

Absa's 'black tax' tweet offends clients, competitors capitalise

#Newswatch: Absa tweeted out a poll on 12 June asking its followers to vote on whether black tax is a source of anxiety, a source of pride, a financial burden or a responsibility. The simplicity ('too few' and 'conflicting' options) of this has offended and outraged numerous clients, many of whom have since threatened to leave the bank and move to competitors Nedbank and Capitec.

“ [#BlackTax](#) is...— Absa (@Absa) [June 12, 2018](#) ”

In response, Absa apologised but refused to delete it, despite requests to do so.

“ We don't want to try tuck this under the carpet, by deleting the post. We don't 'make this go away'... The pushback from our community was the correct response. We've learnt from this and will try harder. Our sincere apologies for the offence we have caused. ”

“ We apologise for any offence caused by the poll. Providing family members with financial assistance, is a reality for many South Africans. Our intent was to help our customers, by providing insights from a leading financial advisor <https://t.co/qgUvWFXgRY>— Absa (@Absa) [June 12, 2018](#) ”

Here's what people are saying:

“ I suppose this is market research to explore opening up a “Black Tax Loan” service to get Black people even more in debt than they already are. ”

Piss off, Absa. <https://t.co/MJJsVmu6ZK>— Princess of Nkandla (@Sisi_Sasha) [June 12, 2018](#) ”

“ Black Tax is a result of you and many other companies being founded and funded by blood money from the apartheid Government at the expense of the Black poor South African majority <https://t.co/CsbQIGjW5N>— Esethu Hasane (@EsethuHasane_) [June 12, 2018](#) ”

“ Dear @Nedbank and who ever is responsible for your Twitter account. You're Leadership!! <pic.twitter.com/78Apr82fvy>— IG: @Siphesihlecele_ #Jojo (@Siphesihlecele_) [June 13, 2018](#) ”

“ HI kompule, you'll be needing a newaccount, why don't you come see the Greener side of things were you can see your money differently :)— Nedbank (@Nedbank) [June 13, 2018](#) ”

“ @CapitecBankSA I need to join you hey— Nkosinathi (@Moleane14) [June 12, 2018](#) ”

For more:

- [Nedbank and Capitec pounce as Absa refuses to delete 'black-tax' tweet](#) – Business Insider
- [Nedbank, Capitec take on Angry Absa clients after 'black tax' tweet](#) - Business Report
- [Absa's 'Black Tax' poll backfires](#) - 702
- [From Absa To H&M — 5 Epic Fails That Got Companies In Trouble With Tweeps](#) - Huffington Post

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