



CASCADE GLOBAL

OUTSOURCING ADVISORY
CALL CENTRE PLANNING
CONSULTANCY

SOUTH AMERICA

SOUTH AMERICA

About Us

Cascade Global is a leading outsourcing advisory firm in Kenya. We have specialist expertise and dedicated resources to enable our clients to successfully establish and operate world class call centers and back office operations in Kenya.

In an integrated global business environment, where borders pose less of a barrier, Cascade Global utilizes the interdependent roles of strategy, leadership and governance as a powerful basis for our clients to gain competitive advantage by investing in the outsourcing industry in Kenya.



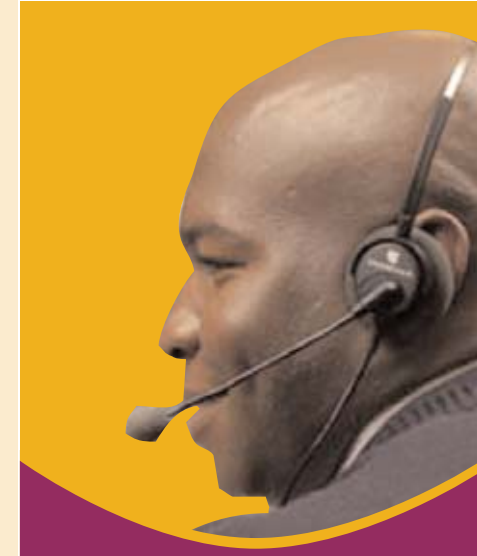
Specialists in Call
Centres and Back
Office in Kenya

Our Services

We offer a wide range of services to organizations that are considering outsourcing their business processes to offshore locations. We are dedicated to enabling our clients to navigate the offshore outsourcing process. Our services are also suited towards investors – both local and international who are considering setting up contact centres for the Business Process Outsourcing (BPO) industry.

Our services are designed towards scalability to match our clients growing requirements and include:

- Consultancy services that assist offshore clients to migrate business processes to Kenya
- Locating Joint Venture partners for offshore clients
- Vendor Selection
- Site Selection
- Business Selection and Planning
- Technology Requirement Analysis
- Technology Platform Implementation
- Recruitment and Training
- Process Mapping
- Operations Strategy
- Design, negotiation and structure of Service Level Agreements
- Feasibility Studies
- Project Management
- Business Development and Marketing



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It is Time to Invest in the BPO Industry in Africa

The global outsourcing of key business processes provides a stable source of revenue for thousands of entrepreneurs who have ventured into the IT enabled service sector. According to IDC, the premier global provider of market intelligence services, the worldwide BPO market is vibrant and brimming with opportunity. Worldwide BPO spending will experience a five-year compound annual growth rate (CAGR) of 10.9%, growing from \$382.5 billion in 2004 to \$641.2 billion in 2009. This forecast covers eight BPO markets: human resources, procurement, finance & accounting, customer service, logistics, sales & marketing, product engineering and training.

IDC reports that the business process outsourcing market progressed positively in 2005, experiencing a 33% increase in the volume of deals signed. African nations are fast advancing in adopting new technologies and are now claiming their fair share of the worldwide BPO market, resulting in significant cost savings for overseas companies that are outsourcing to Africa. The cost of labour in Africa is much lower than in Asian countries such as India, Philippines and Bangladesh.

At a glance

- Africa – Hot new frontier for BPO
- Kenya – English speaking country
- Kenya – Competitive cost of labour
- Kenya – Highly skilled workforce
- Kenya – World class BPO destination
- Kenya – Excellent ICT infrastructure

Kenya – The East African Hub

Kenya is one of the fastest growing BPO destinations in Africa. The country is located in East Africa and the time zone is +3 GMT

Why Kenya?

- English is the official language in Kenya.
- Kenya enjoys a literacy rate of over 80%.
- Kenya also boasts a competitive cost of labour and the right infrastructure that is propelling the country to be the hub of choice for the worldwide BPO service sector in Africa.
- Kenya's education system is one of the best in Africa, annually churning out thousands of highly skilled English speaking graduates who are passionate about playing an active role in the global economy.
- Nairobi, the capital city of Kenya, is the major hub of business and investment in Eastern Africa. The city boasts excellent infrastructure and is an ideal place to live, work and do business.
- New information technologies such as Voice Over Internet Protocol (VOIP) and high-speed broadband wireless Internet access are available within Nairobi.
- Kenya has well developed Information and Communication Technology infrastructure which supports the BPO industry.

The Government of Kenya has set in place several incentives for offshore companies that are considering investing in the BPO industry in Kenya. There are a number of Free Trade Zones commonly referred to as Export Processing Zones (EPZ) that are suitable sites for contact centres and call centres. Operating your call centre/contact centre from the EPZ has a number of benefits including:

- 10 year Corporate Tax Holiday and 25% tax for 10 years thereafter
- 10 year Withholding Tax Holiday on payments to non-residents e.g. dividends
- Duty and VAT Exemption on raw materials, machinery and other inputs
- Stamp Duty Exemption
- 100% Investment Deduction on capital expenditure within 20 years



The Right Partner

As a leading BPO consultancy firm in Kenya, we believe in providing world-class outsourcing industry solutions.

At a glance

- International Quality Assurance standards
- Design & negotiation of Service Level Agreements
- Acquisition of business contracts for your call center
- Site selection
- Business technology requirement analysis

We strive at creating value for each client by working together to develop a profitable BPO business model that best suits our client's business requirements. We address the maze of challenges from – organizational, personnel and talent concerns, to technological, and regulatory matters in establishing a call centre or back office operation.



Call Centre Performance Management Solutions

Cascade Global is the official distributor in Africa of Qcoach - a leading quality monitoring and performance management solution for call centres. Qcoach has been developed by a UK company - Qualtrak Solutions, based on its unrivalled experience over the past 10 years in performance management and is being distributed globally.

Qcoach Evaluate is a unique agent evaluation and coaching system that can be used with any make voice recorder to provide contact centers with value for money and easy to use quality monitoring.

Contact centers strive to build a highly competent agent workforce that can build customer loyalty, deliver an excellent customer experience that reinforces the brand values, minimize repeat calls, maximize 'sales through service' and optimize call length.

Qcoach Learning is an online coaching style learning system for call centre agents and team leaders. This is an innovative solution that will enable contact centres of all sizes to provide bite-size online learning for agents and team leaders irrespective of the Quality Monitoring/voice recording brand being used.

Qcoach Learning enables call centres to equip the customer service agents with the right skills and behaviours to deliver a consistent customer experience.



Qcoach
developed by Qualtrak



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