



The African BPO &  
Call Centre Conference

Panari Hotel, Nairobi, 25-29 September 2006

UNDER THE AUSPICES OF THE KENYA MINISTRY OF INFORMATION &  
COMMUNICATIONS



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MAIN CONFERENCE PROGRAMME

**WELCOME ADDRESS: Hon Mutahi Kagwe, Minister of Information & Communications, Kenya**

**KEYNOTE 1: Developing BPO in Africa – Challenges and Opportunities**

***Dr Anil K. Sahai, ICT Business Strategy Expert from Silicon Valley & AITEC Associate***

According to Gartner, worldwide offshore BPO market will grow to about \$24 billion by 2007 of which India will earn about \$13.8 billion. It is interesting to note that Gartner also warns that a labour crunch and rising wages could erode as much as 45% of India's market share by 2007. More so, the competition from a host of emerging countries such as the Philippines, Malaysia, Vietnam and Eastern European nations including Hungary and Poland, are starting to challenge India's leadership in offshore BPO. This certainly creates a realistic set of opportunities for African countries. While it is useful to understand the events, business processes and government initiatives that have led to the BPO growth in India – it is also important to understand what is needed to take advantage of this fallout of rising wages and attrition in the Indian IT industry. Developing the right IT infrastructure and government regulatory reforms are certainly some of the most important ingredients on the macro level. On the other hand, growing IT skills, retaining talent and understanding the BPO business delivery processes are absolutely necessary at the micro level. This presentation will provide a perspective on the challenges and how Africa can cash in on international BPO opportunities.

**KEYNOTE 2: Global service provision in a highly competitive world**

Sesh Sukhdeo, CEO, KSA Global, UK

**KEYNOTE 3: Start small – grow strong – then grow big**

Rod Jones, Founding Partner, Rod Jones Strategic Solutions, South Africa

**Leveraging global outsourcing as a basis for new venture creation in East Africa: Business opportunities & business models**

Peres Were, Founder & Lead Consultant, Cascade Global, Kenya

**People – Processes & Technologies: Getting the Balances Right**

Gavin Atkinson, Director, iChoices, South Africa

**The BPO space – defining front, middle and back office operations**

Pauline Mwangi, MD, Strategic Link Enterprises

**Developing Kenya's outsourcing industry**

Gilda Odera, Director, Skyweb-Evans, Kenya

**BPO: Kenya vs Africa: A unified approach will serve us better than individualism**

Wallace Gichoho, Secretary of the Kenya ICT Service Exporters (KISE) & Founding Director of Call Centre Africa Consulting, Kenya

**Lessons from South Africa's BPO experience**

Mfanu Mfayela, CEO, South African Contact Centre Community

**Lessons from Pakistan's BPO experience**

Kamal Faridi, CEO, Office Field, Pakistan

**The challenges in setting up world-class call centre operations in Kenya**

George Mugo, Head, Customer Service Department, Co-operative Bank, and Chairman, East African Contact Centre Community

**BPO in East Africa - Strengths and Challenges**

Mugure Kabugua Mugo, CEO, E-Business Services, Kenya

**PANEL DISCUSSION: BPO Business in Africa: Challenges and Opportunities**

**Chair:** Dr. Anil K. Sahai

**Participants:**

Dr Bitange Ndemo, Permanent Secretary, Ministry of Information & Communications

Mugure Kabugua Mugo, CEO, E-Business Services, Kenya

Mfanu Mfayela, CEO, South African Contact Centre Community

George Mugo, Head, Chairman, East African Contact Centre Community

21-22 September 2006

## TRAINING COURSE

A two-day course presented by Rod Jones, South Africa

**World Class Call Centres: The Strategic Issues** (see [www.aitecafrica.com](http://www.aitecafrica.com) for details)



If your organization needs to dramatically improve service delivery; to improve customer satisfaction; to constructively manage customer relations; to upgrade or to build a new call centre or contact centre – then this course is a MUST! Over two hundred delegates from companies, organizations and government bodies from all over Africa have already attended this powerful training programme and many are already deriving significant benefit. Rod Jones' management development courses have been run in Kenya, Uganda, Tanzania, Botswana and South Africa.

Book NOW as participation will be limited to a maximum of 30 delegates.

Rod Jones is acknowledged as a leading international call centre and customer service consultant. In a professional career spanning over 30 years Rod has consulted to governments, utilities and major corporations in many parts of Africa. He is the author of numerous white papers and articles, the editorial consultant to AITEC's *Contact Centre Africa* magazine and widely recognized as a leading executive trainer and management consultant.

25 September 2007

## WORKSHOP 1

A one-day interactive workshop presented by Sesh Sukhdeo, KSA Global, UK

**How to identify and develop national and international alliances and major accounts to achieve rapid market growth within the outsourcing sector**



Sesh has worked with numerous organizations globally at senior executive level and is renowned for his thought leadership on "International Growth strategies"

Key topics:

1. Understanding the shifting pattern of Global Business
2. What International buyers are looking for
3. Value development
4. How to identify and sell to international clients
5. Develop an alliance scorecard
6. Creating a Breakthrough Strategy
7. Understand how to overcome internal and external challenges
8. Moving up the supply chain
9. Creating a proposition which wins
10. Operational Excellence

*"Exciting, energizing, thought-leading, stimulating, down to earth and easy to follow,"* - some of the quotes from previous attendees.

7.30am, Wednesday 27 September 2006

**Executive Breakfast Briefing by Dr Brownell O'Connor, The Call Centre Doctor**

**In-house vs. Outsource for Call Centers**

**In association with Insights, Dubai**



In this executive briefing, The Contact Centre Doctor will examine the Four Key Factors of Outsource Realisation - The four factors that every organisation needs to consider before deciding if it is the right time to take advantage of Outsourcing. In addition, the Doctor will present data detailing the high risk of outsource failure associated with making a decision to outsource that is heavily weighted in favour of cost reductions as opposed to overall strategic goals and objectives.

Thursday 28 September 2006

**Workshop 2: Post-Conference Full-Day Masterclass by Dr Brownell O'Connor, The Call Centre Doctor**

**A Step-by-Step Guide to Outsourcing Success**

In association with Insights, Dubai



## Key Topics

- Understanding key outsourcing concepts
- Preparing an outsourcing business case
- Selecting your ideal outsourcing partner
- Managing the outsourcing partner
- Developing the outsourcing relationship further

### **Are you facing any of the following business-critical situations?**

- Need urgent call centre functionality but prefer to invest in your organisation's core competencies
- Require immediate access to professional call centre management & expertise because you don't have the time to develop these resources in-house
- Experiencing surges in demand for customer assistance & need call centre capability to keep these customers satisfied
- Need the flexibility & cost savings of being able to utilize variable call centre capacity at will

**Then you should definitely attend this Masterclass on 28 September!**

## INTRODUCTION

By focusing resources on mission critical issues, organizations have demonstrated that they can dramatically improve their competitiveness. For many this will include choosing to outsource all or specific parts of their customer management strategy, thus taking advantage of the specialized contact centre expertise of their chosen partners. This increasingly common business trend, popular amongst all sizes of company and especially those with a service-orientation, is now impacting in East Africa.

Until recently outsourcing was viewed in the region somewhat suspiciously, translating into a perceived loss of control of key activities and data. Today's e-enabled business however now recognizes outsourcing as an effective method to leverage many new business initiatives

## SYNOPSIS

Outsourcing options in the contact centre environment run the gamut from complete call centre outsourcing to technology only outsourcing to multiple variations of staff contract outsourcing and all steps in between. So, how do you decide if outsourcing is right for your organisation and what type of outsourcing is most appropriate? Is it true that you can still retain control of your vital informational assets? What are the pros and cons that need to be understood clearly by senior decision makers and, in today's competitive landscape, what is going to be the return on investment calculation?

This highly interactive workshop will cover all major partnering, contract and outsourcing management issues. Attendance will not only ensure that you and your company take your understanding of outsourcing issues to much higher levels, but will also help you to negotiate and manage a better all-round contract with your potential outsourcing supplier. If achieving a more effective and efficient business relationship with your outsourcer and a superior return on your investment are your goals, then you should not miss this Masterclass.

Friday 29 September 2006, 9am – 1pm

### **Workshop 3 (Half Day): Developing a BPO Enterprise in Africa – A Comprehensive Strategy by Dr Anil Sahai, ICT Business Strategy Expert from Silicon Valley & AITEC Associate**

This workshop is designed for senior business executives and entrepreneurs, and IT managers interested in developing BPO businesses in Africa. The workshop will provide an introduction to BPO business processes and opportunities. Introduction to specific BPO services beyond “call centres” will be discussed, and a business framework to develop, operate and manage a BPO centre will be provided. Major topics of the workshop are:

1. Introduction to BPO Business
2. BPO Business Processes
3. Challenges and Perils of Domain Knowledge
4. Marketing, Sales and Finance Sides of BPO Business
5. Call Center Challenges
6. Moving Beyond Call Centers
7. Knowledge Process Outsourcing (KPO)
8. Challenges
9. Business Framework for Developing a BPO and KPO Business
10. Risk and Uncertainties
11. Operations and Management of BPO and KPO Business

This workshop will also be useful for government officials to understand the challenges in the BPO industry, and what legal reforms and initiatives are required as catalyst for this industry growth.

## SPEAKER PROFILES

### **Dr Anil Sahai**

Anil has considerable experience in the areas of IT security, advanced switching architecture, network servers and storage systems, microprocessors and managing complex software programs at Amdahl, Compaq, Intel and NetFrame Systems. Anil has also managed software engineering projects with some leading outsourcing companies in India. Anil was also founder and CEO of Ezyte Inc. where he designed the performance architecture of the wireless portal for Vodafone in 128 countries. In March 2004, following the acquisition of Ezyte, he worked at Procera Networks as the Executive Vice-President and CTO. At Procera, he has designed high performance security appliances, as well as a hardware based security platform that provides a wire-speed performance. Presently, he is developing AITEC's business advisory and executive training service, covering BPO and other key areas of ICT development in Africa. Anil has a PhD. in Computer and Information Science from Univ. of Calif., a Masters from Sloan Business School at MIT, M.S. in Computer Science from Univ. of Pittsburgh and a B.S. and M.S. in Mathematics

**African BPO & Call Centre Conference  
REGISTRATION FORM**

**A. DELEGATE DETAILS**

Delegate Name: .....

Organisation/Company: .....

Designation: .....

Address: .....

Country: .....

Telephone Code & Number: ..... Fax Number: .....

Mobile number: ..... E-mail: .....

Please register the above delegate to for the **Main Conference** (26-27 September 2006) at £270 sterling

Please register the above delegate for Training Course: **Strategic Issues for World Class Call Centres**, 21-22 September 2006 at £270

Please register the above delegate for the Training Workshop: **Forging international alliances and strategic relationships to achieve rapid market growth**, 9am – 5pm, 25 September 2006 at £190.

Please register the above delegate for the Executive Breakfast: **In-House vs Outsource for Call Centres** (7.30-9.30am, Wednesday 27 September) at £90

Please register the above delegate for the Masterclass: **A step-by-step guide to Outsourcing Success** (9am – 5pm, Thursday 28 September) at £190

Please register the above delegate for the Training Workshop: **Developing a BPO Enterprise in Africa – A Comprehensive Strategy**, 9am – 1pm, 29 September 2006 at £120.

**TOTAL COST:** \_\_\_\_\_

**B. PAYMENT**

Please Invoice the above organisation

Please charge my credit card (please attach credit card details to this form)

**C. CONDITIONS OF REGISTRATION**

All delegate fees must be paid in full before the event. There will be a 50% administration charge on delegate registration and accommodation cancellations received before 1 September 2006. There will be a 100% charge for any cancellations from 1 September 2006 onwards.

Date: ..... Name:.....

Signature: .....

e-mail your registration form to: [kenya@aitecafrica.com](mailto:kenya@aitecafrica.com)

Tel: 020-3749771; Mobile: 0721-860228



