OmniContact Company Profile

Agenda

1 — Introduction
~ Our Telecommunications, Technology & Fintech (TTF) Roots
~ Our Identity & Heritage
~ Our Global footprint

2 — OmniContact Offerings
~ Our Offerings and Core Capabilities
~ Value proposition

3 — Our People Culture Management
~ Strategic Path to Optimal Performance.
~ Campaign On-boarding Management
~ Quality Management
~ Business Continuity Plan
~ Picture view of the Centre
~ Agent Wellness Programs

4 — Our Industry Experience
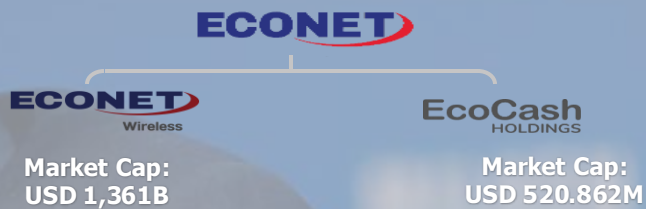~ Client Success stories

5 — Commercials

6 — Appendices
~ Business Continuity Plan

Econet Global Operations ECONET

The Econet Group is a **25+ year old Pan African** Operation founded in 1998 with two strategic business units which cover mobile telephony **(Econet Wireless)**, digital technology and platforms **(Cassava Technologies).** The Group has two listed entities shown below;

ECONET

ECONET Wireless   EcoCash HOLDINGS

Market Cap: USD 1,361B   **Market Cap: USD 520.862M**

Dr Strive Masiyiwa is the **Chairman and Founder Econet Group** and sits on the board of various international organisations.

Unilever · Netflix · BILL & MELINDA GATES foundation · UNITED NATIONS · The Rockefeller Foundation · Bank of America

94+
Countries where the group is serving customers.

31+
Countries in Africa, Middle East, LATAM & Asia with Group Operations.

13+
Operational businesses within the group including OmniContact BPO Services.

Executive Company leaders

Hardy Pemhiwa
President & CEO
Econet Group

Dr Douglas Mboweni
Group Chief Executive
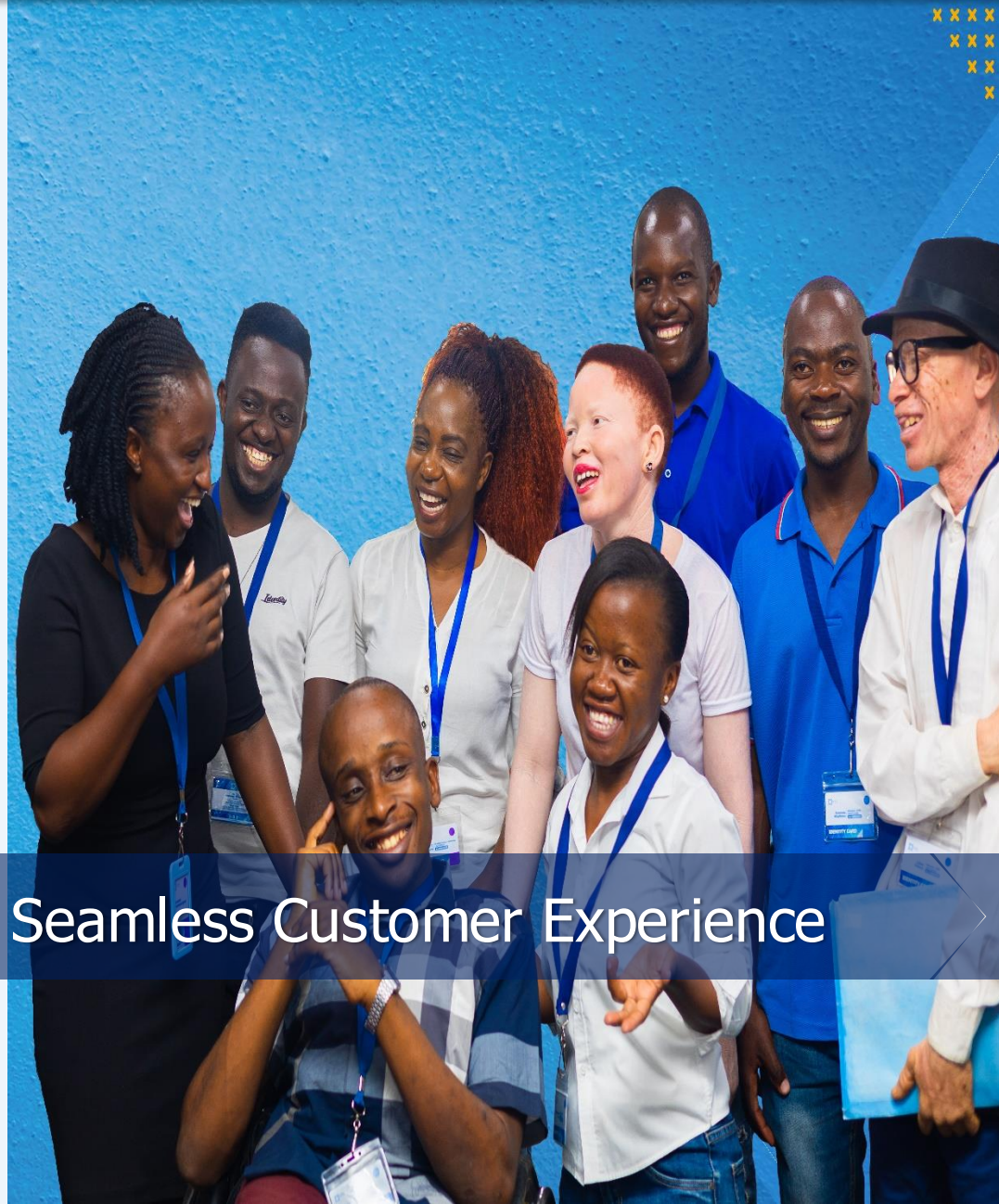**Officer Econet Wireless**

Roy Chimanikire
Deputy CEO
Econet Wireless

Otis Makahamadze
Chief Operating Officer
OmniContact

OmniContact: Our Identity & Heritage

Seamless Customer Experience

Our Core Values:

Innovation:
We leverage technology to deliver seamless experience.

Agility
We believe in swift execution.

Excellence
We are driven by a passion for excellence.

OUR VISION
We envision a digitally connected future that leaves no African behind.

MISSION
To deliver robust, dynamic and scalable offerings that drive revenue growth and operational excellence, profitability and improved overall customer experience in Africa and Beyond.

OUR HERITAGE
OmniContact is a part of the Econet Global Group of companies; a diversified Telecoms, FinTech and Tech group of companies.

OmniContact: Our Global Footprint

Client base & Delivery Centers

Admin Offices   Active Presence   (WIP 3 – 6 months)

100+ Campaigns

1.5K+ Experienced English speaking professionals

5 Geographically dispersed Locations

Delivery Enablers

Exceptional Talent

Strategic Partnerships

Robust Technologies

Operational Processes

300+ S.A Seat Capacity

800+ Zimbabwean Seat capacity

15+ Service Verticals

5+ Supported International Languages:
- English
- French
- Portuguese
- Spanish

2+ Disaster Recovery Plans i.e. Connectivity & Infrastructure in Zambia & Zimbabwe/South Africa

OmniContact At A Glance: Our Offerings and Core Capabilities

Capabilities

Professional Services
- Back office & Helpdesk
- BI Analytics
- Digital & ITO
- EdTech
- Finance & Accounting

BPO Services
- 1000+ Certified Agent Buffer Pool
- High Literacy Levels: Diploma, HND, Degree, MSc
- Language Proficiency
- A highly talented, empathetic & culturally diverse team
- WFM Support
- Training Support
  Performance Quality Management

AI & Digital Solutions
- Conversational AI
- Sales and Support GPT
- Omnichannel Solution
- Robotic Process Automation

1

2

3

Omni Contact
Products & Services
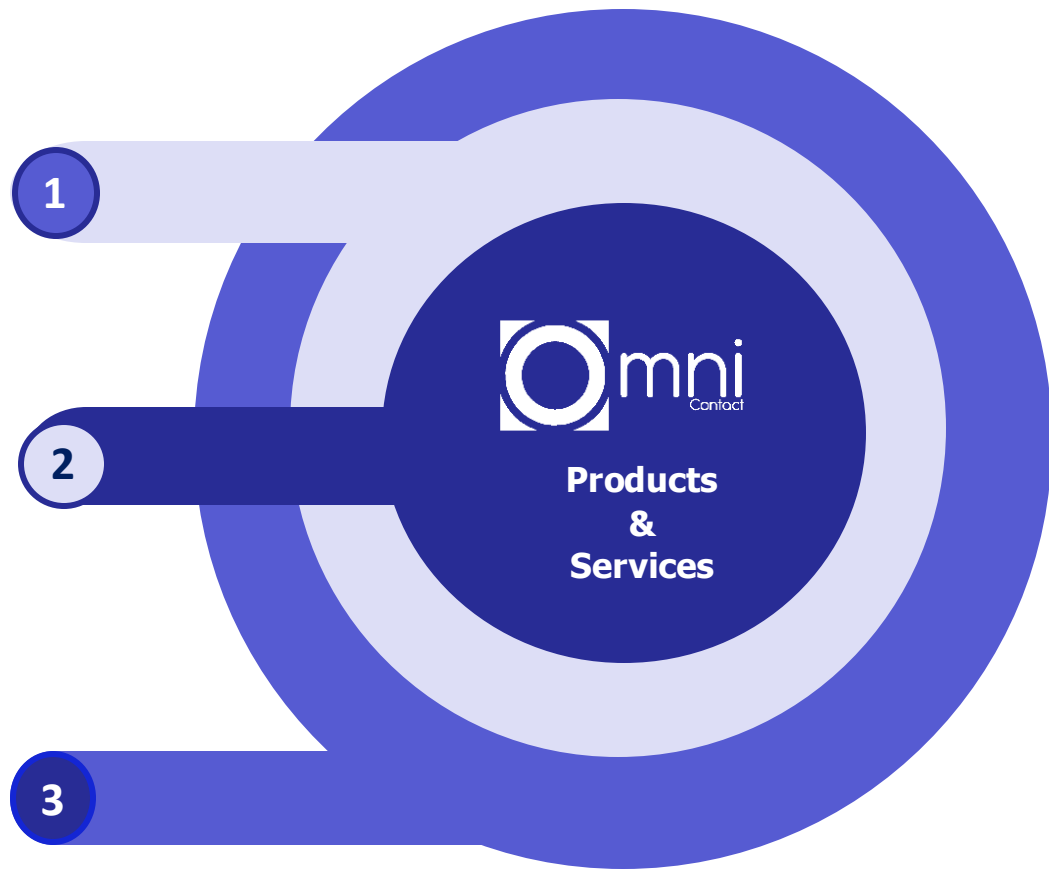
Business Outcomes

- **Enhanced Customer Experience**
- **Intelligent Customer Engagement (AI Automation)**
- **Improved Delivery & Performance**
- Revenue
- Profitability
- Cost Reduction
- Retention

Our Strategic Partnerships

Technology Partnerships
ECONET Wireless | LIQUID INTELLIGENT TECHNOLOGIES | freshdesk | Fluid AI | haptik | talkdesk

Compliance Partnerships
PCI DSS COMPLIANT | MSECB | GDPR compliance | HIPAA COMPLIANT

Accreditations
ODILO | Chartered Institute Of Customer Management | KnowBe4 | LinkedIn | PROMETRIC

Our Value Proposition

Why OmniContact Is The Right Partner

### Flexibility & significant cost-performance savings

- Flexible billing structure & customized packages
- Weekly Campaigns and Monthly Offers
- Leverage on existing infrastructure
- 25 to 30% lower opex costs when benchmarked with other competitor locations

Improved customer experience & customer lifetime retention

- 85%+ Customer Satisfaction
- 50%+ Net Promoter Scores
- 18% better customer experience with greater customer lifetime value (CLV)

Operational excellence & international experience

- Optimized productivity to drive top-line and bottom-line business growth
- 90%+ Employee Productivity
- Currently service 2+ fortune 500 organizations with presence in the USA, UK. Africa and offices in Australia
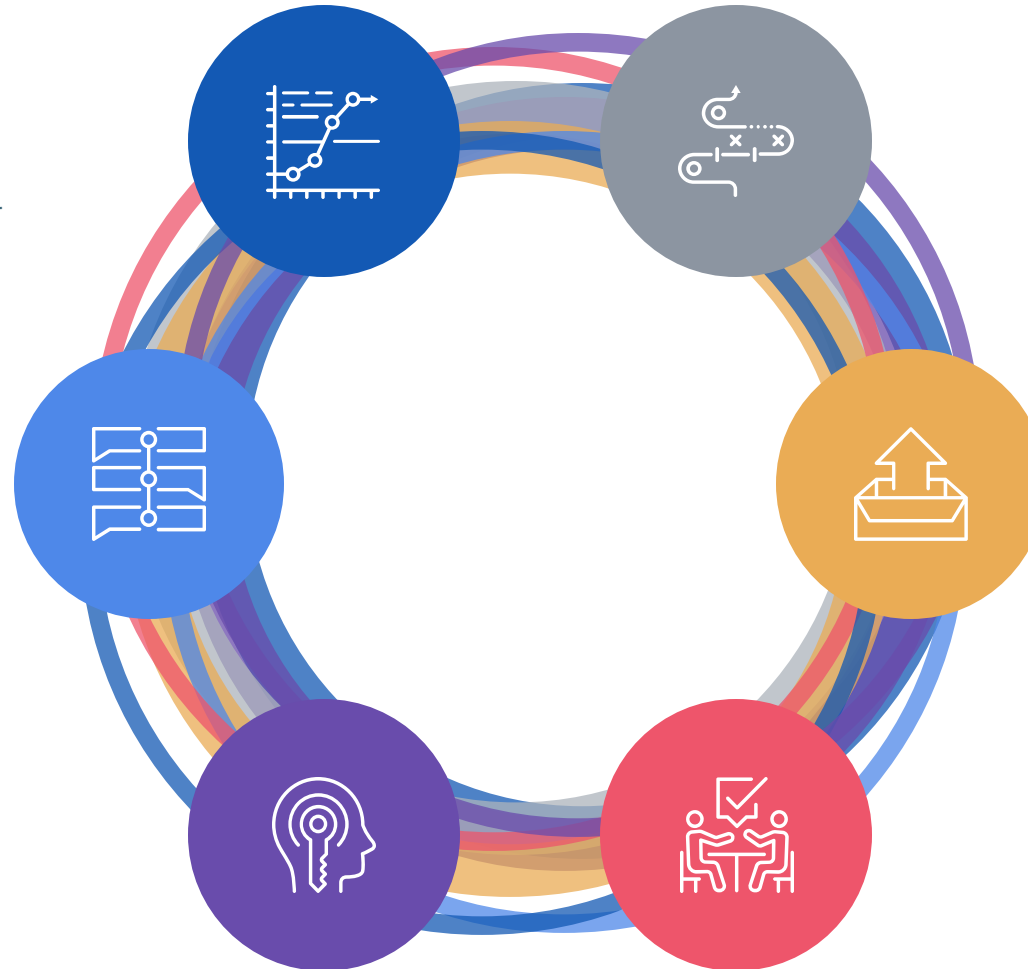
Scalable and diverse pool of impact sourcing talent

- Talent pool scaled to 1.5k+ monthly and an additional 200+ certified buffer agents allows for immediate response to unexpected traffic spikes
- Business model also allows for speedy down scaling as required
- Custodian of impact sourcing with 1/3 impact sourcing workers
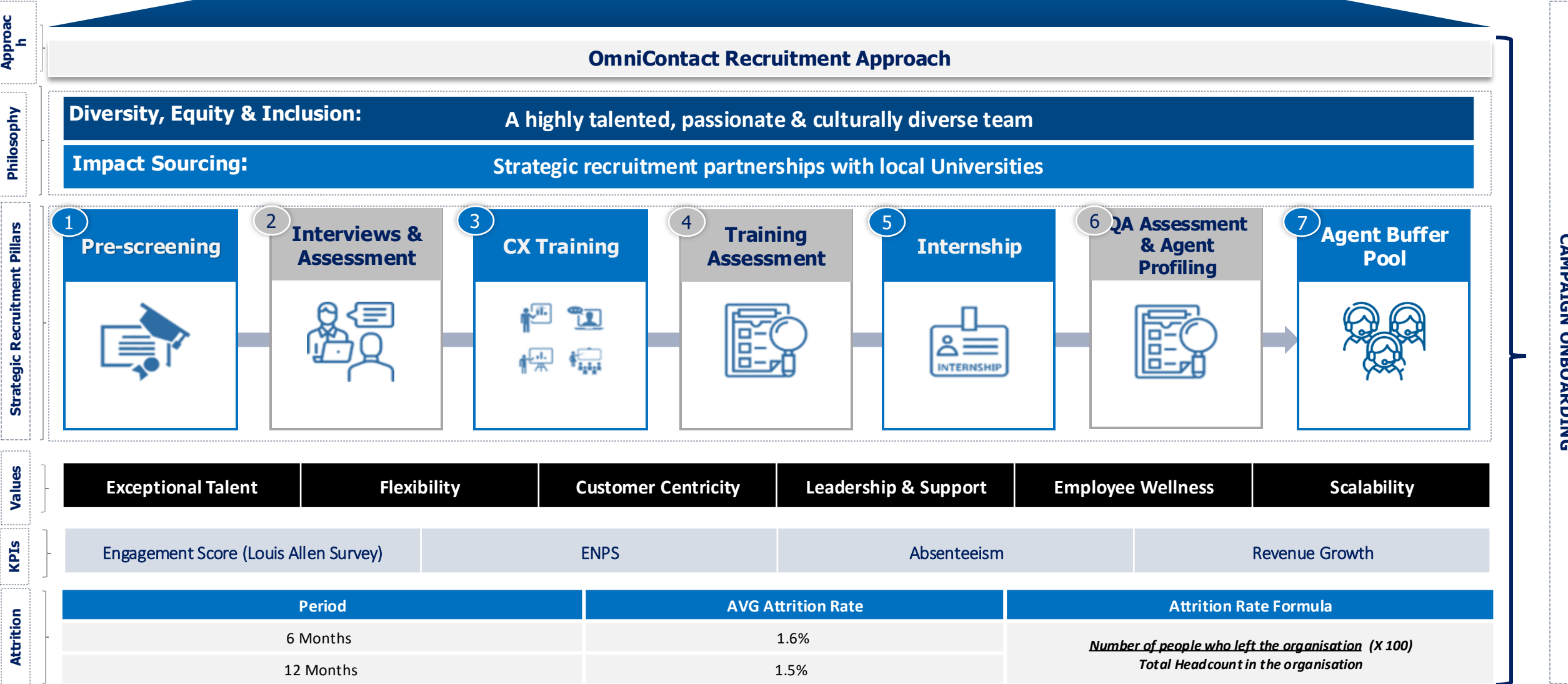- Entrenched Diversity, Equity and Inclusion (DEI)

Industry certified knowledge and specialist services

- Qualified Professional Services talent that is certified by recognized professional bodies such as CA(Z), ACCA, CICM, IPMZ, PMI
- Reputable, vertical-specific expertise in banking, insurance, healthcare, retail, telecom, travel and utilities
- Eloquent voice and written English-speaking talent

Compliance certification

- ISO27001 certified ensuring adequate data protection
- HIPAA and GDPR compliant
- PCI (DSS) compliance is work in progress

People Culture Management

Strategic Path to Optimal Performance

OmniContact Recruitment Approach

Diversity, Equity & Inclusion: A highly talented, passionate & culturally diverse team

Impact Sourcing: Strategic recruitment partnerships with local Universities

1 Pre-screening	2 Interviews & Assessment	3 CX Training	4 Training Assessment	5 Internship	6 QA Assessment & Agent Profiling	7 Agent Buffer Pool

Exceptional Talent	Flexibility	Customer Centricity	Leadership & Support	Employee Wellness	Scalability

Engagement Score (Louis Allen Survey)	ENPS	Absenteeism	Revenue Growth

Period	AVG Attrition Rate	Attrition Rate Formula
6 Months	1.6%	*Number of people who left the organisation* (X 100)
12 Months	1.5%	*Total Headcount in the organisation*

Campaign On-Boarding Management & Scaling

Onboarding your Campaign: 1 Month

1 Campaign Activation

- **Contractual obligations and systems set-up**
- **Agent requirements**
  - Product knowledge
  - Systems training
  - Train the trainer
  - Training to include a buffer pool for continuity and scaling up

2 Campaign Health Check

- Proactive Health Checks On Key Performance Areas
  - QA Assessments begin (Productivity staggered, starting at 50%)
  - Agent Profiling
  - **Performance based agent replacement** (Activate Trained Buffer Pool for replacement)

3 Performance Management

- Coaching & Mentorship Sessions
- Team Engagement Initiatives
- Performance Based Incentives Activated

4 Client Relationship Management

- Dedicated Account Manager
- Daily Performance Updates
- Weekly Campaign Performance Analytics & Insights
- Fortnightly Check Ins Sessions With OmniContact COO

5 Campaign Scaling

- **Campaign is ready to ramp up after 4 weeks of inception and stabilization**
- **Leveraging the buffer pool:**
  - 1000+ buffer pool talent (already graduated from CX Training)

Campaign ready for first ramp up /additional agents

People Culture Management: Quality Management

KRAs for Quality Monitoring & Training Team

Quality Assurance Planning
- Inputs into annual Quality assurance & Training plan and roadmap

Call Center Agent Productivity Audits
- Tracks and monitors the various KPIs for Campaigns to ensure adherence, performance optimization

Quality Assessments/Audits
- Daily/ weekly/ monthly Quality monitoring and evaluations of Customer Support Sections

Quality Gap Identification (Agents Processes
- Recommendations on processes and technology to support and sustain Customer Experience
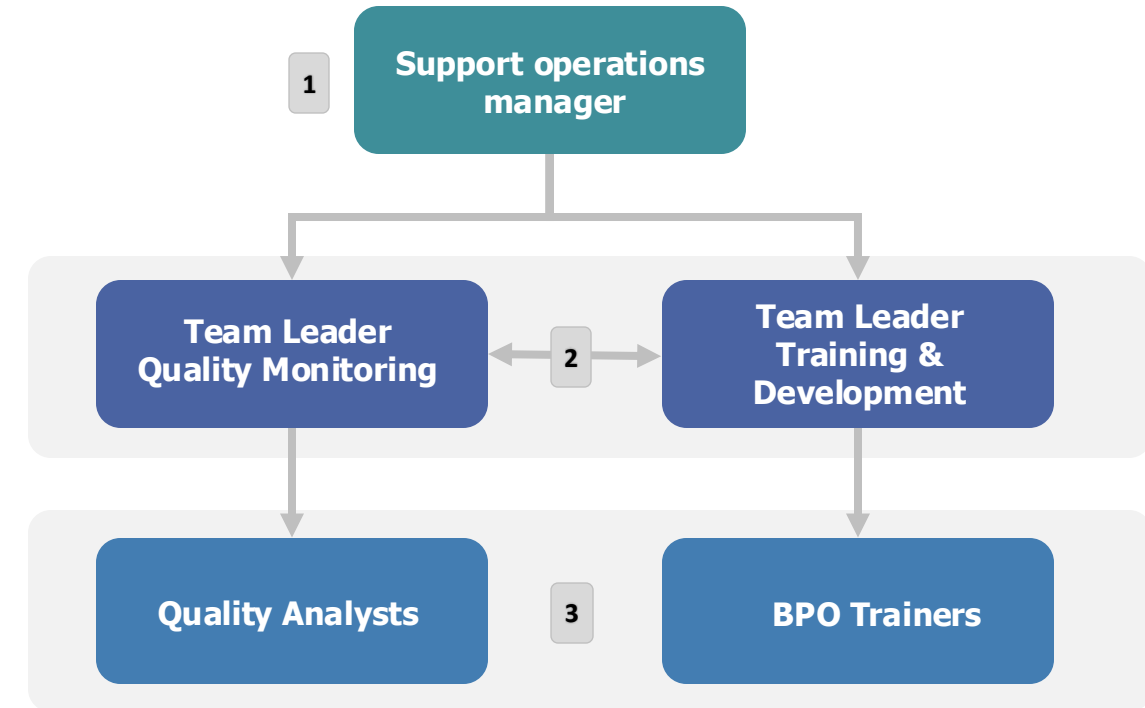
Customer Intelligence
- Learn developments in Quality Assurance and Customer Experience

Training planning & needs identification.
- Training road map that encompasses all training programs required for Campaigns

QM & Training Structure

1 | **Support operations manager**

Team Leader Quality Monitoring | **2** | **Team Leader Training & Development**

Quality Analysts | **3** | **BPO Trainers**

1. Hands over signed up campaign to Quality monitoring & Training Team leaders and managers all process flows.
2. End to end campaign Operations to ensure KPIs are upheld.
3. Monitors stabilised campaign for performance management and training to ensure KPI alignment.

Business Continuity Plan

Our Business Continuity Plan

Disaster Recovery Plan

- 2+ sites outside of Zimbabwe in the event of any disaster to cover connectivity & infrastructure in Zambia & South Africa
- We have various worksites in different provinces (within Zimbabwe) and have a contingent WFH plan

Connectivity

- 2 gbps main ISP link & 100 mbps back up link installed
- Internet is provided by **two different ISP's** providing business continuity

Utilities

- Backup essential power available with 2N UPS redundancy, solar power and generator power
- We also offer an alternate Data plan

Events beyond reasonable control

- We operate from established premises that have disaster preparedness policy and Safety, Health and Environment (SHE) protocols
- We have a SHE department and conduct regular SHE drills and audits to prepare and ensure compliance

8 DIMENSIONS OF WELLNESS

- Spiritual
- Intellectual
- Environmental
- Financial
- Occupational
- Social
- Physical
- Emotional

Sports Day: Omni Games - 2024

Agent Team Building

HelpDesk Team Building

CICM Graduates

Industry Experience

Logistics

Other

Telecoms & Media

Banking, Financial Services & Insurance

Retail & E-commerce

Energy & Farming

Success story: Telecoms Vertical: Digital Support

The Problem

- **Provide agility:** Available 24/7 to answer queries, requests, and complaints
- **Improve Efficiency:** Reduce wait time <6.2 sec
- **Deliver Personalization:** >10 API integrations
- **Handling Large Volumes of Customer Interactions:**
- On an average **400k** calls and **109k** chats monthly

The Solution

- **Inbound Support that demonstrates handling of high call and digital query volumes and overall productivity**
- **Voice Support Services**
- **Digital Support Services** | OmniContact built AI Chatbot
  - Seamlessly routes complex issues to the support team, ensuring a **smooth handoff between the AI and human agents**
  - Support provided on various platform such as the Chatbot, WhatsApp via FreshChat, Facebook instant messenger and Twitter handled via FreshDesk

The Approach

- Stability of digital platforms
- Incentives programs for continued optimal performance
- Comprehensive training & talent development program

The Results

- **$1.2M+** In annual operating costs saved
- **85%+** Growth in Customer Satisfaction Score
- **80%** Customer Effort Score
- **85%+** End-to-End Query Resolution
- **Volumes:** We are offered **109k chats** per month and resolve **107k** with an average of **3k** chats per day. Our average handling time per chat is **3min and 45sec**
- **Categories of queries resolved include**: *Enquiries, Reversals, Customer details update, Transfers etc*

The Problem

- Assist people with unsecured debts

- Payments done in 3-5 years & the rest is covered by insurance to the state

- Debts should be minimum 2

The Solution

- **Outbound Customer Support Services** qualify prospects to pass to Financial Advisors

- **Cold Calling** people applying for loans

- **Clearing Credit Score** for debtors after evaluation of loans

The Approach

- Identified and trained well rounded and articulate team of sales agents to meet client's expected skills set

- Provided world-class contact centre infrastructure to support the client

The Results

- **75%+** lead conversion

- **20+ IVAs** processed daily

- **100+%** Productivity per month

Success story: EdTech Industry

The Challenge

- To invigilate 7K candidates during online exams per month

- 800 proctors for 2-4 days in a month

- Proctors with high literacy levels ,English proficiency customer service

  and technical skills

The Solution

Professional support services:

- **People**| Managed to build 1000+ eligible candidates with English proficiency and high literacy levels
- **Logistics**| Shuttles and buses provided for agents to arrive on time
- **Operations**| Biometric tests ,Shift briefings and Floor managers on standby to guide the agents during the event
- **Infrastructure**| Activated four sites to cater for the large numbers during the campaign
- **Technology**| Stable network and speed test on machines during the live event to avoid any glitches

The Approach

- Provided 1 gig **network bandwidth**, with an average Speed of 500mbps download and 400mbps upload per machine
- Constant network health monitoring
- **Recruitment** of Human capital from Universities, Colleges and Philanthropic organizations to meet the required numbers and 25% buffer pool
- **Constant training** and development through dry runs
- **Infrastructure** at 4 Sites that would accommodate 600 Agents during shift peak hours
- **Transport Logistics** of agents to and from sites

The Results

- **7K+** Average monthly number of candidates that were able to write

  the exams

- **100%**+ Growth in human capital

- **600** proctors Peak Capacity