



## The African BPO & Call Centre Conference

# THEME: BUSINESS PROCESS OUTSOURCING – EMPLOYMENT CREATION FOR THE NEW MILLENIUM

Panari Hotel, Nairobi

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UNDER THE AUSPICES OF THE  
KENYA MINISTRY OF  
INFORMATION & COMMUNICATIONS



EVENT ORGANISER





The African BPO &  
Call Centre Conference

# MAIN CONFERENCE

## 26-27 September 2006



The African BPO &  
Call Centre Conference

### DAY 1: Tuesday 26 September 2006

**7.00am** Registration

**9.00am** **WELCOME ADDRESS:** Hon Mutahi Kagwe, Minister of Information & Communication, Kenya

**9.30am** **SESSION ONE: THE CHALLENGES & OPPORTUNITIES**  
CHAIR: Sean Moroney, Group Chairman, AITEC Africa

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

**Dr Anil K. Sahai, ICT Business Strategy Expert & AITEC Associate, USA**

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.

#### **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

**11am** REFRESHMENT BREAK

**11.30am** **SESSION TWO: INTERNATIONAL LINKAGES**

CHAIR: Nancy Kairo, MD, Oriak Digital, Kenya

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

**Sesh Sukhdeo, CEO, KSA Global, UK**

#### **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

#### **Targeting European markets: Benchmarking cost vs quality and operational results against other leading destinations**

John Nolan, Senior Account Manager, Sykes Enterprises, South Africa

#### **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

**1.30pm** LUNCH

**2.30pm** **SESSION THREE: CAPACITY BUILDING**

CHAIR: Dr Katherine Getao, School of Computing & Informatics, University of Nairobi

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

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

People, processes & technologies: Getting the balances right  
Gavin Atkinson, Director, iChoices, South Africa

BPO in East Africa - Strengths and Challenges  
Mugure Kabugua Mugo, CEO, E-Business Services, Kenya

**4.00pm** REFRESHMENT BREAK

**4.30pm** **PANEL DISCUSSION: BPO Business in Africa - Challenges and Opportunities**

Chair: Dr. Anil K. Sahai

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

Eric Nesbitt, Operations Director, Kencall

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

**6.00pm** **Networking Cocktail Party & Launch of East African Contact Centre Society**

### DAY 2: Wednesday 27 September 2006

**9am** **SESSION FOUR: BPO IMPLEMENTATION**

#### **A practical case study on establishing an international call centre in Kenya**

Eric Nesbitt, Operations Director, KenCall, Kenya

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

Pauline Mwangi, MD, Strategic Link Enterprises, Kenya

#### **Developing Kenya's outsourcing industry**

Gilda Odera, Director, Skyweb-Evans, Kenya

**11am** REFRESHMENT BREAK

**11.30am** **SESSION FIVE: CONTACT CENTRE STRATEGIES & TECHNOLOGIES**

#### **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 Society

#### **The evolution of contact centres**

Mark Payne, MD, Sub-Saharan Africa, Genesys, UK

#### **Unified contact centre technologies and systems**

Cisco

**1pm** LUNCH

## EXECUTIVE BREAKFAST KENYA'S BPO CHALLENGE: CAPACITY, INFRASTRUCTURE & BUSINESS ENVIRONMENT

7am for 7.30am, Wednesday 27 September, Panari Hotel

**CHAIR:** Eric Nesbitt, Operations Director, Kencall, Kenya

### FACILITATORS:

Dr Anil Sahai, AITEC Africa, USA

Sesh Sukhdeo, KSA Global, UK

Rod Jones, Rod Jones Strategic Solutions, South Africa

Seventy of Kenya's business and government leaders will be invited to this exclusive breakfast to participate in a frank exchange of views, ideas and knowledge to identify the policy, regulatory and business hurdles that need to be overcome if Kenya is to become a serious player in the international BPO market. The three international keynote speakers from the main conference will each do five-minute presentations setting out the key issues that need to be addressed by the Kenyan Government and the ICT community to close the gap between Kenya's BPO ambitions and the hard realities of the country's business environment and telecommunications infrastructure.

## SPECIAL TRAINING EVENTS FOR THE CONFERENCE

**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.

**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. What International buyers are looking for
11. Operational Excellence

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

**Thursday 28 September 2006, 9am – 1pm**

### WORKSHOP 2 (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, USA



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 Pittsburg and a B.S. and M.S. in Mathematics.

#### ROD JONES, SOUTH AFRICA



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.

#### SESH SUKHDEO, UK



An international expert on relationship and business growth, Sesh has worked with thousands of companies on strategy and market growth worldwide. He has worked with governments and businesses, and is regarded as a leading specialist in alliances and partnering techniques.

Sesh is also a International Associate of PSL, an organisation in the UK which is supported by the Department of Trade and Industry and the Confederation of British Industry, who are about to launch a new British Standard, BS11,000 on Business Relationship Management, due out in November 2006 and aimed particularly at organisations within the ICT sector and outsourcing.

Sesh has consulted and trained middle and senior level managers for over 20 years and he is renowned for his inspirational thought leadership and style of presentation.

## East 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 Training Workshop: Developing a BPO Enterprise in Africa – A Comprehensive Strategy, 9am – 1pm, 28 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



[www.aitecafrica.com](http://www.aitecafrica.com)