

## **PRESS RELEASE – Launch in Kenya**

*For Immediate Release*

### **LiveBean – A PREMIER CONSULTANCY GROUP FOR THE CUSTOMER SERVICE AND CONTACT CENTRE INDUSTRY LAUNCHES OPERATIONS IN KENYA**

Nairobi, Friday, May 23, 2008 – LiveBean a premium specialist consulting firm providing practical & integrated training, consulting and research solutions focusing specifically on the customer services and contact center domain announces the launch of its operations in Kenya in alliance with AITEC Africa.

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. The 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 first country in African Continent 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 addresses the entire gamut of activities in the customer contact management domain through its three lines of business:

- ☺ Consulting
- ☺ Training & Certification
- ☺ Customer Experience Management Research

Strictly a functional consulting firm that does not like doing mere advisory services, takes ownership of ensuring results through its solutions; *"be it our clients in the consulting space or in training or in customer experience management research, we ensure that they get a tangible return each time they engage us for any of our solutions" **said Mr. Mahesh Punia, Managing Director & CEO of LiveBean.***

*"Having met some of the leading organizations across industry verticals in Nairobi over the last one week, we recognize the lack of a truly global training & certification program. In fact I got a feel that people are somewhat unhappy with what is currently available. What Kenya needs is not only trainings on call center business skills but also bring in concepts and skills of process improvement like Six Sigma and global contact center site certifications for processes like COPC. I strongly recommend the industry association in Kenya to reach out to bodies like COPC and invite them to Kenya. LiveBean assures the industry of bringing in Six Sigma methodology soon" said Mr. Punia*

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.

LiveBean Clients are served *exclusively by senior level industry experts* who combine a mastery of operational industry knowledge with passion, insight and unparalleled standards of service.

LiveBean's unique delivery model endeavors to ensure the deployment of learning and not limiting learning to a mere class room and testing activity. One of the rare training organizations globally that links its pay out with the deployment of learnings in work place.

Commenting on the International Major's entry into the growing Kenyan market, **Mr. John Mwangi, Managing Director AITEC East Africa said,** *"It is this accountability model of LiveBean that prompted us to partner with them. In line with our commitment to developing the ICT sector in Kenya, AITEC wanted to offer to the market not only a truly global solution but also an organization that was committed to the success of Kenyan companies, taking ownership of its actions and dedicating resources, with an aim to develop local experts in the near future"*

*"Kenya is indeed an exciting market that is poised to soon engage with clients from all over the globe and also is very determined to offer best-in-class service to its domestic customers.*

*International standards and norms are now completely necessary. To date the growth in various industries that we engage in has been impressive. However, key areas of service excellence and customer experience remain weak and these fault lines could be risky for the future of industries such as the contact centre / outsourcing industry. LiveBean will strive hard to add immense value to these sectors. It is our global vision to empower clients to enhance their customer experience and drive efficiencies." He further adds, "With the customer services and the outsourcing industry now ready to start its journey up the maturity curve, the need for a specialized training & consulting organization supporting the contact centre industry with structured solutions is very evident today". Says Mr. Mahesh Punia*

It is this very need of the industry that prompted LiveBean's entry in Kenya.

Among the roster of eminent clients of TCCS & LiveBean are multinational companies and organizations focused on service excellence including Bharti Airtel, Wipro BPO, Avaya, ABN Amro, Accenture, American Express, IBM Daksh, AT&T, Citigroup, Convergys, HSBC, Sitel, Sykes, Microsoft, Bank of America, AOL, American Power, Bank of Tennessee, Bank of Montreal, Bell South, Blue Pumpkin, Slash Support, WNS and many more

LiveBean is confident of partnering with many companies in Kenya in their journey towards service excellence.

LiveBean & AITEC mark the launch of their solutions for the Kenyan market with the 'Certified Contact Center Strategic Leader', certification series, with the first program in the series scheduled from 26<sup>th</sup> to 28<sup>th</sup> May. This program leads to the Certification of Proficiency in Operations Management and will be delivered as a public seminar.

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