CSE SERVICES

You are valued!

2016002548

home care

- Sponsor physiotherapists

- Fund financial shortfalls

www.homecare.org.za

Customer Service Experience
info@cseservices.co.za
www.cseservices.co.za

Dear Mr & Mrs Kekana

On behalf of CSE services and the Homecare Foundation, we want to congratulate you on your purchase. We hope that you will have many happy motoring hours.

Obakeng Matsididi wants to show his appreciation for your support. Words cannot really express his gratitude and he asked us to print you this memorabilia just to show you how much he values you as a client. We also want to thank you for choosing Obakeng as your vehicle purchasing partner.

The Homecare Foundation partnered with selected sales executives in the motor industry. Obakeng is one of the sales executives that work with us in a project to help fund caretakers of bedridden patients. Our current food price increases put more strain on caretakers. We work hard to provide relieve in the frail care environment. The sales executives that support our project, order magazines for their most valued clients. The proceeds of these magazines are donated towards the Homecare Foundation.

CSE Services developed an “Enjoy Life phone app” as a gift to the Homecare Foundation that will be ready in December 2017 on the Google Play store and Itune platforms for download. We are busy with preparations to launch a project where we will work with numerous companies nationally to raise funds. The “Enjoy Life app” will raise the largest portion of the much needed funds for patients. The phone app will provide users with information all aimed to help them Enjoy Life!

The Enjoy Life app will offer exceptional restaurant deals. App users will for example receive restaurant offerings as low as 20% of menu price when they book tables inside the best restaurants via the phone app. (Top restaurants are subsidized by other companies in our network to help fund deals for our Enjoy Life App users). We need South Africans to realize just how important life is… The more people value living, the better we can fund bedridden patients! The app even hosts a feature where you can list your “Bucket List” items… A separate Homecare team will randomly support app users to help fulfil one item on their bucket lists. The team negotiates discounts from businesses to help a person tick an item on their bucket lists. The Homecare Foundation also allocates 5% of their turnover to help construct deals for phone users.

The best part of the Enjoy Life app is that CSE Services used the latest cell phone technology to develop the app. We used Google Cloud Messaging (GCM) or better known as “Push notification technology” to “push” media to a person’s phone. We also used Google map and tracking technology that enables us to only push messages that is relevant to the geographical area the phone user is at that moment. This opened up new media support strategies that actually help certain companies to save huge amounts on media costs.

A portion of the media costs savings (by a large number of companies) will be donated to the Homecare Foundation and these funds will help bedridden patients. The fund distribution is scheduled from July 2018 onwards. You may know caretakers that need financial support, please mail me or ask them to register with the Homecare Foundation on www.homecare.org.za.

The Homecare Foundation also earns commission on referrals. If you perhaps hear of someone looking to purchase a Mercedes product, please forward the information to Obakeng. (Obakeng can support clients nationally, not only in Gauteng.) If there is any other vehicle brand that you know people might want to buy, please mail me. We will arrange that only ONE sales executive representing the required vehicle brand will contact the prospective client. (We will not give out information to numerous people who will hassle the client) This will help us enormously as the motor companies donate up to R1 500 towards the Homecare Foundation when we help them… and the Foundation relies on these donations! Please note that none of our supporting staff earn any commission on leads. The CSE relationship managers` salaries are being paid by motor sales executives, estate agents and by financial advisors. The entire motor commission fee goes towards funding the caretakers and their patients!

We are busy building a network of “Homecare Ambassadors” nationally. We work with motor sales executives, estate agents and financial advisors who form the core of our fundraising strategy. Unfortunately, it is only a small number of people that earn commission who are willing to help fund patients (especially in our current economy where they work under pressure to support themselves).

Obakeng and his manager Kobus Olivier book a fee against each vehicle Obakeng sells. This fee is utilized to help the Homecare Foundation with costs that are required to help caretakers. Obakeng therefore earns less commission and Kobus also earns less salary income as the profit of each vehicle is reduced. Unfortunately if you work in the motor industry, your income depends on your ability to make profit on vehicles you sell. We are therefore truly grateful if you consider our current economic climate under which motor sales executives have to operate.

We officially launched our fundraising strategy on 1 April 2017. Obakeng also supported us for almost 5 years (since 2012) while we were developing all the required systems needed to help fund caretakers. There are numerous platforms of software that we use in this important project to provide sustainable income for patients that took CSE years to develop.

You are now Obakeng’s 12th client since we started counting his clients, after we officially launched on 1 April 2017. We are truly grateful for his support. Please be so kind and call Obakeng on 012 543 7940 or mail him at obakengm@mcmotor.co.za and just thank him in person for his support. We would really appreciate it if you do decide to mail Obakeng to thank/encourage him. Please copy Kobus and myself in as well. Kobus’s e-mail address is jacoboso@mcmotor.co.za and mine is listed below.

Your involvement will help us tremendously! The Homecare Foundation takes on an enormous challenge. The shortfall on income of caretakers is extremely high and we need to implement systems that will provide sustainable income to help these caretakers and their patients for years to come.

The Homecare Foundation has three focus points. One is to contribute to help fund shortfalls on budgets. Two is to pay physiotherapists to help the patients remain out of wheel chairs for as long as possible. The third is to help patients with frail care services at their homes. Most motor neuron patients need frail care services as they can’t bath or feed themselves. Young patients often end up in old age homes as frail care for younger people are not generally available at other facilities. All of these costs are extremely high. We therefore need to rely on Obakeng’s support for years to come!

For any additional information, feel free to visit the Home Care foundation’s website at www.homecare.org.za. Thank you so much and have a blessed day!

Regards

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