



Antoinet Buitendag, Sales Support & Customer Services Manager at Chryso Southern Africa.

CUSTOMERS AFFIRM CHRYSO SOUTHERN AFRICA'S RESPONSIVENESS AND TECHNICAL EXPERTISE

Customers of Chryso Southern Africa have reaffirmed the company's reputation for reliable product quality, strong technical expertise and swift responsiveness in a recent Voice of the Customer survey.

According to Antoinet Buitendag, Sales Support and Customer Services Manager at Chryso Southern Africa, the debut survey gathered feedback from 50 respondents representing various roles across the cement industry.

"The survey reaffirmed the key strengths that truly define Chryso Southern Africa's position in the market," Buitendag says. "Our locally produced Chryso-branded solutions remain a valued differentiator in a competitive market where customers seek local partners who respond quickly."

She attributes the company's responsiveness to its local production capacity, streamlined communication and empowered

teams that act decisively to meet customer needs.

"Our technical and commercial staff are locally based, so we can respond without delay to provide technical support, product advice or urgent supply," she explains. "Internally, we foster proactive engagement and accountability, ensuring every customer query or challenge is treated as a priority."

Responsiveness, she adds, is at the heart of Chryso's culture - a customer-first mindset nurtured throughout the organisation that has earned it a reputation for being accessible, adaptable and dependable.

"The survey provided validation that goes far beyond product

Customers across the construction sector continue to trust Chryso Southern Africa for consistent product quality and proven expertise in cement performance optimisation.



Locally produced Chryso admixture solutions provide a quick, reliable and cost effective choice.



Chryso Southern Africa's agile local production and empowered service teams enable fast, decisive support that keeps customer operations running smoothly.



Chryso field teams work closely with the company's R&D laboratories, plant managers and quality specialists to ensure product consistency and performance in real-world applications.

performance and into the realm of partnership and trust," she says. "In our industry, customers rely on us not only for leading-edge products, but also for technical partnerships that help them optimise processes, improve product performance and reduce costs."

To maintain this trust, Chryso invests heavily in continuous training, mentorship and cross-functional collaboration to ensure its teams remain at the forefront of materials science and application knowledge.

"Our technical staff conduct mill audits and plant visits to deepen their understanding of customer operations," Buitendag notes. "It is our ongoing investment in people and knowledge that allows us to deliver consistent value-driven support in the field."

The survey also highlighted the pivotal role of Chryso's field service teams in building and maintaining customer satisfaction. As the face of the business, these teams combine technical expertise with practical experience to support customers effectively.

"In addition to ongoing technical training, our field teams maintain close links with our R&D and laboratory facilities and work closely with plant managers, quality assurance chemists and process engineers," she explains. "This integration ensures our solutions are not just theoretical but practical and effective in real production environments."

Strong collaboration across technical, sales and operations teams further reinforces the high service standards delivered to customers. Buitendag says the insights gained from the Voice of the Customer survey will help guide Chryso's strategic priorities going forward.

"Our focus remains on deepening partnerships, enhancing value-added services and driving innovation that supports our customers' evolving requirements," she concludes. "This means more mill audits, technical talks and on-site engagements - initiatives that keep us closely connected to the realities of our customers' operations. We continue to evolve with our customers, guided by their feedback to deliver solutions that make a tangible difference." ☺