

Report on Trip to Zambia - ICTAZ ICT Expo

Introduction

Our journey to Zambia for the ICTAZ ICT Expo was highly successful and engaging. This report aims to capture the essence of our participation and the impact it had on our presence in the market.

Expo Highlights

During our time at the ICT Expo, we experienced remarkable enthusiasm and engagement from the attendees. The crowd displayed a genuine interest in our product offerings, with a particular focus on DOMASO, Sparc HR, and the CRM (Ticketing System). This positive response reinforced the relevance and appeal of our solutions in the Zambian market.

Software Spotlight

DOMASO: Our document management system, impressed attendees with its ability to efficiently organize and manage documents. Many were keen to explore its customization options to suit their document-handling needs.

Sparc HR: Sparc HR dazzled the audience with its comprehensive human resources management capabilities. Its efficient employee data management, performance tracking, and reporting features resonated well with the expo attendees, sparking discussions on optimizing HR processes. Attendees were keen to know possible integrations that can be made on the solution like integration with accounting packages as a way of extending the solution further.

CRM (Ticketing System): The CRM (Ticketing System) took center stage with its ability to enhance customer interactions. Attendees were captivated by its ability to improve customer support and ticket management, spurring conversations about elevating customer service standards.

Networking and Lead Generation

We had the opportunity to exchange contact information with numerous potential clients. Our Zambia sales department will be able to follow up with them as some of these contacts have expressed a desire for detailed demonstrations at their convenience. This interaction has opened doors for further discussions and potential collaborations with these prospects.

Challenges and Engagement

The challenges we set up at our booth proved to be a successful strategy in drawing a large and engaged crowd. Many attendees eagerly participated in these challenges, providing us with the

opportunity to educate them about our solutions and what Sparc Systems Limited has to offer. This hands-on approach proved to be effective in creating awareness and interest among the expo attendees.

Conclusion

In conclusion, our participation in the ICTAZ ICT Expo in Zambia was a success, both in terms of engagement and lead generation. We have gained valuable exposure in the market and established connections that hold potential for future business opportunities..

I welcome any further discussions regarding the strategies and actions required to leverage the opportunities that have arisen from this trip. I would like to express my appreciation for the support provided by Sparc Systems Limited, which greatly contributed to our achievements at the expo.