



STRATEGIC VALUE OF CONTACT CENTRE & CX

OUR CONTACT CENTRE DESIGN: FROM SERVICE DELIVERY TO ECONOMIC VALUE PROPOSITION

*We Focus on Driving
Efficient Growth and
Profitability For MSMEs,
SMEs and Corporates
through A Next Generation
Contact Center, CX and HR
Outsourcing.*

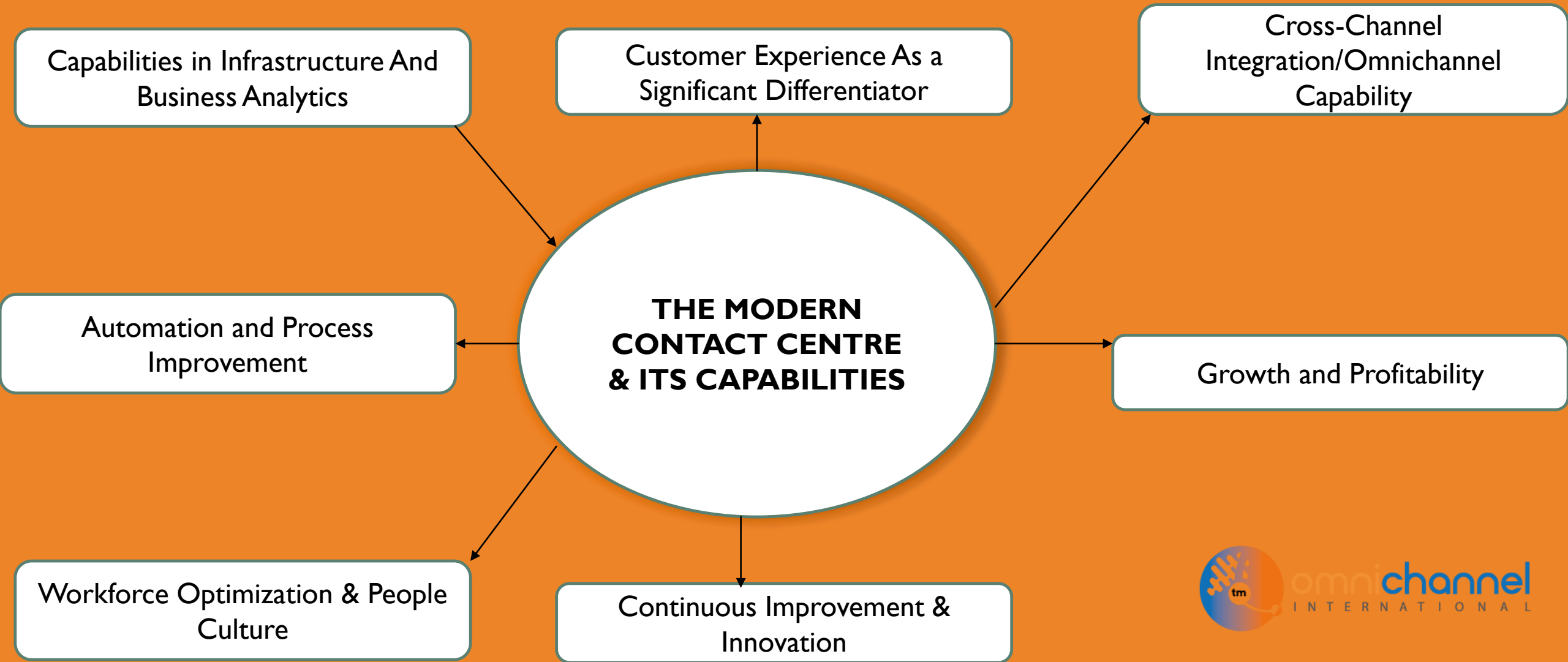




WHY A CONTACT CENTRE FOR YOUR BUSINESS?

- **Client Obsession:** Contact Centres are integral in creating a customer-centric culture in an organization
- Contact Centers are Key in Managing customer access and relationships to realize profits bottom line thus it's a big source of revenue for businesses today.
- With Omnichannel Strategy, contact centers will not only be the future of the company's revenue channel, but a hub for ultimate customer experience.
- Contact Centers are an important part of the value chain of the company's business processes. Integrating CC activities with the main stream business activities creates a competitive advantage
- Contact Centers are strategic in allowing companies to provide superior customer service and allows customers and end users to communicate through any channel and reduce the cost of doing business.
- Contact Centers are strategically positioned to provide analytics from customer feedback data, that will provide strategic decisions for future product development and continuous improvement of the company's success.
- Contact Centers form an important role in the strategic and operations of organizations and they are the single most/largest source of channel of communication to business organization.

THE ROLE OF MODERN CONTACT CENTRE FOR BUSINESS



AREAS WE FOCUS ON WHEN WE DESIGN YOUR CONTACT CENTRE



■ Strategy & Governance

- Mission Statement and its relevance
- Customer Information and Relationship
- Customer Contact Strategy
- Contact Centre Measures and Goals (KPIs)
- Sourcing Options and Budget
- Document Business Requirements



■ Processes & Procedure

- Contact Types and Volumes
- Contact Volumes and Staffing Needs
- Customer Contact Processes
- Contact Centre Policies
- Quality Monitoring Procedure
- Workforce Management Processes
- Productivity and Performance Reports
- Business Continuity Planning



■ Technology & Facilities

- Voice, Data, Web and Management Technologies
- Call Manager and IVRs
- Customer Relationship Management (CRM)
- CX Technologies (AI and Chabot)
- Analytics and Reporting
- Site Selection
- Facility Design



■ Human Resources

- Organizational design
- Recruitment and Hiring
- Training
- Ongoing Performance Management

OUR CONTACT CENTRE MODELLING INITIATIVES TOUCHES ON:

People

Technology & Infrastructure

Process & Procedures

Governance

1. How empowered are your contact Centre team compared with other Departments?

2. How well are your contact center people able to use the proper coaching, training and other tools to support customers, agents and Sales?

3. Is your current technology supporting the Omnichannel Strategy?

4. How well does your Tech capability incent your contact center workforce to engage with customers and direct them to the optimal channel next time?

5. What is your customer effort score

6. How well is your contact center integrated across all other businesses and across their respective departments?

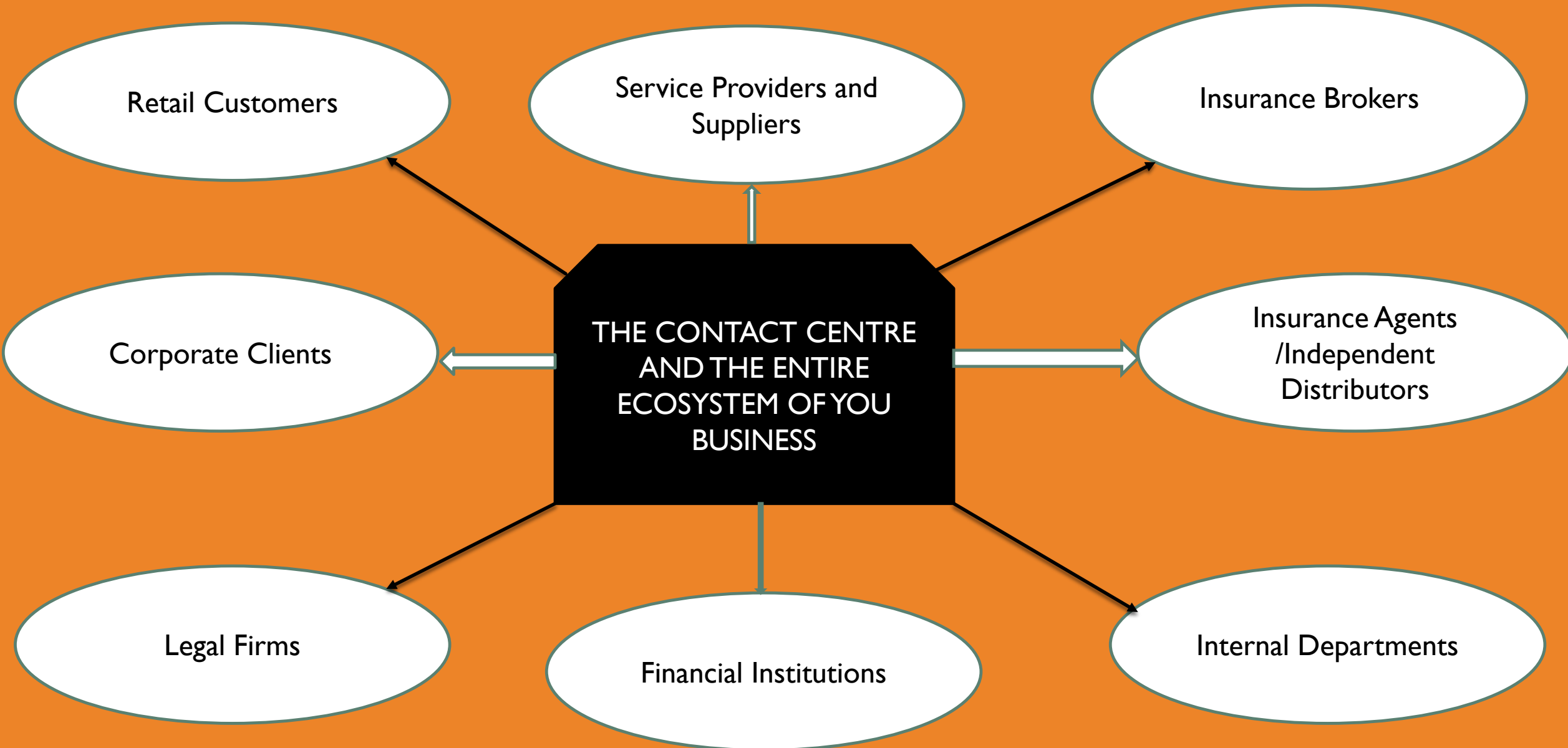
7. How do you measure the success of your contact center relative to your overall strategic Objectives? Do you have tools to do so?

8. Where does your current Contact Centre Seat in overall corporate Structure?

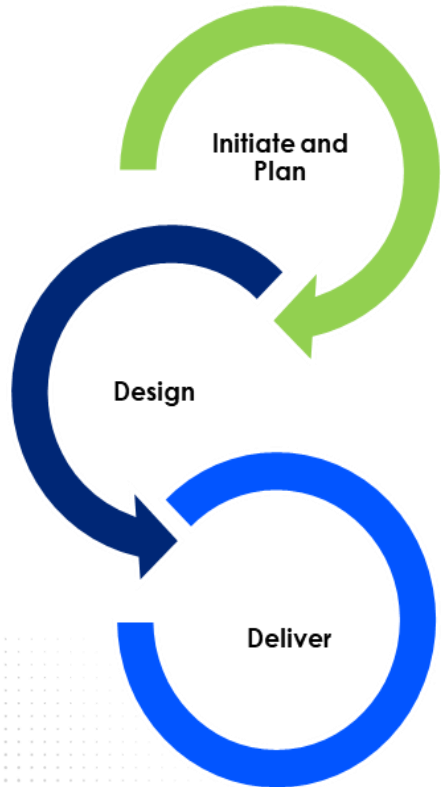
9. How is your contact center design to achieve its desired goals?

10. What roles exist in your current contact center and how relevant are they to achieve your strategic objective?

CONTACT CENTRE & BUSINESS RELATIONSHIP



OUR APPROACH



1. Customer Visit
2. Document Current Operations As Is Basis
3. Present Findings and Recommendations
4. Highlight Quick Wins, Short Terms , Mid-Terms and Long Term Improvements and Cost Implications

5. Workshops with relevant business owners
6. Develop Business Requirement Document
7. Design the Contact Centre according to the Business Needs and its Strategic Focus

8. Present the contact Centre Blue Print
9. Implement the blue print
10. Present a report and continuous Improvement



HOW WILL SUCCESS LOOK LIKE?



I. OMNICHANNEL EXPERIENCE OUTCOME

1. 24/7 Service support through proper systems.
2. Efficient Customer Journeys
3. Customer Retention through Omnichannel capabilities
4. Different Generation Customer Targeting
5. Improved NPS, CSAT and Customer Effort Score
6. Customer Loyalty.
7. Growth and profitability.
8. Reduced Cost
9. Improved Operational Efficiency

2. CONTACT CENTRE SYSTEM CAPABILITY



Omnichannel Customer Service

- Email
- Social media
- SMS & WhatsApp
- Chat Bots
- Voice
- Walk Ins
- Live Chats



Workforce management

- Shift organiser
- Gamification
- Quality management
- Predict volumes and trends
- Create and manage schedules
- Customisable dashboards
- Advanced call recording and analytics
- Increase productivity
- Meet KPIs and SLAs fasts



Artificial Intelligence

- Speech analysis
- Voice recognition
- Payment IVR
- Sales AI
- AI and personnel tools
- Live Chat scripting and prompts
- Keyword analysis
- API syncing and integrations
- Auto ticketing
- Predict volumes and trends

2. CONTACT SYSTEM CAPABILITY

- Data encryption
- De-scope your business from risk
- PCI Compliant
- Cloud-based secure platform



Secure & compliant

- AI speech analysis
- Opportunities to upsell
- Optimise performance
- Data waterfall
- Bespoke rule setting



Analytics & reporting

- Full scope of works pre-roll out
- Key account manager and point of contact
- Ongoing optimisation of usage
- 24/7 support
- Bespoke solution
- Dedicated servers with 99.99% uptime
- Meet KPIs and SLAs quicker
- Designated technical service engineer



Full support

3. EFFICIENCY & PROFITABILITY

Revenue

Increase in sales

People

Increase in team productivity.

Efficiency

Cost reduction .

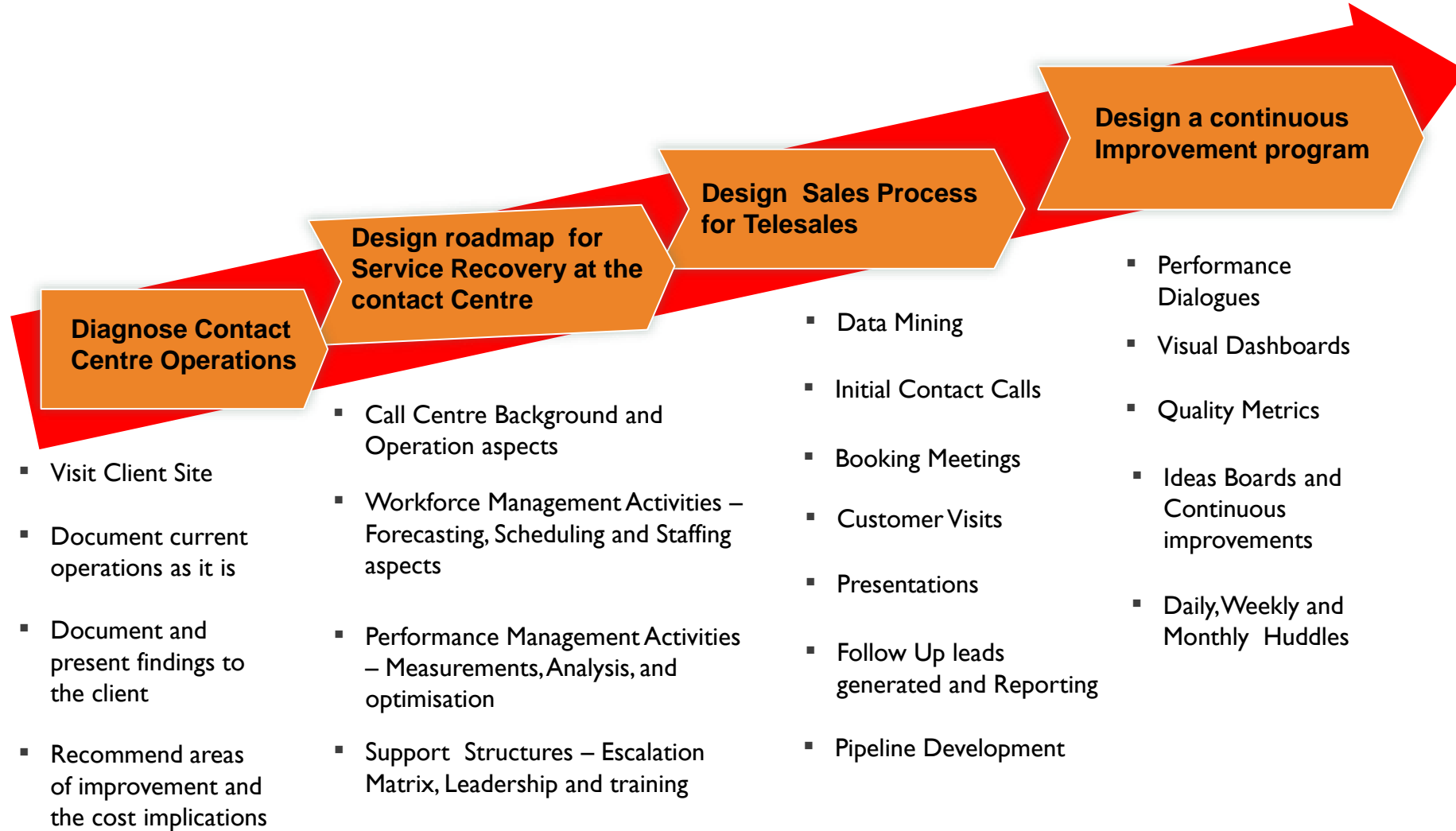
CSAT

High rating and customer satisfaction

INITIATIVES WILL COVER 4 AREAS OF CONTACT CENTRE REVENUE STREAMS AND 20 THEMES



WE DESIGN YOUR CONTACT CENTRE TO SUPPORT SALES PROCESS TRANSFORMATION



OUR TALENT MANAGEMENT STRATEGY

1. STRATEGY

Workforce planning

2. HIRE

Job listings

Assessments Pro Recruit

Executive Recruitment

Advertising

Employer branding Talent search

Head Hunting

Data Base Search

4. RETAIN

Employees value proposition

Salary benchmarking

Outsourcing

Career Development

3. DEVELOP

Training

Performance management



METHODOLOGY – OUR OUTSOURCING MODEL

WORKFORCE MANAGEMENT - WORKFLOW

Stage 1: Order Preparation

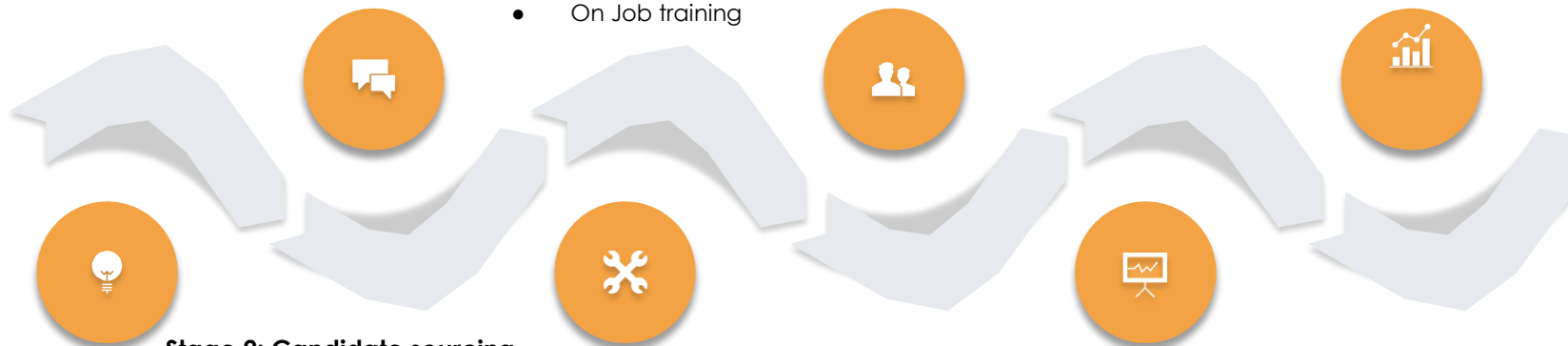
- Authority to Recruit
- Profiles & JD's review
- Competitive Salary benefits

Stage 3: HR Admin Escalation Matrix

- Offer & Contract letter
- Induction & Onboarding
- JD & KPI's Setting
- On Job training

Stage 5: Financials & Statutory PAYE, NSSF, NHIF, NITA, Saccos

- Payroll & Billing Advice
- Invoicing & Payments
- SOA's, PoP's & Reports



Stage 2: Candidate sourcing Outline and sell the role to the candidate, interest and engage

- Agree with client on package Establishment
- Recruitment Process
- Buffer Database

Stage 4: Account Management & Site Supervision

- Insurance's & Tools of Employment
- Time & Attendance
- Leave Management

Stage 6: Quarterly

- Contract Performance Reports
- Contract Review



WHY OMNICHANNEL INTERNATIONAL?

Industry Experience

OCIL has consultants with over 30 years' industry experience, service expertise and innovative solutions driven by local professionals who understand your operational contexts and the specific challenges you might face.

Custom Capabilities

We promise to offer personalized attention and solutions tailored to meet your specific needs, leading to a unique professional experience guaranteed to meet and exceed your expectations within your given budget..

Access to Unique Resources

Being the go-to source for call center consulting over the past 30 years, OCIL has accumulated an unmatched array of resources. Our vast research, technology, and world-renowned consultants are at our disposal during every project.

OUR PORTFOLIO

1. Contact Centre Design, Setup and Management

- CC Modelling, Design and Setup
- Inbound & Outbound Call Services
- CC Management Services

2. CX and Customer Journey Mapping

- CX & Service Strategy Design
- Customer Journey Mapping
- Culture & Change Management

3. Training and Development

- CC Training Services
- Culture & Change Management Training

4. ICT and CX Technology Solutions

- ERP Solutions
- CRM Solutions
- CC Systems/Call Managers
- AICX Technologies/Chatbots

5. BPO and Labour Outsourcing

- HR Labour Outsourcing
- Technology Outsourcing
- CC Agents Outsourcing
- Sales & Marketing Agents Outsourcing

6. Sales and Marketing Services

- Sales Strategy Design
- Lead Generation Services



OUR CONTACT CENTRE CONSULTANCY FOCUSES ON:



Design & Operations

Contact Centre Operations
Process Manuals and Procedures,
Call Flow organisation and Scripts
development and Data Analysis
and Performance Management



Training & Development

Training content development,
Training facilitation for CSRs,
Supervisors, Managers and
Directors



Technology & Resource Planning

Call Managers, ERP, CRM and
Chatbots, Capacity Planning and
Workforce Management, Staffing,
Scheduling and Rostering
Models, Performance
Measurement, Analysis and
Optimisation



BPO and Business Modeling

Business value outcome
modelling and description
development, Solutions and
budget preparation, Cost benefit
analysis between Outsourcing
and Insourcing of Contact
Centres

OUR TECHNOLOGY AND INFRASTRUCTURE



TECHNOLOGIES

- Robust ERP Solution
- Call Manager Technology
- Customer Relationship Management Solutions (CRM)
- AICX Technology
- Cloud-Based Contact Centre Solution



INFRASTRUCTURE

- On-site Server Rooms
- Configured Workstations
- Internet Installation
- Computer Telephony/SIP Technology
- Quality Headsets and Safety Policies
- Spacious Office Space with Breakout Areas

WE ENGINEER YOUR CUSTOMER EXPERIENCE THROUGH



EFFICIENT OPERATIONS

- Strategy and Governance
- Processes and Procedures
- Technology and Facilities
- Human Resources



REVENUE GENERATION

- Client Obsession
- Client Retention & Relationship Management
- Omnichannel Customer Experience
- Sales Force Transformation
- Creating Sales Opportunities
- Cross Selling and Upselling



SOME OF OUR HAPPY CLIENTS



Silver-Dean Co. Ltd.



The Monarch Insurance
A friend for life.



All American Distributors Limited



Oceans Creative Agency
Marketing Beyond Reaches



Nation Media Group
Media of Africa for Africa





ABOUT US

About Us

[Omnichannel International](#) is a leading provider of contact center and customer experience management services. Aspiring to create path breaking advances in Business Process Outsourcing.

[At Omnichannel](#), we understand that the world has moved from the traditional brick and mortar to digital platforms. This means more pressure at Contact Centers as the major customer service channel. We provide you with Innovative, Agile and performance driven call center services to deliver measurable impact, and increased business value for clients.

Our Vision

To be a leading provider of Contact Centre, Customer Experience and Business Process Outsourcing Solutions.

Our Mission

Transforming business through innovative Contact Centre, Customer Experience and Business Process Outsourcing Solutions.

THE TEAM



JULIUS ODEMBA, CEO & DIRECTOR, FINANCE & STRATEGY (OVER 20 YEARS EXPERIENCE)

Julius is the current Omnichannel Team Leader. He has over 18 years' experience in the service industry.

He holds a Master's Degree in Strategic Management from University of Nairobi. He also holds a Bachelor of Science degree from JKUAT and a higher National Diploma from Kenya Institute of Management. Omnichannel is blessed with amazing talent from some of the best brands in the continent. Unlike most brands that hire unexperienced staff to handle such assignments, Omnichannel brings the top talent in its raw form.

Julius Odemba has been responsible for designing, developing, installing and running effective Contact Centers in several Blue-chip organizations – Safaricom limited, Co-operative bank, Standard Chartered, Liberty Group and Eco bank Group where he is currently in charge of 34 countries



THE TEAM



MOSETI BENARD MIRERI, DEPUTY CEO & DIRECTOR, MARKETING & BUSINESS DEVELOPMENT (OVER 15 YEARS EXPERIENCE)

At Omnichannel International, Benard is the lead consultant in the contact center business. He has been in the service industry and customer service environment for more than 10 years.

Bernard has worked in the banking sector gaining extensive experience in customer relationship management, Contact center management and business consultancy. As a banker, he has conducted much training which included but not limited to developing, designing, planning and implementing contact centres from scratch and training programs.

Bernard holds a Master of Business Administration from Kenyatta University, and Bachelor of Education degree from University of Nairobi. He is a certified Trainer of Trainers. Benard is also currently undertaking a higher diploma in Human Resource Management from Kenya Institute of Management.



THE TEAM



MESHACK MUSAU MUTUA , DIRECTOR, TECHNOLOGY & SHARED SERVICES (OVER 10 YEARS EXPERIENCE)

Meshack is the director of technology at Omnichannel International managing the overall company infrastructure, new businesses that require call center deployments and running with business innovation strategy.

He has over 5 years' experience in Information Technology and has worked at Faulu Microfinance Bank, Jamii Bora Bank and Sanlam Kenya PLC (Insurance & Investments). In all these organizations, he has been in charge of ICT Infrastructure and spearheaded development and running of functional call center systems, company wide network infrastructure, server farm setup and building a service desk CRM that cuts across the organization to give the top management a few of customer journey and the pain points thereof.

Meshack has a bachelor's degree in Information Technology, ITIL, MCSA Certified, MCITP Certified, Project Management Certified and currently undertaking a Post graduate diploma in Innovation & Design Think and Digital Transformation.



THE TEAM



PAULINE NGIYA, HEAD, HUMAN RESOURCES & TALENT MANAGEMENT (OVER 15 YEARS EXPERIENCE)

At Omnichannel International, Pauline is our Head of HR. She has over 15 years' hands on experience in matters HR and for this assignment she will be managing our Human Resource Management duties from Omnichannel International Offices. Her/together with HR Assistant will manage end to end business of Human Resources right from Contract Management, disciplinary, payroll and all other duties under HR.

Pauline has worked for big organizations like MOGAS, VIVO Smartphone, County Government of Laikipia, Apsecope Limited, and Nirege Contractors in various HR roles. She has a Bachelor's of BCOMs (HRM) from Egerton University and an IHRM member. She also holds a diploma in Business Management from KIM.

THE TEAM



BERNARD OGOLLA , HEAD, OPERATIONS & BUSINESS DEVELOPMENT (OVER 6 YEARS EXPERIENCE)

Bernard Ogolla is the Head of Operations at Omnichannel International Limited. As a Contact Centre professional, he has over 6 years of experience in customer service, and his expertise lies in successfully enhancing customer response strategies, innovating new processes, and managing overall customer service functionality to maximize loyalty, productivity, and growth to surpass expectations.

Throughout his career, he has developed and led staff training programs, supervised workforce and performance analysis, and directed strategic projects and initiatives to accelerate revenue growth while ensuring operational efficiency.

Additionally, he is great success in coaching and leading customer-centric teams in client service. He has previously worked at Standard Chartered bank among many other institutions.



UP NEXT..

1. Introductory meeting with key stakeholders
2. Site Visit for Contact Centre Operations Analysis
3. Document CC & HR Operations As
4. Present Finding to client
5. Recommend areas of improvement and the cost implications
6. Design a Roadmap for Service Recovery, Operational Efficiency
7. Design Sales and Optimize Contact Centre for Revenue Generation



THANK YOU

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