



BUSINESS PROFILE

Business profile.

A practical partner for improving how businesses operate.

MAKE MORE.

WORK SMARTER.

LOSE LESS.



COMPANY OVERVIEW

Executive summary

Apprigate is a digital operations consultancy that helps businesses make more money, work smarter and reduce losses. We examine how work moves through the business, identify where revenue, time or control is being lost, and establish the cause before recommending a change. The answer may be a better process, stronger use of software already in place, training, automation or a targeted digital build. We implement the agreed intervention, equip the people responsible for it and assess what changed.

VISION

To be a trusted African digital operations consultancy known for helping growing businesses become more profitable, efficient, controlled and digitally capable, with value demonstrated through measurable outcomes.

MISSION

To diagnose where businesses lose revenue, time and control; improve the underlying processes; implement or optimise the appropriate solutions; enable the people who must use them; and measure the resulting improvement.

PURPOSE AND VALUE

What guides the work

OUR OBJECTIVES

- 01** Identify the causes of revenue leakage, wasted effort and weak control.
- 02** Design and deliver the smallest reliable intervention that addresses the cause.
- 03** Help teams adopt the change and run the improved operation themselves.
- 04** Agree measures, review outcomes and improve our own delivery method.

VALUES IN PRACTICE

Integrity in what we claim. Practicality in what we recommend. Ownership of scope, quality and handover. Respect for the people doing the work. Learning from results so the next intervention is better.

VALUE PROPOSITION

We help businesses make more money, work smarter and reduce losses by improving how they operate and applying the right solution. Digital capability is central to our work, but every intervention must have a business reason.

THE PROBLEMS WE ADDRESS

Where good businesses lose ground

A business can have committed people and capable technology yet still lose customers, time or control in the spaces between tasks. We look at the real workflow before deciding whether the process, the tools or their use needs to change.

CUSTOMER FLOW

Enquiries, quotations and renewals wait too long or fall between people.

HANDOFFS

Work moves between teams without clear ownership, next steps or a reliable record.

ADMINISTRATION

The same information is entered repeatedly or checked across messages and spreadsheets.

VISIBILITY

Owners and managers cannot readily see progress, exceptions or losses.

EXISTING TOOLS

A CRM, booking system or other software exists, but its configuration or daily use does not support the operation.

These are examples to investigate, not assumptions about every client.

THE COMMERCIAL RESULT

Three outcomes to measure

Discovery establishes which outcome matters most and what evidence is available. We use that starting point to define a sensible measure in the scope.

MAKE MORE

Improve the handling of opportunities: enquiries, quotations, repeat business or customer access. The measure might be response time, follow-up completion or conversion.

WORK SMARTER

Reduce repeated administration and improve ownership, handoffs and access to information. The measure might be time spent, cycle time or work completed without escalation.

LOSE LESS

Reduce forgotten follow-ups, errors, rework, avoidable delays and reliance on individual memory. The measure might be missed requests, error frequency or preventable cost.

We report the result the evidence supports. A useful improvement does not require an invented percentage or an exaggerated claim.

HOW WE HELP

Choose the change that fits

We first consider the process and the capability the business already has. A new build is justified when a real gap remains.

01 PROCESS

Clarify the workflow, responsibilities, handoffs and controls.

02 EXISTING SYSTEMS

Improve configuration, information flow and practical use of current tools.

03 TEAM ENABLEMENT

Train users and provide useful instructions or operating procedures.

04 TARGETED DIGITAL WORK

Add reporting, reminders, integration or automation to a stable process.

05 NEW CAPABILITY

Build a platform, portal, dashboard, lead system or website where the need warrants it.

06 DEFINED SUPPORT

Agree maintenance, bounded support or specialist partner delivery where needed.

THE APPRIGATE WAY

Understand first. Then improve.

Several steps may happen in one conversation, but the important decisions remain explicit. We move into delivery once the outcome, responsibilities and commercial terms are agreed.

01 DISCOVER

Understand the goal, current workflow, people, tools and constraints.

02 DIAGNOSE

Find the underlying cause and establish a baseline or credible proxy.

03 SCOPE

Agree the outcome, intervention, deliverables, price and success measure.

04 DELIVER

Implement and test the critical workflow against the agreed scope.

05 ENABLE

Train the team, document the method and hand over access and responsibilities.

06 REVIEW

Check adoption, compare results with the starting point and identify justified next steps.

Our aim is to leave the client more capable of running the improved operation.

NEXT STEP

Let us examine the operation.

Apprigate works with growing businesses and institutions prepared to address a real operational need. We combine process improvement with digital delivery, and define specialist responsibilities clearly when a partner is required.

BOOK A DISCOVERY CONVERSATION

Tell us where the business is losing time, money or control. We will understand how the work happens before recommending what should change.

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Tebogo Ngingi / Managing Director

tebogo@apprigate.com

073 045 6230 / WhatsApp

www.apprigate.com

Office 061 341 2056 / Registration 2020/591485/07

6158 Mlotshwa Street, Ratanda, 1441