

THE CIK INSIDER

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95% of what we do in our day to day life is controlled by our subconscious. The path you follow in life is the one dictated by your deepest thoughts. Your brain is constantly pushing you along that path whether it is one you consciously choose or not. Can't seem to increase your income? Can't seem to lose weight? Your actions serve to keep you in place, right where you are most familiar. We are wired to win. Point yourself in the right direction so that you can win at something you consciously choose.

"The happiness of your life depends upon the quality of your thoughts: therefore, guard accordingly, and take care that you entertain no notions unsuitable to virtue and reasonable nature." Marcus Aurelius"

How will you channel your deepest thoughts to win in 2020?

Message from the CEO: Kamau K.

2019, what a year it has been at Creditinfo Kenya! Despite the difficult market forces in play we have had a very successful 2019. Achieving a 120% above 2018 revenue was certainly a good result and one we should all be proud of. Being nominated in 3 categories for the Group awards is another great achievement and to finally win in two of those categories is something we should keep our heads up in confidence and great gratitude for, remembering that it is possible to do it. From 2015 to the end of 2019 we have certainly achieved a lot.

As we move to 2020, let's remember and keep in mind what we achieved in the previous decade, and continue with the goods and leave behind the bads. Always remembering we each play an important role in making these successes. A person with one arm is not as efficient as one with two arms. Let's always keep that in mind, for as long as we are not one full body we shall not be as efficient as we can be. Each role is as important as the next and contributes just as much as the other. Let us keep up the spirit in 2020 and drive for greater achievements. Cause as a team I know we can do it as we did in the last decade.

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Message from the COO: Chris M.

I want to take this opportunity to thank you for all your efforts throughout the year. The success of Creditinfo is built on your hard work, dedication, loyalty and commitment each one of you has exhibited in 2019.

It is reassuring to know you can be counted on both as individuals and as a team regardless of what faces us. For Creditinfo to win and come out on top, trust me we will, we must start of not continue winning in the workplace. It is because of you, and because I know we can do so much more for clients than anyone else, that I have such great confidence in our future.

"If everyone is moving forward together, then success takes care of itself." – Henry Ford

Our success is also predicated by our ability to deliver on what we promise our customers without compromise on quality, timelines and value. These should always be outcomes that drive us in the long run. Adopting such strategies will ensure Creditinfo continues to be top of mind and financial risk management service provider of choice.

The New Year will bring its own mix of successes and challenges, but our direction is clear, and we know what we must do. Our job is to continue to focus intently on what we can control: providing our customers (internal and external) with the best service and most comprehensive financial risk management solutions in the market.

A Pound of Butter

*There was a farmer who sold a pound of butter to a baker. One day the baker decided to weigh the butter to see if he was getting the right amount, which he wasn't. Angry about this, he took the farmer to court. The judge asked the farmer if he was using any measure to weight the butter. The farmer replied, "Honour, I am primitive. I don't have a proper measure, but I do have a scale." The judge asked, "Then how do you weigh the butter?" The farmer replied; **"Your Honour, long before the baker started buying butter from me, I have been buying a pound loaf of bread from him. Every day when the baker brings the bread, I put it on the scale and give him the same weight in butter. If anyone is to be blamed, it is the baker."***

Lesson: In life, you get what you give. Don't try and cheat others.

As we embark on another year, let us challenge the market head-on with the aim of overcoming any obstacles that the future presents.

In conclusion, it is important to recalibrate ourselves for the changing times and to move forward together as a team. When our core values and actions are aligned, a thriving culture emerges. Together, everyone achieves more, long-term value inevitably comes through and reflects in the right place!

I am very pleased to extend my very best wishes to you and your family for health and prosperity in 2020.

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Our Data: *From Data Dept.*

Data is the heart of Creditinfo. The year 2018-2019 has been a challenging yet fruitful and learning year for the Data Team. Our team's greatest challenge has been Data Quality. We joined hands as the bureaus, Central Bank of Kenya, CIS Kenya and world Bank and formed a Technical Working group. As a group, we came up with two documents namely Data Submission Template V4 and Data Validation Template. These documents were aimed to help improve the quality of Data by standardising the Validation rules across all the bureaus and to ensure that the same data sets were sent to all bureaus.

The change of the Data Submission Template brought about other sub projects. It involved change of CreditInfo System, Attending Technical Working Groups meetings and helping Credit providers to Transition from the old DST V3 to the new DSTV4. The DST V4 was first set to go live in November 2019, but later pushed to April 2019 as most Institutions and Bureaus were not ready for the Transition. As a team, we came up with a mechanism to validate the V4 Data and send error logs to CIPs. The mechanism was used to Test V4 Data and help Institutions transition from V3 to V4. During the Test Period, we realised that most institution had very high reject rates as their systems were not aligned to DST V4. The TWG Team then agreed that the Banks needed more time to align their systems to DST V4. The average acceptance rate during the Testing period was 43.6%. It was then agreed that DST V4 would go live in September 2019 which was successful. We were able the Average Acceptance Rate i.e for the Daily Submissions to an average of 98%.

The CIK CB5 system was however not fully aligned to DST V4 and hence we could not process data to the live Database. This caused internal and external issues since the data in our database was not updated. I.e(Consumer care , Sales and Products Department were unable to sell our products as the data was not updated , our customers were unable to make informed decisions using our data since the data was not up to date, and we had a number of walk in clients complaining about our Data. On top of this, we were having sleepless nights of aligning and testing our systems. After 9 months of o working long hours, and drink lots of coffee as we were able to have our system 90% ready. This is good news however; we have three months Data that is yet to be processed into the DB. We have managed to process 15% of this Data and are putting more effort to process the 90% Data and to align the systems 100% to the DST V4 Specifications. Our target is to ensure that all the Data is processed by End of Year 2019

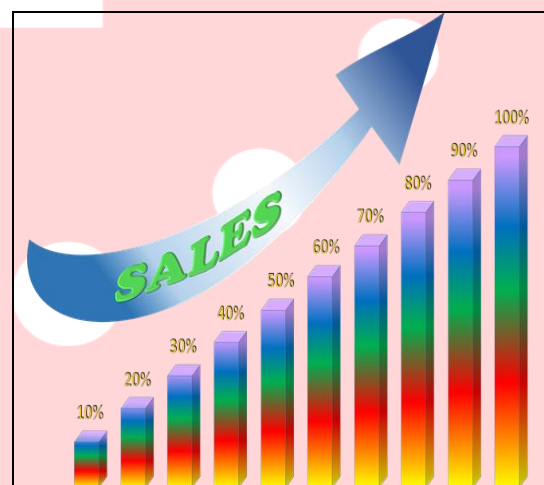
In God We Trust, All Others Must Bring Data.

CIK Growth in Sales: *From Sales Dept.*

We had our share of up and down in 2019 with banks relaxing on lending due to the interest cap. Banks were slow in integrating to our systems and the usual perception of our quality of data when it came to close a sale. However, that didn't stop us from pushing forward, we saw an increase in sales from Kshs.6 million in 2018 to 17M in 2019. We had more FinTech's come on board by sharing their data and using our solutions, such as IDM, CBS and skip trace.

We reintroduced solutions like Skip Trace which was pretty much dormant. In the second half of the year, we made a concerted effort to sell it to debt collection companies and within six months, we were able to onboard five debt collection companies including one of the biggest in the market. The second-biggest debt collection firm is at the contract signing stages. One of the biggest challenges faced with the Skip Trace solution is that for those firms without a dedicated internet connection, accessing the Skip Trace solution becomes extremely low. This challenge has hindered the optimal uptake of Skip Trace.

For the coming year, we expect to close at least 5 banks, onboard more clients to use Advisor, and signup 10 IDM clients within the first 2 quarters of 2020.



Gatekeeper: *From Finance & Administration Dept.*

My highs in 2019 was to successfully complete my bachelor's degree in finance and Banking. With the effort that comes in juggling work and school and for that I am truly grateful to God and to CIK for the support they accorded to me.

My Departmental Achievements in 2019 came with the introduction of "Inbound Calls" application on Podio to send SMSs with details of how to apply for CR/CC to customers calling after hours or when calls were not answered. This improved customer reach and conversion into applications with a ROI of Kshs. 856,000, which would have been revenue lost.

Updating of CIK website by distinguishing personal and company CR/CC applications reduced the number of applications that had errors.

Being able to learn tally systems that will enable me venture into finance well. This learning has helped me in creating the ledger accounts etc...

Lastly, my challenge was the unclear goals- One of the most common reasons for conflicts in teams is the ambiguity of goals. If you are not on the same page with your other teammates about your goals, it affects the productivity of the whole team, so communicate with the team/ manager and be clear about your goals.

Finance Desk: *From Finance Dept.*

Best thing to happen to the department: Fiona is the newest addition to the team. We were able to successfully move to a new accounting software, albeit a few challenges, but we are now fully adopted into a new system. We moved to a new office!! A bigger, better, new home. It was our biggest challenge and is now one of our biggest achievements for 2020. 2nd best thing to happen to the department: JR stayed sane all year (Can I get an Amen?) and he is now no longer the chairperson on the #HakunaPesa #HakunaPettyCash club.

What we expect in 2020.

Our Receivables Management is not where it is meant to be, but plans have been put in place to improve on this in 2020. We are currently at 40% but we aim to go up to at least 70%.

We expect to get through our KRA audits and have our finance audit for 2019 done on time.

In 2020 we shall review and make better some of our internal systems/processes e.g. leave management procedures, getting a good system in place which may include purchasing additional software to help manage this efficiently

We strive to be flawless in all our group reporting. We would like to have all the various reports handed in at least 3 days before the due dates.

Customer is King: *From customer care Dept.*

"Customer is King" is an age-old business mantra accentuating the importance of customers (and would-be customers) in every business. Traditionally, this rule usually entails a company's promise to provide good customer services to... well, the customers. But with the current evolution on work and business settings coupled with technological advancement, 'customer is king' means more than just good customer service.

2019 was a great year for the Customer care representatives. As professional customer service consultants, some of our main achievements were;

Customer satisfaction.

We achieved this by making sure that all customer needs were met. I.e. reports/certificates were sent on time, responding to emails on time and follow up calls for clients who needed clarifications.

Team support

We maintained a good and professional relationship with our colleagues to ensure that all duties delegated to us were done.

Consistency

We provided same high level of services that generated sales, met customers' needs and provided team support.

Despite our achievements we had a few challenges with data updates which hindered prompt processing of Credit reports and clearance certificates.



"Someone calling themselves a customer says they want something called service."

Our Brand: *From Marketing Dept.*

We started the year with a stand to put CIK up on the map and they were decisions worthwhile. 2019 was a good year for the marketing department and sure indication that CIK is growing was moving from having no marketing budget to working with appx 3M budget in 2019.

Our highs were the launch of the fireside chat where we hosted and interacted with people from different fields and industries under one common topic that was affecting us all. The year we trended on twitter and our presence was felt on social media and on print.

Achievements unrelated to the department was coming up with the inbound calls' applications. Improving customer experience and seeing a return in our investment was uplifting.

Giving the iCatalyst Competition a shot and getting nominated to the final round was a personal high.

What to expect in 2020? Consumer awareness, increased engagement on our social media pages and enhanced customer experience.

My Corner Office: By Benard O.

Have you ever loved your workstation to the extent when everyone is either complaining or sympathizing about and you don't notice? That has been my situation for the last 3 years and half. I used to seat in what was initially meant to be the office store.

This is how I landed there. When the office was being constructed the plan was to have everyone seated in an open plan where staff could interact and mingle freely. However, the regulator had other plans in mind. The data team was to be in a separate room which is not accessibly by everyone because of data security. You wander what happened to passwords and other security procedures put in place as passwords etc. Data is not a hardware that can be carried or be hidden in a pocket like a mouse.

During the hot season temperatures in the cube could get as high as 30 degrees. The first option was to get a fan which worked for a few days and it just became another item that had been put in the "store" where it belonged. We decided to remove the door to help in air circulation as the room had no ventilation this worked but being two people in that room it was not that helpful the last option was to remove the bulbs which were radiating heat. Sweating was the order of the day to a point where my body could not sweat anymore since the body had acclimatized itself to the conditions. Guest who visited the office kept wondering why people are seated in a dark, hot poorly ventilated room but I didn't mind I kept believing one day we shall move to a better office.

Lo and behold the 9th October date came. The day will forever remain in my mind as they day I had to say bye bye to my beloved office. I was moved to a very big office that I have enough space to jog and exercise in maybe it the management saw they need to have a place to play and not confined as work without play makes Benard a dull boy

The bad manners note: By Fiona A.

Truth be told, we all have a streak of bad manners. I hear you deny it, yes you.....but it's true!

Bad stinking reeking manners! We all have them.

Be it in the one time you used your nail to remove that chunk of meat from your teeth (as opposed to a decent toothpick)and maybe even later shook someone else's hand without a hand rinse #puh!

Or the one time that you unleashed your black paper bag of Sonford fries to munch on your transformer oil-drenched paraphernalia in a bus or matatu

Or that other time when you fart in the lifts, subjecting the rest to your unprestigious fumes (hoping that no one would know it's you)- yet your eyes probably kept darting around in guilt!!

Or that time you pressed all the buttons to all 15 floors in the building, yet you were alighting on Mezzanine floor- Bad manners!!!

Not forgetting the times when you stopped your dress, trouser or skirt from having early or late lunch, hoping that no one can see you in action.....actually, some remove it with no shame.

Add our secret addictions to Nigerian movies, followed by the emulated accent and exclamations, "abominationoooooooo!!!"

Licking of fingers after a sumptuous meal.....deny it or not, that's bad manners!

Plus the times when you wore closed shoes without stockings or socks = stinking feeeeeeeeeeeeeet whether you admit it or not!! Not forgetting that day when you threw your banana peel through the window of a moving car-----how now??

Whatever it may be, Bad manners are bad manners, and they are here to stay!

It's definitely not wrong to have bad manners. After all, who says we are perfect??? And who called it bad in the first place??? For your bad may actually be my good. A bit of bad manners is good; I mean, once in a while, it must feel great to go without innerwear, or eat without cutlery, or skip a shower, or flash people with a private number, or wear un-ironed clothes, or keep dreadlocks under your armpits (ok, dreadlocks is a stretch)!!!!!!!

Bottom line, what matters is the thickness or thinness of this bad manneredness. So feel free to practice your little secret bad manners as is.

Out and About

Camp Carnelly's: By Samson M.

On 1st September, my sisters and I decided to go to Camp Carnelly's at the shores of Lake Naivasha. What I loved about the place was the food. All their servings were sumptuous but most of all, their pizzas were out of this world- one of the best pizzas I have ever taken. I did not expect to get such great food out of Nairobi. Another captivating aspect of Camp Carnelly's was at the shores of Lake Naivasha. The fresh air, the blue lake waters against the backdrop of tall yellow barked Acacia trees, was the perfect environment to take a breather from the hustle and bustle of city life. Camp Carnelly's is a great place for a weekend excursion.

Lessons from Mida Creek: By Nancy K.

A couple of weeks ago, I had the opportunity to Visit Mida Creek, one of the most productive mangrove ecosystems in the world according to <http://www.watamu.biz/watamu-attractions.php?cid=42>.



I experienced and captured the most magical sunset and stillness of water and drew quite a number of lessons from both. Here are the top 10.

1. **Perspective:** as I gazed into the horizon, marvelling at the sunset, I was reminded of the majesty of God and how big the universe actually is. It was a wonderful reminder that my problems or setbacks aren't so big after all, it all comes to pass.
2. **Simplicity:** sunsets are so simple and effortless, yet they have the power to completely change or transform your outlook on life.
3. **Hope:** even as the sun sets in the evening, the sun always rises in the morning. This reminded me that even at your worst, there is hope that the best is yet to come.
4. **Be present:** The beautiful sunset was only visible for a moment, perhaps why I am always chasing it. You have to be completely intentional and present in whatever you commit to do, whether personal or professional; else you miss the rewards.
5. **It is time to move on:** as I watched the sun go down, I was reminded of the words of Ralph Waldo Emerson; *"Finish each day and be done with it. You have done what you could. Some blunders and absurdities no doubt crept in; forget them as soon as you can. Tomorrow is a new day. You shall begin it serenely and with too high a spirit to be encumbered with your old nonsense."*
6. **Goals:** there are a lot of pebbles on the ocean floor and even the slightest of them have a purpose in the greater picture. Own your goals and strive to fulfil them
7. **Fearlessness:** as I watched waves hit the shore, it occurred to me that I need not be afraid to make splashes, personally or professionally.
8. **Be Still:** the peace brought by the calmness of the ocean reminded me to be still/peaceful even when everything around me is not working as it should.
9. **Co-existence:** the ocean supports all kinds of life, large and small alike. In the same way, in life we should strive towards co-existence.
10. **Connectivity:** above all else the sunsets and oceans teach us that we are all connected. What you give out to the universe comes back to you.

Book Review

Current Read: By Stella M.

Limitless: Devotions for a Ridiculously Good Life

by Nick Vujicic

From limbless to limitless – anything is possible with God!

Nick Vujicic knows there is no greater hope than trusting in God's plan for your life. Born without arms or legs, Nick has experienced both the peak of hope and the depth of despair. But he has overcome his circumstances and physical limitations by clinging to his faith and understanding the limitless love and power God has for every person.

Now he wants you to experience that same reassurance of hope and the power of God, every day. In his inspirational devotions, Nick shares his most compelling, hard-earned wisdom to help you face obstacles with confidence and courage and point you toward God. Whether you struggle with faith, relationships, career challenges, anger, health concerns, self-esteem, finding balance, or doubt in your dreams, Nick's biblical encouragement and positive attitude will transform your life and show you that you can be limitless because God is limitless.

"Now to him who is able to do immeasurably more than all we ask or imagine, according to his power that is at work within us, to him be glory in the church and in Christ Jesus throughout all generations, forever and ever! Amen" (Ephesians 3:20-21). (less)

Lessons from is;

God will cause even the worst things to come together for good. Hold on to the promises of God, no matter what you see on the outside. God is good. If He allows something bad to happen, you may not understand it, but you can hold on to His goodness.

The vibes that I got just from holding this book was totally something else. Seeing Nick be so positive and happy despite major struggles or setbacks is truly inspiring. I've become so much more grateful to life and God.

Current Read: By Mary N.

***We're going to need more wine* By Gabrielle Union**

This is a book that speaks on race, love and personal Hardships. Here are two of the most important lessons I have learnt so far.

There is life after Tragedy

Gabrielle in her book speaks about how she was a victim of sexual assault. She made it her mission to not only speak about her experience but to be the voice of those still suffering in silence. Despite her experience, she has grown to be an iconic actress, producer, activist and an advocate against sexual abuse proving that there is life & success after tragedy.

Expanding your horizons

Union states that as a child, she and her mum used to tour open houses for sale not because they wanted to purchase the house but to simply see how other people lived. Life's possibilities are endless, and we should step out of our comfort zones and expand our horizons.

Motivational Space

Moving Past that “NO!”: By Chris A.

I understand there's that uneasy feeling you'll get. No one likes being rejected. Once you get over that feeling (learn to get over it FAST), there are four things you should do:

1. Figure out why the person said no (that's where the lessons come in). Hint: Do not even consider giving up just because 2 people said NO.
2. Improve your skills (lots of re strategizing needed). Note that same strategies give same results. If specific strategies resulted in a NO, you should immediately fix the strategy and try again. If you're unskilled, you may not get or retain clients. So, you'll need to get your trainer or mentor to assess your skills and tell you where you need to improve.
3. Improve your pitch: There are people out there who are very good in their craft, but they're poor at pitching. They don't know how to persuade people to say yes. Keep improving your pitch. The best pitches address the clients' biggest issues and demonstrate that you're the solution.
4. Form a thick skin: Some of the most productive methods mentioned here will take both time and courage. The power of attraction is a good approach to getting clients, buyers, etc. Pitching is a favorite for many, but since the clients haven't expressed an interest in hiring, you may send over 200 pitches to get just one client. Form a thick skin

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