

## **PRESS RELEASE**

*For Immediate Release*

### **LiveBean – A PREMIER CONSULTANCY GROUP FOR THE CUSTOMER SERVICE AND CONTACT CENTRE INDUSTRY LAUNCHES ITS FIRST SCHOLARSHIP PROGRAM FOR THE CONTACT CENTER / BPO INDUSTRY PROFESSIONALS IN KENYA**

Nairobi, Friday, Friday, August 22, 2008– LiveBean, a premier specialist consulting firm providing practical & integrated training, consulting and research solutions focusing specifically on the customer services and contact center domain, in partnership with AITEC Africa announces the launch of its Scholarship Program for the Contact Center Industry Professionals to the Kenyan Market; to compliment the efforts being made by the Government of Republic of Kenya, Ministry of Information and Communication, ICT Board, Kenya BPO Society, and corporate organizations like AITEC in developing Kenya as future destination for the world IT-enabled services industry. **The approximately value of this scholarship program will be USD 300,000.**

LiveBean presented the Scholarship Program to the Ministry of Information & Communication, Government of Republic of Kenya, during a Power Breakfast organized for industry leaders and professionals. The scholarship was accepted by Ms Esther Wanjau, Assistant Director ICT; who accepted the same on behalf of Dr. Bitange Ndemo, Permanent Secretary Ministry of Information and Communication. The agency representing the government in this initiative of LiveBean will be the ICT board.

The scholarship program was also offered to the Kenya BPO & Contact Center Society, who will partner with LiveBean and AITEC in taking the program to the market. Ms. Gilda Odera, Chairman of the Kenya BPO and Contact Center Society accepted the same.

*"Having established our credibility with the end user organizations in Kenya, and on having achieved our minimum threshold in terms of revenues, we are now keen to contribute back to the industry as responsible corporate citizens. We feel it is our responsibility towards people of Kenya by facilitating their efforts to acquire the desired skills and knowledge",* said Mr. Mahesh Punia, MD & CEO of LiveBean Consulting and Training.

He further adds, *"Through this scholarship program we aim to make our trainings more accessible and affordable, so that a larger number of professionals can benefit from it. And we are thankful to AITEC Africa and Kenya BPO & Contact Center Society for partnering with us in this initiative"*

The initial scholarship program of approximate value of USD 300,000 has been planned in two parts:

Part 1 :

- ⌘ Approximate value of USD 140,000 (USD One Hundred and Forty Thousand)
- ⌘ To be announced and implemented immediately

Part 2 :

- ⌘ Approximate value of USD 160,000 (USD One Hundred and Sixty Thousand)
- ⌘ To be announced around mid-2009, subject to the growth and development of the industry in Kenya

All individuals and organizations covered under this scholarship program, on successful completion of training and subsequent testing, will earn certification from The Call Center School, USA and LiveBean. The Call Center School master series has been rated the best training series in the world for the contact center industry, with over 1000 clients globally.

## About LiveBean

Headquartered in India, consultants from LiveBean have handled assignments for some the leading organization across contact center, BPO, telecom, banking, supply chain and other industry verticals across countries in Europe, APAC, Sri Lanka and India. With assignments ranging from setting-up contact centers from scratch and operationally managing them for a predefined time frame, to business transformation of existing contact centers for operations excellence to achieve superior efficiencies, profitability and quality, training and certification for the entire cross section of the workforce from CEOs to supervisors to frontline agents, carrying out quality and performance audits using techniques like mystery shopping, CSAT surveys and internal call audits.

*"We recognize Kenya as a country with immense potential to be the next big preferred destination for global off shoring. There is immense talent available and an evident desire to excel prevalent amongst Kenyans, we are eager to partners in the quest for service excellence and in the journey of putting Kenya on the world map of contact centers. It was an obvious choice to select Kenya as our hub for East Africa, and we are happy that we have found an able partner in AITEC to frontend our efforts locally; thus making us accessible to all our clients"* **said Mr. Mahesh Punia, Managing Director & CEO of LiveBean Consulting & Training.**

LiveBean team has a track record of re-designing the customer services processes of large organizations and setting-up highly successful customer contact centers in India, South Asia and Europe, besides assisting some of the leading global services companies through its Five Centers of Excellence:

- |  |  |
|--|--|
| 1. Skills & Knowledge Development Center | - Training   |
| 2. Process Excellence Center             | - Consulting   |
| 3. Customer Experience Management Center | - Research : Mystery Shopping, Customer Satisfaction, Call Quality, & Benchmarking |
| 4. Business Combinations                 | - Mergers Acquisitions, Strategic Alliances, investments                           |
| 5. LiveBean Training Academies           | - Focused at competency building at the frontline                                  |

Based on hands-on cumulative experience of the team of establishing / managing approx 45,000 seats across the world, and solutions based on CIAC defined science, LiveBean has the much desired strategic & operational knowledge and experience, as our USP, which very few consulting organizations can even hope to offer.

Through affiliation with recognized global leader 'The Call center School, Tennessee, USA' LiveBean introduces to Kenyans the **Award-Winning Masters Series** from TCCS, which was named **Best of Show** for three years at the International Call Center Management (ICCM) conference as the industry's best training solution. TCCS awards include:

- *ICCM Best of Show Award for Best Training Company 2001 - 2006*
- *Call Center Magazine Editors Choice Award (Call Center ABCs)*
- *Customer Interaction Solutions Product of Year Award (Masters Series)*
- *Member's Choice Award - 2001 - 2006 Best Training Company (US and Worldwide Awards)*

All training programs delivered by LiveBean lead to a Mastery level Certification of Proficiency on successfully passing the post training assessments, on behalf of 'The Call Center School and LiveBean'

*The Masters Series* courses of TCCS were designed with CIAC Certification in mind, and the courses have been reviewed and approved as a recommended training solution by CIAC. These training programs besides leading to globally acclaimed certification from 'The Call Center School' also prepares for CIAC testing.

LiveBean & The Call Center School, with over thousand clients between them, also assist workforce planning professionals in preparing for The Society of Workforce Planning Professionals (**SWPP**) specialized certification testing.

*For Further Information contact:*

Mahesh Punia  
Managing Director & CEO  
LiveBean Consulting & Training Private Limited  
E-mail id: [maheshpunia@livebean.net](mailto:maheshpunia@livebean.net)

John Mwangi  
Managing Director  
AITEC East Africa  
E-mail id: [johnm@aitcafrica.com](mailto:johnm@aitcafrica.com)