as individuals can do to reduce their risk of breast cancer.

- Physical activity has been found to be protective against breast cancer because it is able to decrease circulating levels of female hormones. In women who have not reached menopause yet, regular physical activity whether walking, jogging, swimming, aerobics etc. can reduce breast cancer risk by 40 per cent.

- Decreasing alcohol intake to less than two drinks a day (equivalent to less than two 12 fluid ounces of beer, two 5 fl. oz of wine and two 1.5 fl. oz of spirit) or not drinking alcohol at all may help decrease the risk.

- Weight loss to reduce number of active fat cells in the body.

- Have your first child before age of 35 years if possible.

- Breast feeding, with its many benefits, causes a reduction in the risk of breast cancer.

Bolga Re-opens Hamile Route



Mr. Fuseini Salifu-Bolga Depot Manager

The Bolga Depot on November 02, 2015 re-opened the Bolga-Hamile route to its cherished passengers; this was disclosed to MMT Weekly in an interview with the Bolga Depot Manager, Mr. Salifu Fuseini.

Mr. Fuseini confirmed that, “this was made possible with the support of the depot workshop staff to rehabilitate a VDL Jonckheere bus (2570), which has been grounded since 2011”.

“The workshop has my full support and I commend them for their tireless efforts in bringing our buses on road” Mr. Salifu Fuseini added.

Mr. Fuseini was confident that, the only intra route operated by the depot (Bolga-Bongo) which has been closed down will by the end of the year be re-opened.

Swedru Depot Holds Staff Prayer Durbar



Mr. Kofi Gyimah-Swedru Depot Manager, addressing staff at the programme

The Swedru Depot in collaboration with some local Churches held a three-day fasting and prayer programme which was crowned with a Staff Prayer Durbar on the Sunday September 13, 2015. The programme was under the theme “Hear my prayer Oh Lord” Psalms 39:12.

The program offered the opportunity for the workers to revive their spirits to work harder amid singing of praises and a sermon delivered by Elder Darko, a Senior Driver Instructor and supported by Richmond Cudjoe a Depot Driver.

In an interview with the Depot Manager, Mr. Kofi Gyimah, he noted that, the fasting and prayers was organized to pray for the company, staff and avert any untimely death within the Depot and other sister Depots.

“ I used the opportunity to present the depot’s half year performance report to staff” he added.

Strength does not come from winning, your struggles develop your strengths. When you go through hardships and decide not to surrender, that is your strength.-Mahatma Gandhi