

# SINFA UGANDA

BUSINESS PROCESS OUTSOURCING



# Who We Are

For profit Social  
enterprise

Ugandan limited  
Impact sourcing  
company owned  
by 99% SINF and  
1% OXFARM NOVIB

Was established  
in 2013

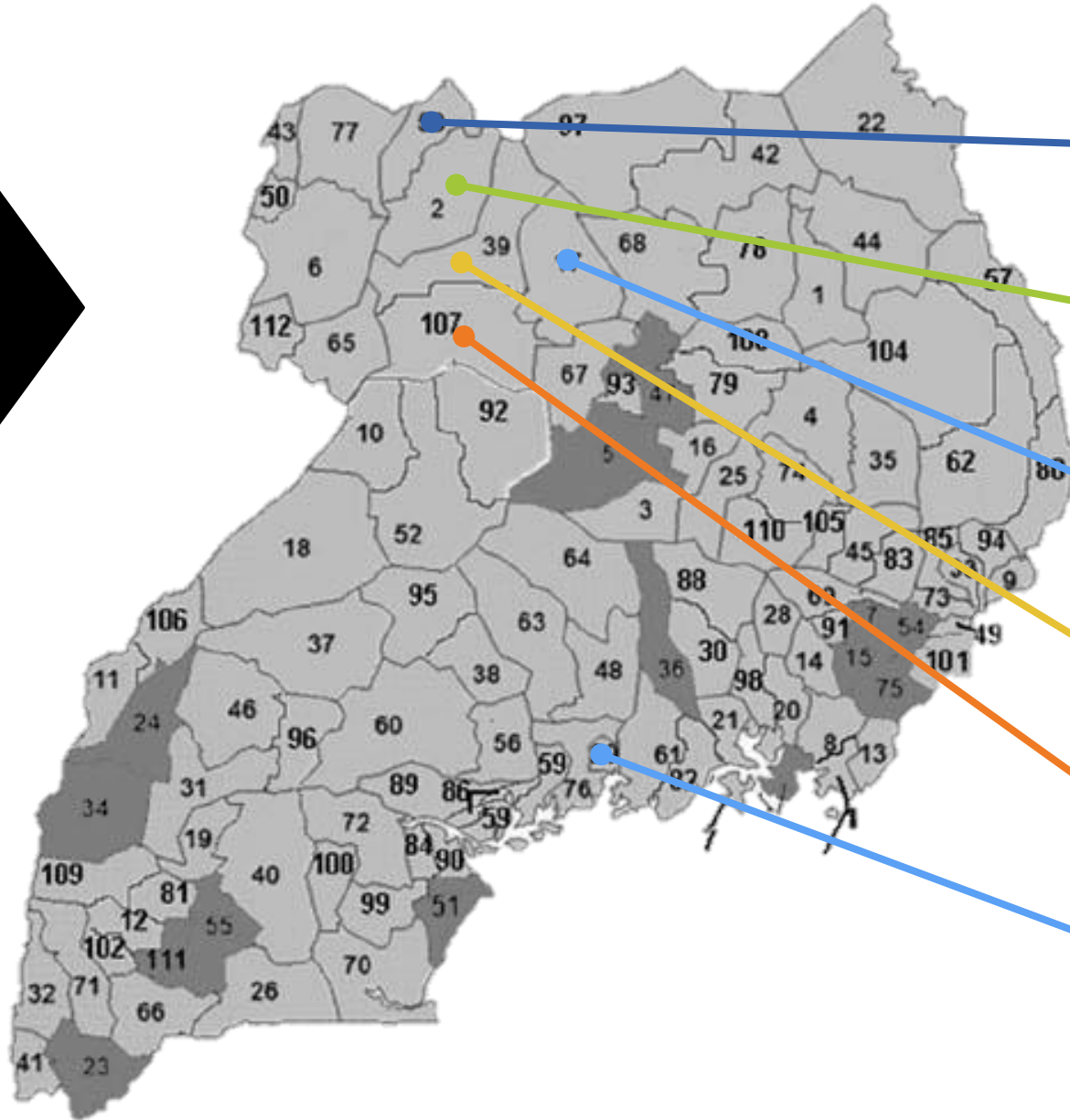
And is providing  
commercial  
services that  
address the needs  
of the local  
communities

Operating in  
Uganda

SINFA is present in 5  
districts with 1  
super center and  
over 20 functioning  
centers with  
another 30 centers  
on the way

6 districts,  
20 standard centers,  
1 super center

With our high level  
of flexibility, we  
are able to set up  
new centers as  
per the clients  
needs



**Moyo**  
2 centers

**Adjumani**  
4 centers

**Gulu**  
10 centers

**Amuru**  
3 centers

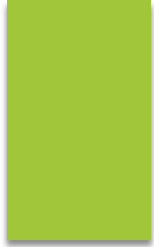
**Nwoya**  
1 centers

**Kampala**  
1 office

## Our Core Business



Involves outsourcing processes that are **not core** to a company, however, **are essential** for the smooth operation of the company



We focus on **maximising efficiency**  
and ensuring a **better customer**  
**experience** in a controlled  
environment

# What We Aim To Achieve

- ▶ Reduction and control of costs
- ▶ Avoid large capital investments
- ▶ Allows you to focus on your core competencies
- ▶ Creates value for the organization and it's customers



Strategic

Non Strategic

Competitive

**Not Outsourced**

**Grey Area**

Non Competitive

**In-House if Possible**

**Outsourced**

Strategic

Non Strategic

Competitive

**Not Outsourced**

Product Strategy and Policy, New Product Development & Planning, Advertising, Credit Collateral Evaluation, Risk Management, KYC Norms, Anti-Money Laundering, Alliances

**Grey Area**

Document & Reporting, International Banking, Value Added Services, IT Services

Non Competitive

Payment Processing, Collections, Accounts Closure, Check & Loan Processing, Lease Management, Reconciliation, Transfer Pricing, Asset Management, Funds Management, Account Transaction Monitoring

Data Entry, New Account Opening, Loyalty Programs, Corporate Communications, Sales and Marketing (Inbound customer care, Outbound Sales), Reconciliation

**In-House if Possible**

**Outsourced**



# Our BPO Service Blocks

## Data Entry

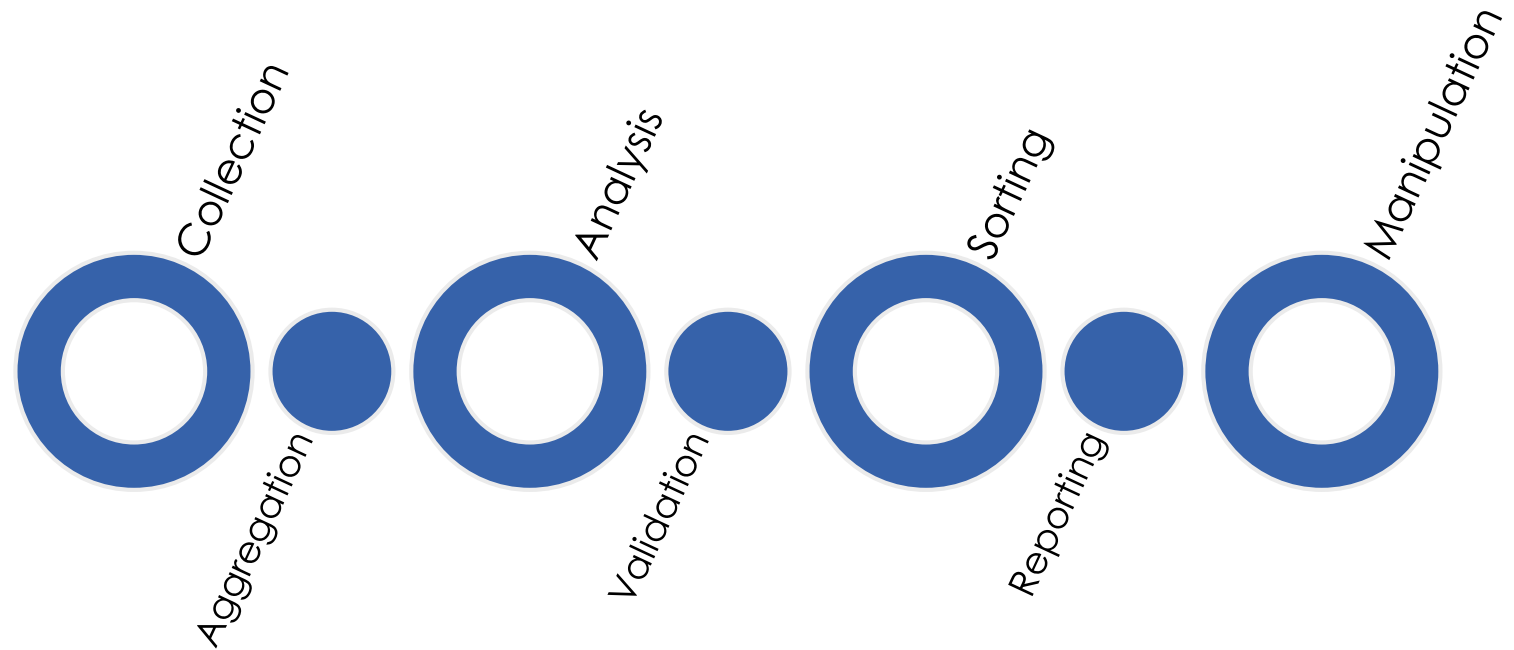
Electronic entry of data into a system or computer programme



# Our BPO Service Blocks

## Data Processing

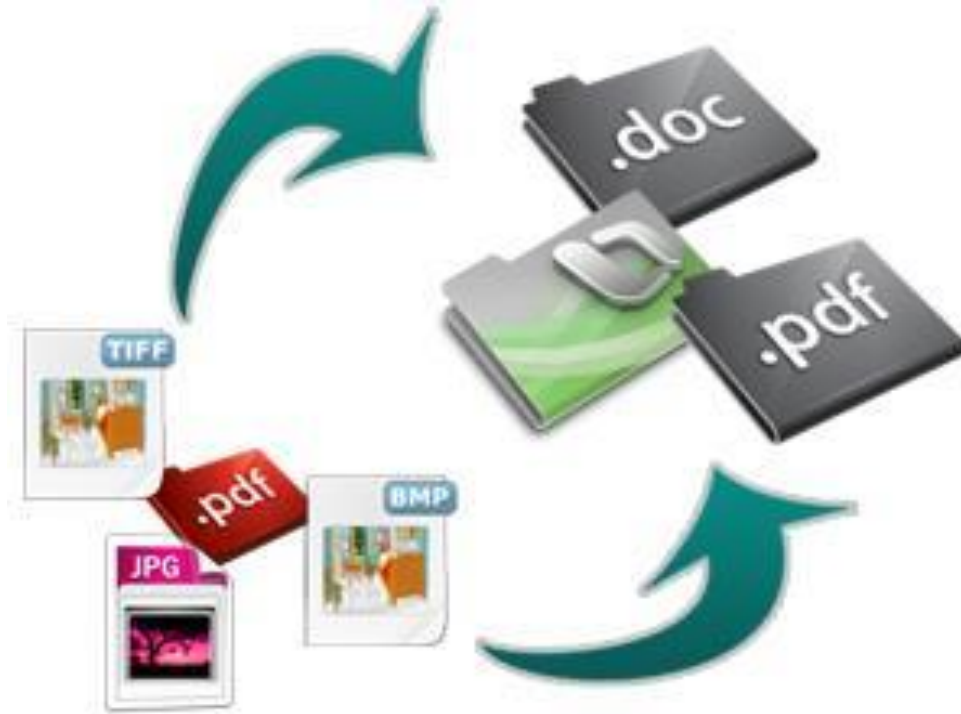
Carry out operations on data, to retrieve, transform or classify it



# Our BPO Service Blocks

## Data Conversion

Change of data from one format or file type to another



# Breakdown of Service Blocks

## Data Entry

- Legal data
- Numeric data
- Ms Access data
- Handwritten data
- Surveys/questionnaire data
- Insurance data

## Data Processing

- Catalogue processing
- Product profile processing
- Data mining
- Data capture and extraction
- Form processing
- Image processing
- Survey processing

## Data Conversion

- Business card conversion
- Ebook conversions
- Catalogue conversions
- Document conversions
- Audio transcription

## Others

- Training
- Research
- Audio and visual content dissemination

# Our Process

# Step 1: Needs Assessment



- ▶ Run through the data processes
- ▶ Identify areas to be outsourced
- ▶ Agree on expected outcomes

# Step 2: SWOT Analysis



- ▶ Evaluate risks that the company is exposed to
- ▶ Agree on the mitigations
- ▶ Leverage any opportunities

# Step 3: Alignment

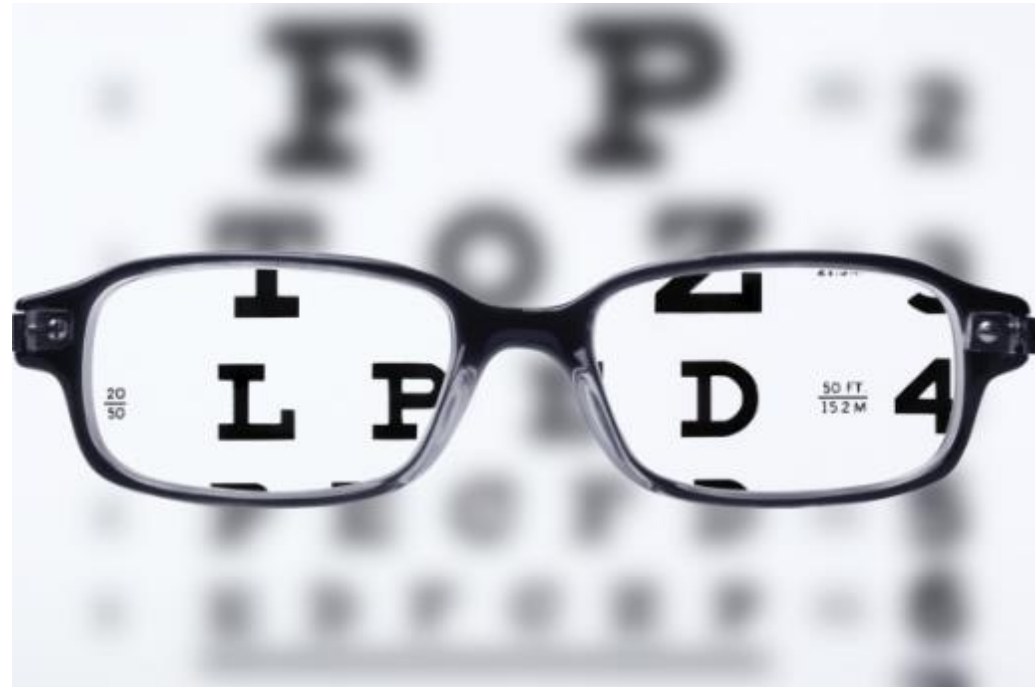
- ▶ Select the most suitable outsourcing model.
- ▶ Decision is based on
  - ▶ The solution
  - ▶ Company policy
  - ▶ Allocated budgets
  - ▶ Urgency of projects



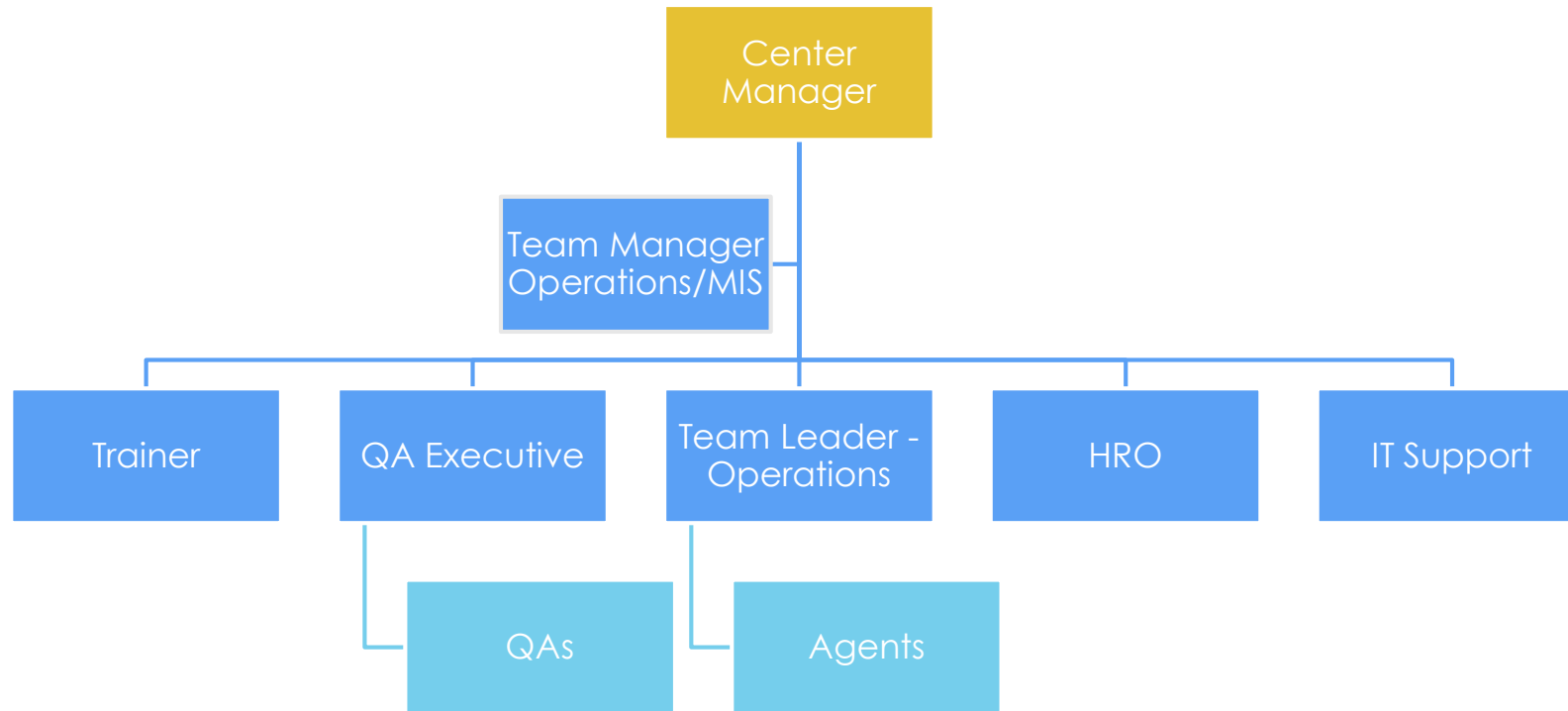


# Step 4: Service Clarity

- ▶ Process confirmation
- ▶ Procedure reviews
- ▶ Ensure information back up, recovery
- ▶ Continuity
- ▶ Review the following documents
  - ▶ Service Level Agreement
  - ▶ Key Performance Indicators
- ▶ Evaluation systems



# Center Structure



# Why SINFA Uganda?

- ▶ **Corporate Social Responsibility:** As a social enterprise, SINFA trains, hires and pays youth to do the micro work in the areas in which we operate. This advantage is passed on to the client as one of their CSR activities
- ▶ **Data security – Proven track record:** Managed a variety of clients but there are no complaints of data or database leakages.
- ▶ **Brand assurance:** SINFA has a strong roots in the northern region and a strong partner base to ensure company and brand strength



# Why SINFA Uganda?

- ▶ **Legal indemnity from the clients:** Since we operate in a regulated environment with a strong footprint, SINFA indemnifies the clients incase of any legal complaints to do with accuracy of data entered
- ▶ **Innovation and market knowledge:** SINFA has notably pioneered social enterprise BPO technologies in the region. SINFA also has a superior product range across Data entry, processing and conversion.



Thank You

Prepared by SINFA Uganda

