



i-connect

1st Edition

Issue 01 April / 2023

Where you get the latest information on Insurance in Africa



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Tidbit!

Insurance in Africa is still a relatively underdeveloped industry compared to other regions in the world. However, in recent years, there has been significant growth and investment in the sector, driven by increasing awareness of the importance of insurance, as well as a growing middle class and expanding economies. While challenges such as low levels of insurance penetration and limited access to insurance services in rural areas remain, the industry is poised for further growth and innovation, particularly in the areas of micro insurance and digital insurance solutions.

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bima Update

Enterprise systems are a critical component of modern businesses, providing an integrated solution for managing different aspects of an organization, including operations, finance, and underwriting. At Icon, we thrive on making sure the enterprise is adapting to new trends and technologies;

Performance:

We have optimized the system architecture and fixed some performance-related bugs.

Security

We have made some updates on access control on the brokers platform

Editor Letter



At ICON, we are thrilled to have the opportunity to connect with you through this first edition of i-connect. As we move forward in these unprecedented times, it's more important than ever to stay connected and informed.

In this newsletter, we will be sharing timely and relevant information on a range of topics, from business and technology to ingenuity and insurance. Our aim is to provide you with valuable insights and resources that can help you navigate the insurance landscape, get insights and tips.

We also encourage you to share your feedback and suggestions with us. Our goal is to create a community where we can all learn from each other and grow together.

Thank you for your continued support, and we look forward to connecting with you in the upcoming issues.

Larry Odago

Contributors

ICON limited would like to thank all participating contributors to this edition. We greatly value your articles, remarks and comments



Stacy Koyino

Stacy is the head recruiter for. WTS Energy. She has 10 + years experience in service delivery, recruiting and staff placement. Stacy has vast knowledge in CV development, staff training and career development.



Eric Oyugi

Our Lead Contributor in this magazine is by Eric Oyugi, Head of Marketing & Business Development & Operational Support at Alliance Insurance brokers in Rwanda.



Ernest Mwangi

Ernest is a software Engineer with ICON Limited.



Florida Wanja

Florida is the Support Manager for ICON Limited.

Reasons To Automate Processes in Businesses



In today's fast-paced and highly competitive business environment, companies are under constant pressure to increase efficiency and reduce costs. One effective way to achieve these goals is through the adoption of automated processes.

This thesis argues that companies should upgrade to automated processes because they offer significant benefits, including increased efficiency, cost savings, and a competitive advantage.

Firstly, automated processes can significantly increase efficiency

by reducing the time and effort required for routine tasks. Automation can help eliminate human error, increase the speed of processing, and reduce the need for manual intervention. This increased efficiency can lead to faster turnaround times, increased productivity, and improved customer satisfaction.

The Business Case for Upgrading to Automated Processes: Increased Efficiency, Cost Savings, and Competitive Advantage

Adapting to New technologies is a priority for modern businesses.

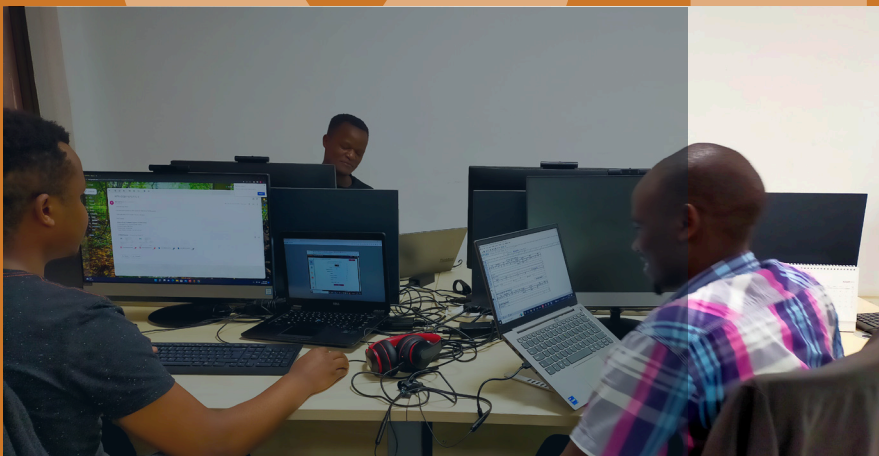
Secondly, automated processes can result in **cost savings** for the company. By reducing the need for manual labor, companies can save on wages and benefits, as well as reduce the risk of human error that can result in costly mistakes. Automation can also reduce the need for physical space and infrastructure, resulting in lower real estate and maintenance costs.

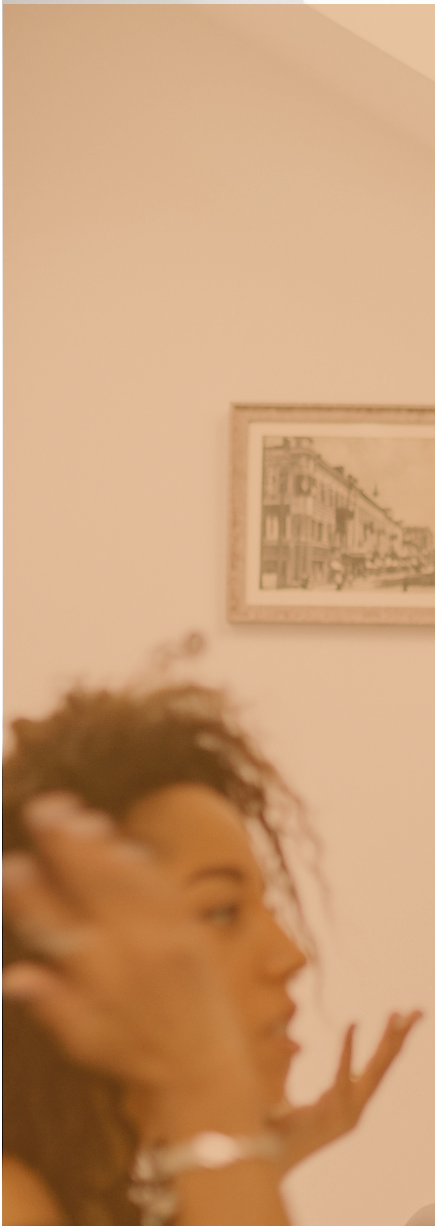
Finally, automated processes can provide a **competitive advantage** for companies. By reducing costs and improving efficiency, companies can offer products and services at lower prices or with faster delivery times, which can help them win new business and retain existing customers. Additionally, the ability to automate processes can provide a technological advantage over competitors, demonstrating a commitment to innovation and modernization.

In conclusion, the adoption of automated processes can bring significant benefits to a company, including increased efficiency, cost savings, and a competitive advantage. In today's business environment, where every advantage counts, companies that upgrade to automated processes are well-positioned to succeed.

automated processes can significantly increase efficiency by reducing the time and effort required for routine tasks. Automation can help eliminate human error, increase the speed of processing, and reduce the need for manual intervention. This increased efficiency can lead to faster turnaround times, increased productivity, and improved customer satisfaction.

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Rapidly evolving technology:

Technological advances are disrupting the traditional insurance business model, creating both challenges and opportunities. Insurers must adapt to new technologies such as artificial intelligence, blockchain, and the Internet of Things in order to remain competitive and provide innovative products and services.

Challenges Insurers Face in Business

The insurance industry is facing a range of challenges, from increasing competition and technological disruption to regulatory complexity and climate change risks. To succeed in this dynamic environment, insurers must be proactive and adaptable, leveraging new technologies, developing innovative products and services, and building strong relationships with their customers.

By staying ahead of these challenges and embracing new opportunities, insurers can remain competitive and deliver value to their customers in the years ahead. The insurance industry faces a number of significant challenges, including:

Increasing competition:

With new players entering the market and existing players expanding their offerings, competition within the insurance industry is intensifying. Insurers must differentiate themselves by offering unique value propositions and delivering exceptional customer experiences.

Rapidly evolving technology:

Technological advances are disrupting the traditional insurance business model, creating both challenges and opportunities. Insurers must adapt to new technologies such as artificial intelligence, blockchain,

and the Internet of Things in order to remain competitive and provide innovative products and services.

Regulatory complexity:

Insurance is a heavily regulated industry, and compliance with regulations can be complex and time-consuming. Insurers must stay up-to-date on regulatory changes and invest in compliance measures to avoid penalties and reputational damage.

Cybersecurity threats:

The insurance industry holds vast amounts of sensitive customer data, making it a prime target for cyberattacks. Insurers must invest in robust cybersecurity measures to protect their systems and customers from cyber threats.

Climate change risks:

The effects of climate change, such as natural disasters and extreme weather events, pose significant risks to the insurance industry. Insurers must develop new risk models and pricing strategies to account for the increasing frequency and severity of climate-related events.

In Conclusion, the insurance industry is facing a period of rapid change and disruption. Insurers must be agile and proactive in addressing these challenges in order to remain competitive and deliver value to their customers.

cyber security is critical for insurance firms to protect sensitive data, comply with regulations, prevent cyber threats, maintain customer trust, and protect intellectual property.



Importance of Cyber Security In Insurance Firms

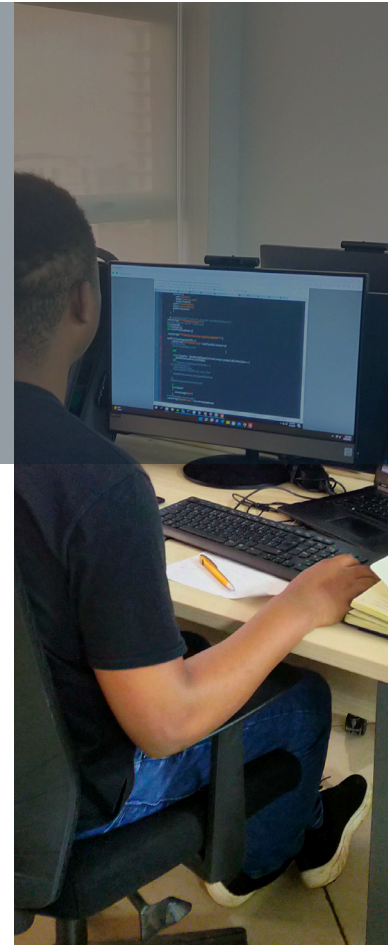
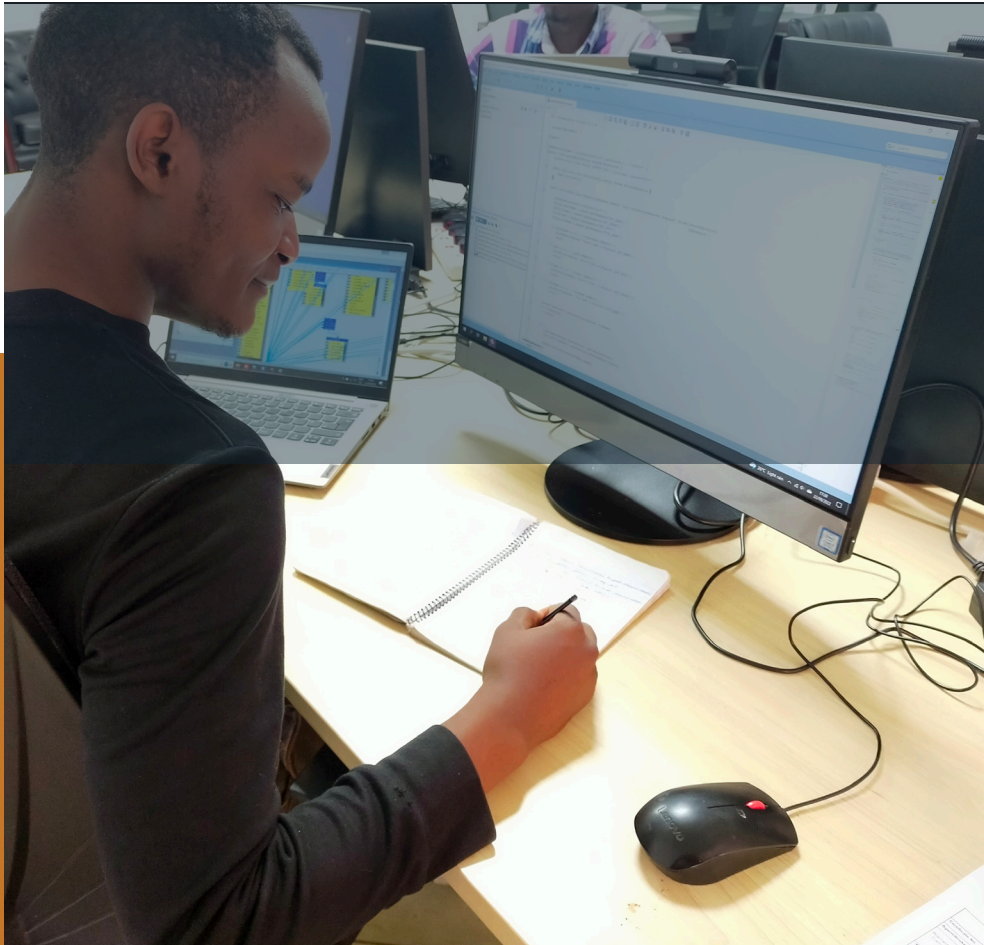
the Data Protection Act No. 24 of 2019 (the "DPA") and the Data Protection (Complaints Handling and Enforcement Procedures) Regulations, 2021. These regulations require firms to implement robust security measures to protect sensitive data.

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Cyber security is the practice of protecting computer systems, networks, and data from digital attacks, theft, and damage. Insurance companies hold a wealth of valuable information, including social security numbers, health information, and financial data, making them prime targets for cyber criminals.

As insurance firms handle a vast amount of sensitive personal and financial data, cyber security is of utmost importance. Therefore, it is crucial for insurance firms to prioritize measures in place to protect their clients' data and maintain their reputation.

One of the main reasons insurance firms need to focus on cyber security is to comply with regulations. The insurance industry is highly regulated, and firms must comply with regulations such as the Data Protection Act No. 24 of 2019 (the "DPA") and the Data Protection (Complaints Handling and Enforcement Procedures) Regulations, 2021. These regulations require firms to implement robust security measures to protect sensitive data. Failure to comply with these regulations can result in hefty fines and legal action, damaging the reputation of the firm. Another critical reason for insurance firms to prioritize cyber security is to protect against



cyber threats. Cyber-attacks are becoming more sophisticated, frequent and insurance firms are prime targets. A cyber-attack can result in the loss of sensitive data, financial losses, and reputational damage. Cyber security measures such as firewalls, antivirus software, and intrusion detection systems can help prevent cyber threats.

Furthermore, cyber security is essential for maintaining customer trust. Insurance firms rely on customer trust to maintain their business. If a firm suffers a data breach, customers may lose trust in the company, leading to a loss of business.

Therefore, firms must take cyber security seriously to protect customer data and maintain trust.

In addition to protecting customer data, cyber security is also crucial for protecting the firm's intellectual property. Insurance firms invest a considerable amount of resources in developing and/or outsourcing new products and services. Cyber criminals can steal this information and use it to create competing products, damaging the firm's competitive advantage. Therefore, cyber security measures such as access controls and encryption are essential to protect intellectual property.

In conclusion, cyber security is critical for insurance firms to protect sensitive data, comply with regulations, prevent cyber threats, maintain customer trust, and protect intellectual property. Firms should implement robust cyber security measures, conduct regular security assessments, and provide cyber security training to employees. By prioritizing cyber security, insurance firms can protect their clients' data, maintain their reputation, and stay ahead of the competition in a constantly evolving digital landscape.



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The app development process- Kwepa.

We sat down for an interview with one of our app developers for a breakdown of an app development

Can you tell me about your experience in developing mobile applications for the insurance industry?

As a developer developing mobile applications for an insurance company, the experience can be both challenging and rewarding. On the one hand, there is the satisfaction of creating user-friendly and efficient applications that meet the needs of the company and its customers. On the other hand, there is the pressure of ensuring that the applications are secure, reliable, and compliant with industry regulations.

How would you ensure that the app is secure and complies with relevant regulations like ifrs17?

To ensure that an app is secure and complies with relevant regulations like IFRS 17, several steps need to be taken. First, conduct a risk assessment to identify potential security risks associated with the app and the regulations it must comply with. Second, follow secure development practices, such as using encryption and access controls, and regularly test and audit the app's security measures. Third, establish compliance pro-

cesses and controls to ensure that the app meets the relevant regulatory requirements, including data protection and privacy. Finally, regularly review and update the app's security and compliance measures to stay up-to-date with changing regulations and emerging threats.

What mobile platforms do you plan to develop the app for, and why did you choose them?

React Native: React Native is an open-source mobile application framework developed by Facebook. It allows developers to create native apps for iOS and Android platforms using JavaScript and React. React Native enables developers to create cross-platform apps that share a common codebase, reducing development time and effort

How would you implement user authentication and authorization for our mobile app?

To implement user authentication and authorization for a React Native app, you can set up a backend server, choose an authentication mechanism, implement user



is an open-source mobile application framework developed by Facebook. It allows developers to create apps for iOS and Android platforms using JavaScript. React Native enables developers to create cross-platform apps that share a common codebase, reducing development time and effort.

authentication and authorization, store user credentials securely, implement user logout, and use a library to simplify the implementation.

Can you describe how you would handle sensitive data such as user information and payment details in the app?

- i) Firstly, you can use encryption and hashing techniques to store sensitive data securely on the server-side.
- ii) Secondly, you can implement strict access control measures and limit the number of users who have access to the sensitive data.
- iii) Finally, you can regularly monitor and audit your system to identify and mitigate any potential security threats

How would you ensure that the app is user-friendly and easy to navigate for all users, including those who may not be tech-savvy?

Firstly, you can ensure that the app's interface is intuitive and easy to understand, using clear and concise language and well-designed icons. Secondly, you can provide clear and concise instructions and tutorials to guide users through the app's features and functionalities. Thirdly, you can implement user testing to identify any usability issues and make improvements based on user feedback. Finally, you can provide excellent customer support and engage with users to understand their needs and preferences.

Can you discuss any potential challenges that you foresee in developing this app for the insurance industry and how you would overcome them?

Regulatory compliance:

The insurance industry is heavily regulated, and developing an app that complies with all the relevant laws and regulations can be challenging. You can overcome this challenge by thoroughly researching and understanding the regulatory requirements and working closely with legal experts to ensure compliance.

Data security:

Insurance

Apps typically handle sensitive user data such as personal information, medical records, and financial data. Ensuring the security of this data is essential to maintaining user trust. You can overcome this challenge by implementing industry-standard data security measures such as encryption, access control, and regular security audits.

User experience: Insurance apps often involve complex workflows, and developing an app that is user-friendly and easy to navigate can be challenging. You can overcome this challenge by conducting user testing and incorporating user feedback into the app's design. You can also provide clear and concise instructions and tutorials to guide users through the app's features and functionalities.

Ernest Mwangi

Software Engineer,
ICON Limited



Can you walk me through your development process, including testing, debugging, and deployment?

The development of mobile applications has become a critical aspect of modern technology, as more and more people rely on smartphones and tablets for daily tasks. The development process of mobile applications involves various stages, including requirements gathering, design, implementation, testing, and deployment. Additionally, testing, debugging, and deployment are crucial steps in the development process that ensure the application functions correctly and is released to users without errors.

The development process of mobile applications begins with requirements gathering. In this stage, the development team identifies the purpose of the application and its target audience. The team will also determine the features and functionalities of the application and how it will interact with users. Once the requirements are defined, the team moves on to the design stage. During this phase, the team creates a user interface (UI) and user experience (UX) design for the application. This involves deciding on the overall look and feel of the application, as well as how users will interact with it.

After the design is finalized, the team begins the implementation stage. In this phase, the development team writes code for the application based on the design and requirements. The team will also integrate various technologies, such as APIs and databases, into the application. Once the implementation is complete, the team moves on to testing.

Testing is a crucial step in the development process of mobile applications. The testing phase involves identifying and correcting any errors or issues in the application. The development team may use various types of testing, such as unit testing, integration testing, and acceptance testing, to ensure that the application functions as intended. In addition to automated testing, the team may also conduct manual testing to identify any usability issues.

Once testing is complete, the development team moves on to debugging. Debugging involves identifying and fixing any errors or issues that were identified during testing. This phase is essential to ensure that the application is stable and functions correctly. The development team may use various debugging tools, such as debugging software and logs, to identify and fix any errors.

Finally, the deployment stage is where the application is released to users. The deployment process involves preparing the application for release and submitting it to the app store or other distribution platforms. The development team will also create release notes and documentation to help users understand how to use the application.

The idea of insuring against heartbreak may seem odd at first glance, but it is worth considering the potential benefits. Heartbreak can have a profound impact on mental health, and the resulting emotional distress can lead to physical health issues



Florida Warja

Heartbreaks are an inevitable part of human relationships. Whether it is a romantic relationship or a friendship, the pain of a broken bond can be devastating. While insurance companies are known for offering coverage for various risks and damages, the idea of insuring against heartbreak may seem unusual.

However, with the rise in mental health issues and the growing awareness of the impact of emotional distress on physical health, it is worth imagining the possibility of insurance companies offering coverage for heartbreaks in relationships.

Insurance companies have been offering various types of coverage, from life insurance to travel insurance. This coverage is de-

Imagining The Of Insurance Companies Offering Coverage for Heartbreaks In Relationships

signed to provide protection and financial support in case of unexpected events. The idea of offering coverage for heartbreaks can be seen as an extension of this concept. It would provide a safety net for people who are struggling emotionally after a relationship breakdown.

The coverage could work by providing financial assistance for therapy, counseling, or other forms of emotional support. It could also offer compensation for any loss of income resulting from time off work to deal with the emotional fallout of a heartbreak. Additionally, it could provide coverage for any medical expenses related to the emotional distress caused by the breakup.

The idea of insuring against heartbreak may seem odd at first glance, but it is worth con-

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Possibility Companies s On Heart- ionships

Heartbreak can have a profound impact on mental health, and the resulting emotional distress can lead to physical health issues. By offering coverage for heartbreaks, insurance companies could play a role in promoting mental and physical well-being.

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This is our Broken Heart Insurance

Free	Claim Direct	Immediate Compensation
		
Since you already have enough on your mind, this insurance is totally free! It won't cost you a penny, so sign up now.	Broken hearts and people suffering from lovesickness have our top priority. That's why you can claim your broken heart instantly.	An experienced expert panel will review your claim on Valentine's Day and make you happy that same day!

What is HEART BREAK INSURANCE

?

Our Support Manager says- If a couple is to take up an insurance policy on heartbreak, both parties are to provide premiums on the fund- and the heartbroken party makes the claim

sidering the potential benefits.

Featured Article



Insurance In Rwanda- The Opportunities

Eric Oyugi



formation in recent years, with increased competition, innovation, and regulatory reforms. The industry is relatively young, with the first insurance company established in 1975. However, over the past two decades, the industry has witnessed significant growth, with the sector expanding to include a broad range of insurance products and services.

Rwanda is a country located in East Africa, known for its breathtaking landscapes, wildlife, and cultural heritage. Over the past few decades, the country has undergone a significant transformation, both economically and socially. One of the areas that have witnessed significant growth and development is the insurance sector.

The outlook for the insurance industry in Rwanda is positive, with several factors contributing to its growth and development. Firstly, the government has shown a strong commitment to developing the sector, with policies and regulations aimed at promoting competition,

Regine Akayezu has been promoted Regional Director of Kigali Regional Office (KRO), the office of the Société Commerciale Gabonaise (SCG-Ré) in Rwanda.



She is the first Regional Director appointed by SCG-Ré as part of its organization after its IPO.

The insurance industry in Rwanda has undergone a significant trans-

According to NBR, the structure and composition of the sector remains the same. The sector consisted of 14 insurance companies. This include 12 Private insurers (9 non-life and 3 life insurers) with combined market share of 56 percent of the insurance industry and 2 public health insurers (RSSB Medical and MMI). Insurance intermediaries consisted of 776 agents, 14 brokers, and 19 loss adjusters as at June 2020 from 707 agents, 17 brokers and 19 loss adjusters at June 2019. The NBR licenses insurance brokers and loss adjusters, while insurance companies were authorized to license their agents since 2018.

Credit: Mayfair Insurance-Rwanda



INSURANCE SECTOR OUTLOOK

Private insurance business is composed of life insurance and non-life insurance business line. Non-life insurance is the largest insurance business line, with around 80% percent of the total premium, while life insurance accounted 20%. The non-life insurance consists largely of Motor and Medical insurance products with a combined share of 57.4 percent of the total private insurers premiums, reflecting the product concentration risks. The remaining 42.6 percent of private insurers' premium come from life insurance (20 percent), Property (7.5 percent), Guarantees (5.1 percent), Engineering (2.8 Percent), Accident and health (1.5 Percent), Transportation (1.4 Percent), Liabilities (1.3 percent), other non-life insurance products (3 percent).

innovation, and consumer protection. The government has also established a national insurance supervisory authority, which has been instrumental in regulating the sector and ensuring compliance with international standards.

Secondly, the growth of the Rwandan economy has provided a significant boost to the insurance industry. The country has witnessed sustained economic growth over the past decade, with an average annual growth rate of 7.5%. The growth of the economy has led to an increase in demand for insurance products and services, particularly in areas such as property, health, and motor insurance.

Thirdly, the growth of the middle class in Rwanda has also contributed to the growth of the insurance industry. As more people move into the middle class, they have greater disposable income to spend on insurance products and services. This has led to an increase in demand for life insurance, health insurance, and other products.

Fourthly, technological advancements have

played a significant role in the growth of the insurance industry in Rwanda. The use of mobile technology has enabled insurance companies to reach out to a broader customer base, particularly in rural areas where traditional brick-and-mortar insurance companies may not have a presence.

The insurance industry in Rwanda is poised for significant growth and development in the coming years. The government's commitment to promoting competition, innovation, and consumer protection, along with sustained economic growth, a growing middle class, and technological advancements, will continue to drive the growth of the sector. It is an exciting time for the insurance industry in Rwanda, and investors looking for opportunities in Africa's emerging markets should consider the country's insurance sector as a viable option.

The growth and development of the insurance industry in Rwanda offer numerous possibilities for both investors and consumers. Below are some of the possibilities that the growth of the insurance industry in Rwanda presents.

Increased insurance penetration:

Rwanda's insurance penetration is still relatively low, with only 1.7% of the population having insurance coverage. As the economy grows and the middle class expands, there is potential for increased insurance penetration. This presents opportunities for insurance companies to provide a broad range of insurance products and services to meet the growing demand.

New product development:

The growth of the insurance industry in Rwanda has led to the development of new and innovative insurance products. Insurance companies have introduced new products to meet the needs of consumers, such as micro-insurance products and crop insurance. There is potential for further product development to cater to specific needs of the market.

Increased competition:

The growth of the insurance industry in Rwanda has attracted new players, leading to increased competition. This competition has led to the development of more customer-centric products and services, improved customer service, and competitive pricing. Consumers can choose from a variety of insurance providers, which is beneficial in terms of choice and price.

Employment opportunities:

The growth of the insurance industry in Rwanda

has created job opportunities across various sectors of the economy. As insurance companies expand, they require additional staff to manage operations, underwriting, marketing, and customer service. This growth has a positive impact on the economy, creating new employment opportunities and reducing unemployment rates.

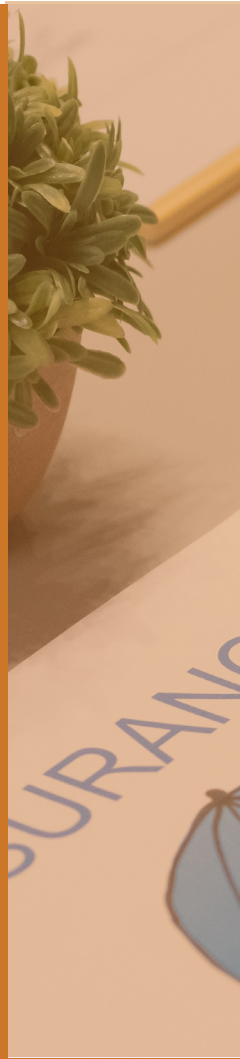
Increased financial inclusion

The growth of the insurance industry in Rwanda has contributed to increased financial inclusion. As more people take up insurance products and services, they become more financially secure, which, in turn, increases their ability to invest in other sectors of the economy.

Economic growth:

The growth of the insurance industry in Rwanda has a positive impact on the economy. Insurance companies invest in various sectors of the economy, providing funding for infrastructure projects and other developmental initiatives. Additionally, insurance companies provide financial protection to businesses and individuals, reducing the financial risks associated with business and investment activities.

In conclusion, the growth and development of the insurance industry in Rwanda present numerous possibilities for investors, consumers, and the economy. As the industry continues to grow, it is essential to maintain high levels of professionalism, transparency, and customer-centricity to promote consumer confidence and ensure continued growth.



On the supply side, the country has built a health-care delivery system on primary healthcare. Individuals and communities are at the centre of our actions. The increased number of health facilities (from 1,036 in 2013 to 1,457 in 2020) has improved the geographical accessibility of care.



Increase of the minimum capital of insurance companies in Rwanda

The Rwandan Central Bank has raised the minimum capital of insurance companies. General insurance companies will henceforth have a minimum capital of 3 billion RWF (3.3 million USD). They have a three-year deadline to comply with this decision.

Meanwhile, life companies are called upon to increase their minimum capital to 2 billion RWF (2.2 million USD). They have a period of two years to meet this requirement.

Credit: Atlas Magazine

Eric Oyugi

Head of Marketing & Business Development & Operational Support
- Alliance Insurance brokers, Rwanda

All Insurance that covers the ordinary Rwandan man, at very affordable premiums is the ultimate goal for increased insurance penetration in Rwanda





The Mozambique insurance market size was \$280.9 million in 2021. The market is expected to grow at a CAGR of more than 11% from 2020 to 2025. The Coronavirus (COVID-19) pandemic significantly impacted various lines of the insurance market, including life insurance, liability insurance, and travel insurance

Credit: globaldata.com

Mozambique is a country with vast potential, but its insurance industry faces significant challenges in reaching the majority of the population. Only a small percentage of Mozambicans have access to traditional insurance products due to limited resources, distribution channels, and low awareness of insurance.

However, the rise of digital technology presents an opportunity to bridge the insurance gap and reach underserved populations. In this blog post, we will explore the potential of digitizing insurance in Mozambique, its benefits, and the challenges it faces.

Digitizing insurance in Mozambique can provide numerous benefits, including:

Increased Insurance Penetration:

Digitizing insurance can increase insurance penetration by reaching customers who were previously underserved. Digital solutions can provide easy access to insurance products, simplified

Digitizing Insurance in Mozambique: Bridging the Insurance Gap

application processes, and faster claims processing.

Cost-Effective:

Digital solutions can be cost-effective for insurance companies as they eliminate the need for physical infrastructure such as offices and branches, and reduce administrative costs.

Improved Customer Experience:

Digitizing insurance can provide a better customer experience, allowing customers to purchase and manage insurance products through their smartphones, providing them with convenience and accessibility.

Challenges of Digitizing Insurance in Mozambique

While digitizing insurance presents a promising opportunity, it also faces significant challenges, including:

Technological Infrastructure:

The lack of technological infrastructure in Mozambique is a significant challenge to digitizing insurance. It is essential to have reliable internet connectivity and mobile devices to facilitate the use of digital insurance solutions.

Regulatory Environment:

The regulatory environment in Mozambique may not be adequately developed to support digital insurance. The regulations should be updated to ensure the safety and security of digital insurance products.

Low Financial Literacy:

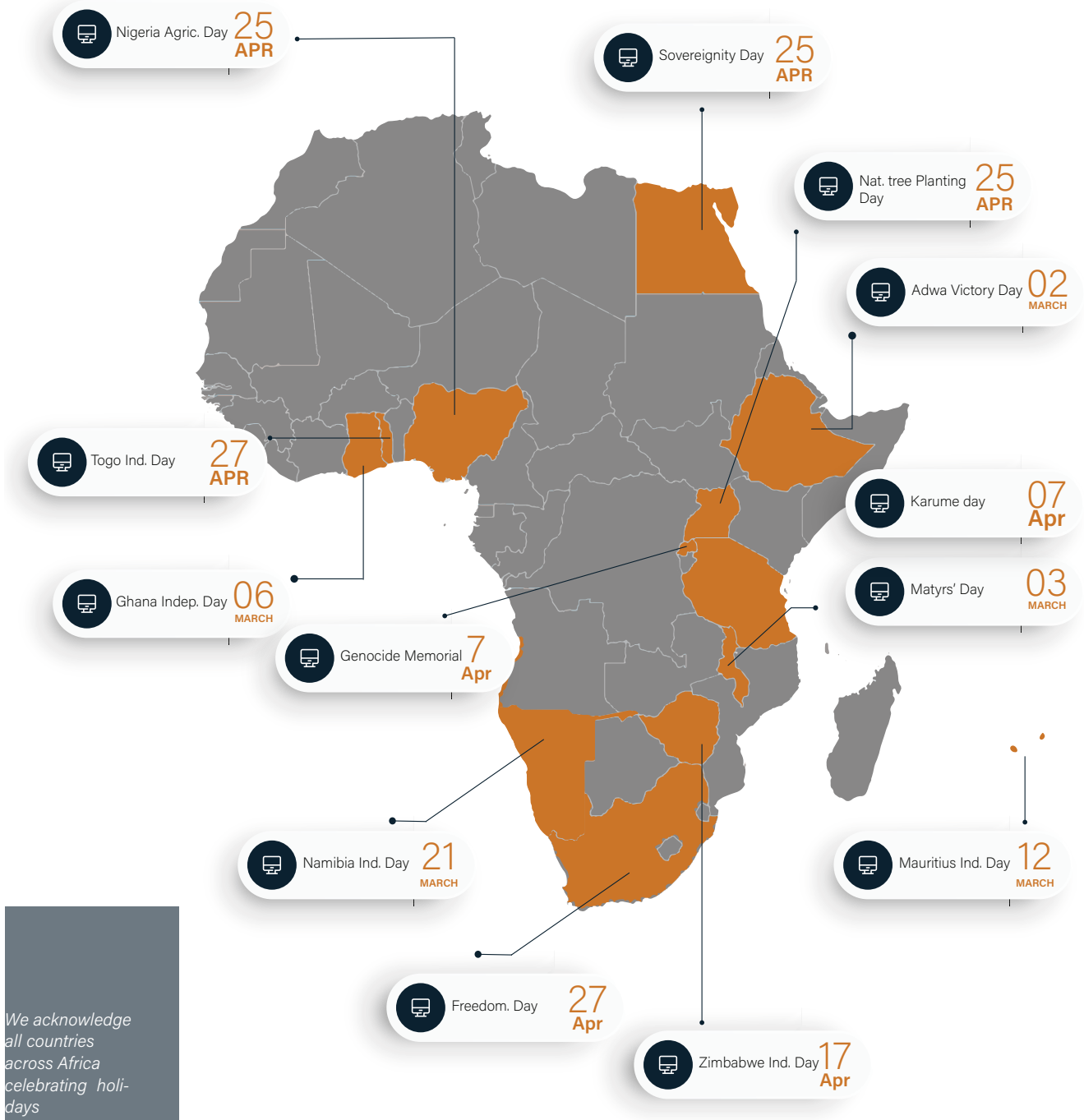
Financial literacy in Mozambique is relatively low, and many people may not understand the value of insurance products or how to use digital insurance solutions.

In Conclusion, Digitizing insurance in Mozambique presents an opportunity to reach underserved populations, increase insurance penetration, and pro-

vide a cost-effective and convenient customer experience. However, it is crucial to address the challenges associated with technological infrastructure, the regulatory environment, and financial literacy to ensure the successful implementation of digital insurance solutions. By overcoming these challenges, digitizing insurance in Mozambique can contribute to the growth of the insurance industry and the overall economic development of the country.



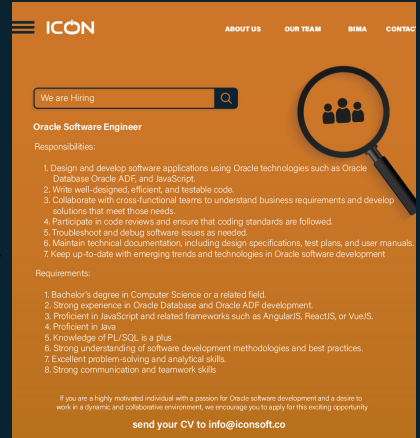
HOLIDAYS ACROSS AFRICA





Meet Stacy- The Digital recruiter

Stacy Koyino



What is your recruitment process and how do you ensure that it is effective and efficient?

I work as a recruitment consultant at WTS Energy, we provide recruitment services to our clients in various sectors but especially engineering and energy(RE).Our recruitment process involves several key steps.

Job Analysis: This involves a thorough analysis of the job requirements and expectations, which should be clearly defined and communicated to potential candidates.This is normally done with the client, I have to understand the clients needs and advise them on what would be the best fit in the organization.

Sourcing Candidates: I use a variety

of methods to attract a diverse pool of qualified candidates, such as posting job openings on job boards, social media,(linked In) and our companies website. as well as leveraging employee referrals

Screening and Selection: This involves reviewing resumes, conducting phone and/or in-person interviews, and potentially administering pre-employment tests to assess a candidate's skills and qualifications. After this, I now prep the candidate to meet my clients for the final interview.

Offer and Onboarding: Once a candidate has been selected, I make sure I provide a competitive job offer and a smooth onboarding process that ensures the candidate is set up for suc-



Can you share an example of how you have utilized technology to improve your recruitment process?

Applicant Tracking Systems (ATS). We have an ATS system that I have implemented to streamline the recruitment process by automating tasks such as resume screening, interview scheduling, and candidate communication. This has significantly reduced the time and effort required to manage the recruitment pipeline.



cess in their new role.

How do you stay up to date with the latest recruitment trends and techniques?

As a recruiter, staying up to date with the latest recruitment trends and techniques is crucial to ensuring that our company is able to attract and retain top talent, some of the ways I stay upto date can be,

Interacting with my peers from the same industry, exchanging ideas and views.

Read industry publications and blogs: Keeping up with the latest news and trends in the recruitment industry is important, and reading industry publications and blogs is a great way to do that. This allows us to stay informed about the latest developments in recruitment techniques, tools, and technologies.

Utilize social media: Social media platforms, such as LinkedIn and Twitter, can provide access to a wealth of information on recruitment trends and techniques. Following industry influencers, recruiters, and HR. professionals can provide valuable insights and resources.

Seek feedback from candidates and hiring managers: Gathering feedback from candidates and hiring managers can provide valuable insights into what is working and what could be improved in our recruitment process. This helps me to continuously improve and refine my techniques.



WTS Energy



Candidate tracking systems can help recruiters keep track of all their job openings and the candidates who have applied for them. These systems can track resumes, cover letters, and other documents, as well as notes and feedback from interviews.

How Technology Aids Recruiters Find The Right Candidates

Can you tell me about your experience recruiting a software Developer for a tech firm?

I have recruited several software developers for my clients in the IT sector, they are always the most complex yet exciting roles to recruit. The key points about my experience are:

The first step in recruiting a software developer is to understand the job requirements. This involved working closely with my client to determine the required technical skills, experience, and other qualifications needed for the role. I had to research this.

Once the requirements have been identified, the next step was to source candidates. I started by posting the job ads on our website, headhunting via linked in, searching through resumes on job boards, and networking with professionals in the field.

After sourcing potential candidates, I took them through the screening process by conducting initial phone screens, and assessing candidates' technical skills through coding challenges and other technical assessments.

Next was the most critical step in the recruitment process that is conducting in-depth interviews with candidates. Luckily WTS Energy being a global company we have recruiters around the world and for this task I was assisted by my colleague in our headquarters who is well versed in Tech recruitment. The process involved multiple



rounds of interviews, including technical interviews, behavioral interviews, and culture fit interviews to ensure that we pick the right candidate for my client.

Once I was able to identify the right candidate I sent them for a final interview with the client and luckily he was picked and I went ahead and gave him an offer, at first they refused the offer so we had to negotiate on benefits, and eventually he gave in.

Overall, recruiting a software developer requires a thorough understanding of the job requirements, effective sourcing and screening strategies, and strong interviewing skills. It also requires a deep knowledge of the software development industry and the technical skills and qualifications needed for the role.

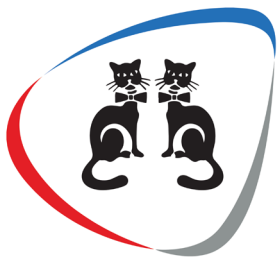
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Wendy's
chit chat
with the
Business Develop-
ment lead at Copy
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COPY CAT GROUP

Interview With The Business Development Lead from Copy Cat Group

How do you identify potential business opportunities?

Depending on the area of business focus, we have existing clients who we renew business with on an annual or quarterly basis. We have clients that also come to us through our partners. For new business opportunities we have various sales campaigns that we conduct to generate interest in bottom line as well as top line business stream products. We conduct some of these as collaborative initiatives with our partners. All potential business opportunities are qualified and thereafter requalified down the line if applicable.

How do you approach building relationships with potential clients or partners?

Building relationships with clients is one of our key strengths. We make sure our clients are always engaged and up to date with our new offerings. One of the unique ways we engage customers is to make them part of our annual Rhino Charge experience.

What strategies do you use to stay up-to-date on industry trends and changes?

Being in the IT sector, it is fast paced and we have to make sure we always have the best insight on the industry. We have a variety of ways in which we stay up to date on the industry trends.

How do you evaluate the potential ROI of a business opportunity?

ROI is a measurement of us hitting both our top line and bottom line targets. Our return is measured both qualitatively and quantitatively. Satisfied customers are an important measure of success. The whole customer success journey is a key measurement in our evaluation of our ROI. Our customers need to be content with the level of service needs they receive from us after purchasing our solutions.

Can you walk me through your process for developing a go-to-market strategy?

An effective go-to-market strategy is crucial in securing a strong continuous business pipeline. We tailor our process by ensuring that we keep the customers' pain points as our main focus. It is important that as we understand our customers, we are effectively targeting their actual needs and not perceived needs. Every strategy we come up with is geared towards ensuring customers have real issues being sorted.

How do you measure the success of your business development efforts?

Business development is not just about hitting quantitative goals but equally ensuring that the impact of our efforts is felt. Success for our business development is

happy new and existing customers as well as internal teams receiving continuous internal development to drive operational efficiency.

How do you balance short-term revenue goals with long-term strategic objectives?

Short term revenue goals have to always align and be geared toward long-term strategic objectives. Short term goals help us know we are on track to achieve our long term vision.

Can you discuss a time when a business opportunity didn't go as planned, and how you adapted to that situation?

(Bid In foreign Countries)

We learnt how business in foreign countries is done and how best we can position the company in the future when taking up future prospects

How do you collaborate with cross-functional teams within Copy Cat to achieve business development goals?

Collaboration is the only truly effective way to drive growth. We ensure that whether it is trying to achieve this internally or externally, we need to involve all relevant Copycat team members of the value chain in each objective.

News From Across the Continent

The Insurance landscape is buzzing with activity

The Insurance landscape in Africa is buzzing with companies promoting products, launching new products and events across the continent. Some Products and events that caught our attention;

01. CIS AGM 2023
02. The International Association of Insurance Supervisors (IAIS) Seminar In Nairobi
03. Liberty Uganda recently had the honor of donating clothes to women at Luzira Women's Prison
04. Strategis Tanzania launch a new container insurance

- 05 The 8th Eastern and Southern Africa Regional Conference on Inclusive Insurance in Nairobi- Kenya
- 06 Sanlam Kenya launching a new education product
- 07 Contractor's All Risk Insurance policy by Intra Africa .
- 08 Swan Mauritius insightful IAS conference held at Maritim



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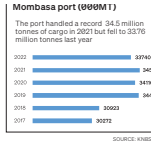
AMAR KEBE
DIRECTEUR GENERAL
ADJOINT
AXA Sénégal

base port has dipped for the first time in five years with players pointing to rising competition from Dar es Salaam.

Total cargo throughput at the port shrunk to 33.74 million metric tonnes last year from 34.76 million tonnes the year before, data collated by the Kenya National Bureau of Statistics suggests. The 2.95 percent year-on-year drop pushed the volumes to the lowest levels since 2018 when it stood at 30.92 million tonnes.

The fall comes at a time businesses have complained of road tolls, multiple border charges, heavy traffic and road conditions as major cost drivers along the Northern Corridor, prompting them to consider the Central Corridor.

The northern corridor stretches about 1,700km from the Mombasa port through Kenya, Uganda, Rwanda, Burundi and the eastern Democratic Republic of Congo (DRC) while the Central Corridor is estimated at 1,300km



beginning at the Port of Dar es Salaam into Tanzania, Rwanda, Burundi, Uganda and eastern DRC.

Shippers Council of Eastern Africa (SCEA), the lobby representing importers and exporters of goods, says traders in Uganda and Rwanda have been gradually increasing volumes through Dar es Salaam.

"Currently, there is competition between northern and central corridors," SCEA chief executive Gilbert Langat, who also chairs Mombasa Port and Northern Corridor Community Char-



Shippers Council of Eastern Africa chief executive Gilbert Langat. FILE

ter, told the Business Daily by phone on March 24.

"The share of Mombasa Port of goods to Uganda and Rwanda has already shrunk from 75 to 80 percent in previous years to 63 percent in the last quarter of 2022. That means central corridor (Dar es Salaam) is now doing about 37 percent (of regional cargo volumes) from about a fifth previously."

The KNBS data, sourced from the Kenya Ports Authority, indicate total throughput at Mombasa, the largest port in eastern Africa, was last year

tonnes of imported cargo, a 4.04 percent contraction compared with 27.69 million tonnes in the prior year, according to the provisional official statistics.

"The volume of export cargo through Mombasa, however, increased 5.85 percent year-on-year to 4.77 million tonnes."

Mr Langat expressed fears that the lingering political tension in Kenya could further trim throughput at the Mombasa port this year, boosting business for relatively smaller Dar es Salaam whose capacity is estimated at 14.1 million tonnes of dry cargo and 6.0 million tonnes of bulk liquid cargo.

Kenya's veteran Opposition Leader Raila Odinga, who lost in a closely-contested poll to President William Ruto last August, has threatened to go back to the streets after the holy month of Ramadan, which will culminate in Eid al-Fitr celebrations around March 23.

In threatening to resume anti-gov-

Dr Ruto's camp.

"If it is happening in Nairobi and Kisumu because all the cargo to the hinterland pass there, then basically you have closed the region that serves the hinterland," said Mr Langat earlier.

"Whenever there are demonstrations, there's a negative story that goes out there which is used by our competitors that Kenya is not stable and there will be delays due to a skirmish of the country."

Dr Ruto agreed to bipartisan talks between his ruling Kenya Kwanza Alliance and Mr Odinga's Azimio Umoja coalition but has limited talks on the reconstruction of the electoral body.

The move prompted the opposition chief to call off economically devastating weekly anti-government protests, which largely hit the capital Nairobi and Kisumu — key nodes for transportation along the Northern Corridor.

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Incentives |

Civil servants to earn bonuses in push to boost productivity

Kepha Muiruri

Public servants are set to earn bonuses as they hit targets as the government moves to boost productivity in the Civil Service.

The Salaries and Remuneration Commission (SRC) says it has established a new framework aimed at recognising productivity and performance in public service. It is expected to set the procedure for the linking of financial rewards to measurable productivity and performance.

Public institutions will be required to achieve at least 101 percent of the annual performance ratings to qualify for bonuses.

Commercial and revenue-generating State corporations will be obligated to demonstrate cost efficiency and growth in revenue and profit.

Individual employees who achieve at least a 101 percent performance rating will also qualify for the bonuses, which will be set by the SRC provided the institutions employing the persons beat the target too.

According to the SRC, the bonus shall be prorated based on corporate

score and will be anchored on the basic salary of the State and other public officers and the wages of other public officers in the case of board members.

Beyond realised revenue and profitability, other productivity metrics cover quality, cost-effectiveness and time taken in the delivery of service.

The SRC says the productivity bonuses will mark a turning point in the quest to trim the wage bill by focusing on the expansion of productivity.

The wage bill has two elements to it, one is about revenue. The higher the revenue, the lower your wage bill-to-revenue ratio. That's the target. We think it is a more sustainable route to reducing the wage bill," SRC chairperson Lyn Mengich told the *Business Daily*.

The next performance contracting guidelines are expected to have productivity as one of the requirements.

Public entities will be required to set out productivity measures and have them evaluated by the SRC, which the institutions and their employees will qualify for the bonuses.

→ kmuiruri@ke.nationmedia.com

02

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- 04. ICON CEO, Mr. Eric kweyu
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The Insurance land-
scape is buzzing
with activity

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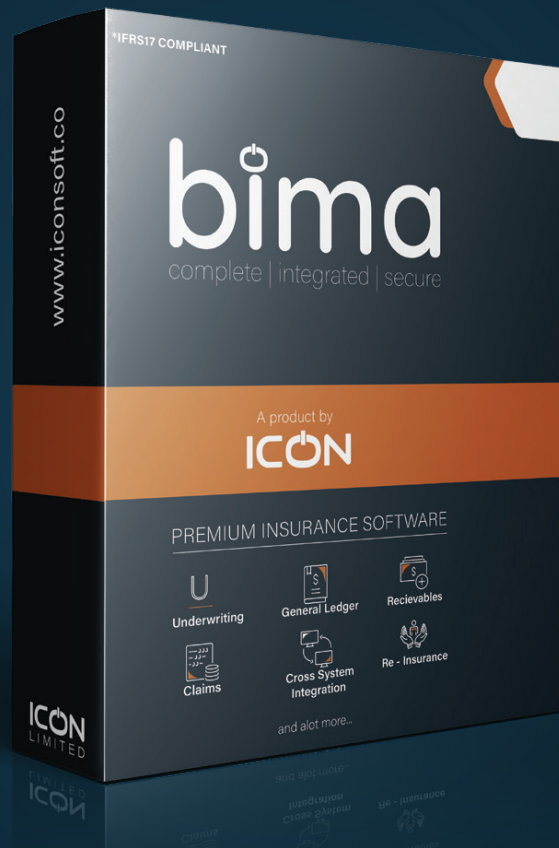


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