



One of the many challenges facing South African companies today is having the right resources, at the right time, to support their business growth. Small to medium enterprises (SMEs) in particular are reliant on the performance of a few key individuals who typically have to adopt multiple roles.

At Mimaxa, we can provide expertise and cover as required. We can help with specific projects, such as customer satisfaction surveys, or marketing activities such as creating or cleaning a database and running a direct mail campaign, or we can simply provide holiday cover.

Founded by Maxine Rockett to build on her eight years' experience in customer relationship management at IBM, Mimaxa is a freelance business with a focus on customers, processes and communications.

SERVICES

BEE Scorecards

We can provide your business with a BEE scorecard for verification:

1. An audit of your small business, based on the seven pillars of empowerment
2. Provision of a fully-qualified scorecard, with detailed information to help you improve measurement for the next financial year

Customer Relationship Management

- Designing, conducting and analysing customer surveys
- Designing and implementing management systems and processes
- Designing and implementing complaint logging systems
- Providing training workshops for customer service managers and staff
- Managing and resolving complaints

Organisation & Administration

- Analysing and re-engineering or streamlining business processes
- Introducing administrative procedures and manuals
- Introducing budgetary controls and measurement
- Implementing debtors systems to optimise cash flow
- Bookkeeping services and management of compliance frameworks
- PAIA (Provision for Access to Information) manuals

Marketing Communications

- Producing sales presentations and templates
- Copy writing, editing and proofreading brochures, website copy, sales literature, manuals
- Designing, implementing and maintaining customer and prospect databases

HOW WE WORK

We can work with you to deliver results in whichever way you prefer – consider us your virtual assistant, **in your pocket when you need us:**

- On a consultancy basis where we provide you with expert knowledge and advice
- As an outsourced resource to help you cope with periods where workloads are excessive
- As an outsourced resource to manage discrete projects, such as keeping tabs on your compliance requirements or submitting your tax



OUR CODE

You might like to know about a few of our guiding principles:

- We are results focused and will work to help achieve your objectives within an agreed timescale and budget - our work is costed to the minute
- Integrity is important to us and as trusted advisers we will work with you to develop a relationship of openness, trust and honesty
- We recognise the pressures on businesses today and where these result in changes to the project scope we will endeavour to be as flexible as we can to accommodate them



FREELANCING FLEXIBILITY

Companies are embracing the growing trend towards freelancing and flexible working because it allows them to hire experts on a temporary basis, avoiding all the costs associated with recruiting and hiring full-time employees. Mimaxa can be your virtual assistant and invoice you for work done end time spent. To the minute.

Freelancers are the perfect complement to a permanent workforce, allowing organisations to be agile and competitive in a changing business environment where competition is global and protected markets no longer exist.

These are some of the benefits of engaging freelance resources:

- **Staffing flexibility** which allows you to handle fluctuating resource demands, ad hoc requirements and short-term projects, taking advantage of rapid, low-cost hiring and/or obligation-free downsizing.

- **Access to high calibre professionals** who prefer project-based work where they can use their skills and experience; this is ideal if you need specific expertise in certain areas.
- **Knowledge transfer and best practice** brought into your organisation by freelancers for the benefit of your permanent staff.

Their experience is often enriched and enhanced by working for several clients.

- **Meeting project deadlines** because freelancers usually have the experience, knowledge and expertise to be able to contribute and add value from the outset, free to focus solely on the task in hand.
- **Value for money**, as freelancers generally charge hourly or daily rates based upon their skills, experience and expertise, and if you engage them directly, there are no agency fees.

- **Cost-effective deployment** without costly overheads or supporting the burden of employment costs and responsibilities.

Freelancers are project-focused, so that you pay only for the time it takes, or for performance of the agreed task or project.

- **Opportunity to free up more of your time** for client-facing and revenue-generative activities.



CASE STORY

THE CHALLENGE

Investec Employee Benefits Limited had closed an entire department after outsourcing the administration function for a number of funds.

After closing the department, the management team realised that there were still a number of outstanding problems to be resolved, and that the diversity and nature of the problems remaining after such a transaction would make it difficult to find someone suitable to perform the clean-up.

Maxine Rockett was appointed to undertake the project.

THE SOLUTION

STAGE 1. Every single complaint was reviewed and the associated payments analysed via various computer systems. Each customer received a personal letter advising them of the remedial steps being taken. Where appropriate, payments were authorised either directly to the customer or to the consultants and actuaries who had taken over the funds.

STAGE 2. The new team received training on pension laws and the new processes, in order to ensure a smooth transition of the pension fund management.

THE OUTCOME

All the outstanding issues were resolved to the satisfaction of the clients and of Investec Employee Benefits, completing the outsourcing exercise successfully.

CLIENT FEEDBACK

"We were very lucky to come across Maxine. She is a hard worker who requires very little supervision, and is a self-starter with good communication and interpersonal skills. She grasps information very quickly and it takes very little effort to explain a new function or requirement to her. Maxine is a flexible person who can do anything you give her, and she has the ability to work with a diverse range of people, and a diverse range of problems and issues."

Head of PSO, Technical Support and Training at Investec Employee Benefits