

# Power Of Referrals

## Creating Brand Ambassadors Through Capacity Building

**Nimble Systems conceptualized and implemented a training program for Alibhai Sharif targeting the fundis “craftsmen”, enabling the fundis to enhance their skills, in the process creating brand ambassadors who can become the biggest referrals to the brand. In this process the end customer benefits with better quality and service.**

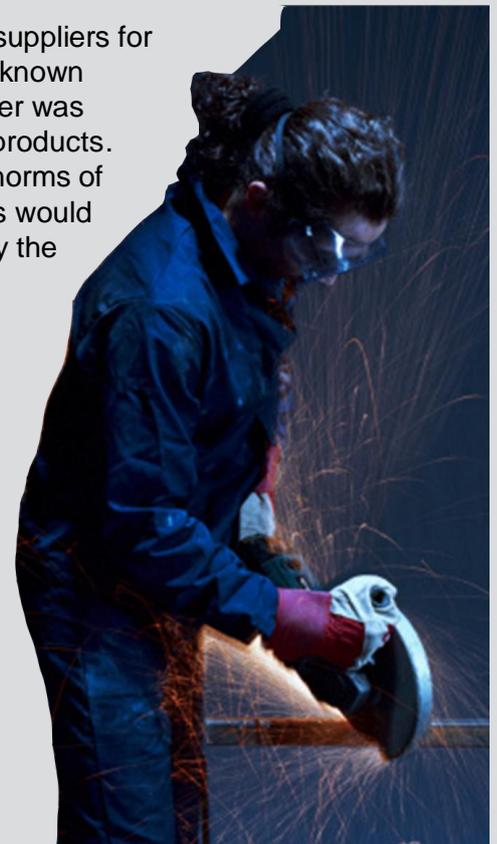
Alibhai Sharif a 91 years old business out of Kenya is one of the leading suppliers for hardware, tools etc. They are the distributors for some of the worlds best known brands like Karcher, Black&Dager etc. The experience of the end customer was driven largely by the combination of the product and installation of these products. While the quality of the products were guranteed by the stringent quality norms of the supplier, there is no quality norms for the installers. This lack of norms would prevent the end user experienceing the products in the form as desired by the suppliers.

In a market like Kenya, the installation is governed by fundis who have learned the trade through “on the job learning”. Also in an unorganized market it is difficult to manage the skills levels of the fundis.

Alibhai Shariff idetified this capcity gap and approached Nimble systems for a joint solution to fulfill the need.

Nimble a strategy and process consulting company has been working in Kenya for more than 8 years and understood the market and this gap. Nimble came up with the blueprint for a **Center of Excellence (CoE)**, didcated to training fundies and creating the culture of excellence in the installers.

With a target of 1000 fundis to be trained in the next 18 months and with the first set of 100 trained, the CoE is not only creating experts in the market, providing excellent product experience to the end customer, but, also creating brand ambasadoors who know your product and vouche for it.



**ALIBHAI SHARIFF**

HARDWARE | SANITARYWARE | EVERYWARE!

Trainees learn the best practices & have the first hand product experience

Training them on the best tools and showcasing the best practices, allows the trainees to have a combination of hands on and classroom training. This enabling them appreciate and learn the best practices as prescribed by the suppliers.

## End of the training certification

These trainings were a skill enhancement training and each trainees were provided with a training certificates which is duly certified by Alibhai Sharrif and the suppliers.

## Learnings

- *Creation of human capital need not be limited to your own organization. Human capital creation in your stakeholders can have a far reaching impact to the brand*
- *Capacity creation in the value chain benefits the brand and the products.*
- *Solutions have to be end to end enabling all stakeholders in the value chain to see and appreciate the bigger picture.*
- *Non traditional branding can create value and impact far larger than the traditional ways.*
- *Once the brand is able to show value the stake holders are willing to work together for the bigger goal.*



## Nimble Systems

### Enabling organizations to “Sustainable” growth.

Nimble systems is a consulting organizations with offices in Kenya and India. Nimble has been in business for nearly a decade and in the last 10 years have executed more than 350 projects globally.

Nimble provides strategy and business process support to its clients. It has worked with various clients in the area of strategy creation, organizational restructuring, creation of human capital, creation of business process and HR management.

We differentiate ourselves by not only identifying solutions to clients needs but EXECUTING the same with the clients. The objective of our existence is to ensure that the solutions are implementable and they should add to the sustainability of the organization.

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