Smiling Faces International

CORPORATE PROFILE · 2026

Elevating Hospitality, Service Excellence & *Modern Operations* Across Africa.

Hospitality & tourism consulting, corporate & academy training, managed call-centre capability, independent quality audits, ISO 22000 readiness, partner-delivered ICT & AI management systems, and tourism e-Visa processing.



SMILING FACES INTERNATIONAL LTD.
Kampala & Mukono, Uganda · Regional Africa · International Perspective

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Hospitality & Tourism
Operations, SOPs & Readiness

Training & Call Centres
Corporate, Academy & Voice QA

ICT & AI Systems
Partner HMS, CRM & AI Workflows

Standards & Mobility
Audits, ISO 22000 & e-Visa Support

EXECUTIVE GUIDE

Contents & Managing Partner's Message

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MANAGING PARTNER'S NOTE

"Service excellence is never accidental—it is rehearsed, measured and supported by smart systems."

Guests, citizens and corporate clients rarely judge an organisation by its brochure. They judge it by how warmly they are received, how calmly an unexpected challenge is resolved on a busy shift, and how seamlessly modern systems support the human experience.

We founded **Smiling Faces International (SFI)** to bridge the gap between strategy and everyday shift execution. Across hotels, commercial banks, contact centres and public institutions, we unite hands-on operational discipline, practical training, independent audits and partner-delivered ICT and AI systems.

Whether you are preparing teams for major regional events, elevating call-centre standards, pursuing ISO 22000 readiness or modernising management platforms, we welcome the opportunity to serve you.



Mr. Ayub Kato
Managing Partner & Lead Consultant

Legal Entity
Smiling Faces International Ltd. (Uganda)

Headquarters
Kampala & Mukono Municipality, Uganda

Operating Reach
Uganda · Continental Africa · International

WHO WE ARE

Hospitality & Service Expertise Built on Real Operations

Smiling Faces International Ltd. (SFI) is a multidisciplinary hospitality, tourism, corporate-training, contact-centre and technology-enabled advisory firm helping organisations turn international benchmarks into daily habits.

Practical Capability. Continental Impact.

Many organisations invest in one-off seminars or standalone software without shifting frontline behaviour. SFI solves both halves of the performance equation—aligning people, daily operating routines, independent quality audits and partner-delivered digital systems.

Rooted in more than two decades of real hotel management, customer-experience, contact-centre and international IT/service leadership across Uganda, Africa and the United States, SFI equips clients with measurable, lasting operational readiness.


SFI Regional Service Excellence Delivery Cohort

20+ Yrs
Operational leadership across Uganda, Africa & the USA

10 Pillars
Hospitality, Academy, Call Centres, ICT/AI, ISO & e-Visa

70 / 30
Practical-to-theory training model for workplace transfer

Regional
Verified delivery in Uganda, Ghana, Tanzania, Zimbabwe & beyond

OUR VISION

Africa's Trusted Benchmark for Service Excellence

To be the premier partner for hospitality enterprises, contact centres, financial institutions and public agencies seeking consistent, modern, technology-enabled service standards.

OUR MISSION

Turning Standards into Everyday Operational Habits

To equip organisations with practical consulting, hands-on training, objective quality audits, partner-delivered ICT/AI systems and responsive travel support that build guest trust and commercial strength.

Our Four Core Values

1. Operational Practicality
We design SOPs, checklists and simulations that teams actually apply under real peak-shift pressure.

2. Integrity & Verifiable Evidence
We ground recommendations in objective field findings, transparent scope terms and honest reporting.

3. People-First Leadership
Technology and SOPs succeed when frontline staff and supervisors feel coached, respected and accountable.

4. Responsible Modernisation
We blend timeless human hospitality with multi-level management systems, data clarity and human-centred AI.

INTEGRATED CAPABILITIES

Ten Interconnected Services. One Seamless Standard.

Each practice area can be commissioned standalone or combined into a coordinated transformation programme spanning people, SOPs, call centres, ICT/AI systems, food-safety standards and travel mobility.

01 · CORE PRACTICE Page 05

Hospitality & Tourism Consulting

Property diagnostics, guest-journey handovers, SOP design, commercial & yield routines, pre-opening and major-event readiness.

02 · CORPORATE LEARNING Page 06

Corporate Training & Curriculum Design

Flagship 6-Module Service Excellence Standard Programme, departmental workshops and institutional/university curriculum design.

03 · SKILLS PIPELINE Page 07

SFI Academy & Partner-Hotel Pathways

Four 3-month practical short courses (70% practical / 30% theory, UGX 600,000 each) with guided practical attachments at partner hotels.

04 · VOICE & BPO Page 08

Call Centres & Contact-Centre Training

Managed call-centre training, agent & QA supervisor coaching, call shopping, SLA/FCR balance and omnichannel support standards.

05 · DIGITAL & AI Page 09

ICT Services, Management Systems & AI

Strategic ICT firm partnerships (including Shemex) extending HMS/PMS, enterprise CRM/ERP workflows and practical AI integration.

06 · QUALITY ASSURANCE Page 10

Standards, Audits & Mystery Shopping

Independent mystery shopping, telephone/call shopping, Zero-Defect Room Inspections, SOP reviews and corrective-action tracking.

07 · FOOD SAFETY Page 10

ISO 22000 Certification Support

Coordinated food-safety management readiness for hotels, restaurants and caterers—gap analysis, documentation, training and audit prep.

08 · GUEST EXPERIENCE Page 11

Customer Experience & Service Recovery

Touchpoint mapping, frontline communication, complaint handling, S.T.A.R.S. methodology and cross-sector service-culture change.

09 · LEADERSHIP & HR Page 11

Leadership Advisory & Workforce Solutions

Supervisory workshops, executive facilitation, hospitality recruitment/headhunting, HR capacity building and multi-country coordination.

10 · TRAVEL MOBILITY Page 12

Tourism & e-Visa Application Processing

Guided e-Visa application preparation, destination checklists, authorised online submission support and official-channel tracking.

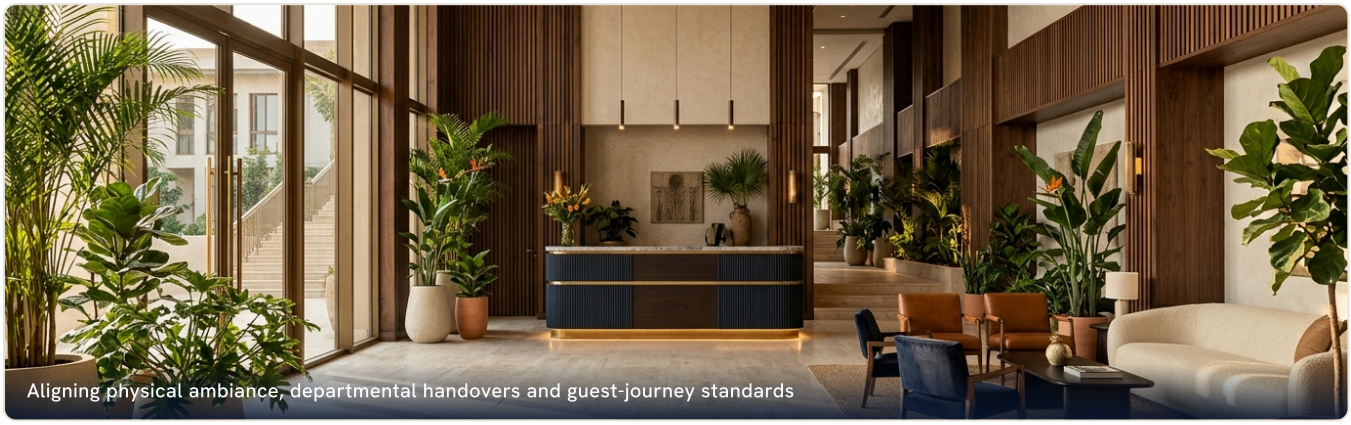
INDUSTRIES & INSTITUTIONS WE SERVE

Hotels, Lodges & Resorts · Restaurants & Catering · Tourism Boards & Associations · Commercial Banks & MFIs · Call Centres & BPOs · Healthcare & Utilities · Public Agencies & Ministries · Universities & Development Partners.

PRACTICE AREA 01

Hospitality, Tourism & Hotel Operations Consulting

Hands-on operational consulting for hotels, resorts, lodges, restaurants and tourism organisations focused on elevating guest confidence, streamlining handovers and improving commercial performance.



Aligning physical ambiance, departmental handovers and guest-journey standards

CORE PROPERTY OPERATIONS

Operational & Commercial Advisory

- **Property Operations Diagnostics:** Structured assessments across Front Office, Housekeeping, F&B, Maintenance, Security Liaison and Guest Relations.
- **Guest Journey & Handover Engineering:** Closing fragile gaps from reservation to arrival, front desk to room, service request to resolution, and shift to shift.
- **Practical SOPs & Shift Playbooks:** Clear departmental standards, shift-briefing templates and escalation maps built for daily use.
- **Commercial & Yield Routines:** Front-desk upselling, rate/occupancy discipline, MICE hosting standards and repeat-guest conversion.

READINESS & TURNAROUNDS

Pre-Opening & Major-Event Readiness

- **Pre-Opening Mobilisation:** Staffing design, talent sourcing, SOP setup, dry-run simulations and soft-opening QA reviews.
- **4-Week Hotel Readiness Model:** Structured preparation for peak seasons and major tournaments (*Diagnose, Practise, Reinforce, Review*).
- **Security & Logistics Alignment:** Making arrival screening, guest transfers and incident escalation calm, dignified and hospitality-led.
- **60–90 Day Sustainment Plans:** Named improvement owners and follow-up reviews so standards hold under peak demand.

Signature Consulting Deliverables

Operational Diagnostic
Prioritised gap analysis across guest touchpoints, staffing and controls.

SOP & Shift Playbooks
Illustrated departmental routines, inspection sheets and escalation guides.

Commercial Action Plan
Clear KPIs, owner accountability and 60–90 day follow-through cadence.

PRACTICE AREA 02

Corporate Training & The 6-Module Service Excellence Programme

SFI's flagship six-module curriculum links international service standards directly to daily departmental execution—tailored for hotels, corporate teams, universities and regional cohorts.

01 Foundations of Service Excellence

Attitude-first recruitment philosophy, SOP alignment, brand standards, communication, body language and emotional intelligence.

02 Front Office & Guest Relations

Reservations precision, seamless arrivals, proactive upselling, yield awareness, guest journey management and calm service recovery.

03 Housekeeping & Facility Management

Zero-Defect Room Inspection protocols, linen & inventory controls, maintenance reporting and the 5-Zone Cleaning Flow.

04 Gastronomy & F&B Service Excellence

Order-of-service etiquette, kitchen brigade coordination, dining-room hosting, food safety, FIFO rotation and HACCP awareness.

05 Management, Leadership & QA

Manager-on-Duty (MOD) accountability, MICE execution, internal quality audits, mystery shopping readiness and supervisor coaching.

06 Modern Service Standards

Sustainability routines, hospitality technology & data awareness, accessibility, inclusion and evolving international guest expectations.

APPLIED FACILITATION & CURRICULUM

Designed for Real Workplace Transfer

- Contextualised needs assessment before curriculum delivery begins.
- Live pressure simulations: delayed transfers, crowded breakfasts, billing disputes and shift handovers.
- Practical mastery of SFI's **S.T.A.R.S.** service-recovery framework.
- Institutional & university short-course curriculum design (proven with Victoria University & regional programmes).

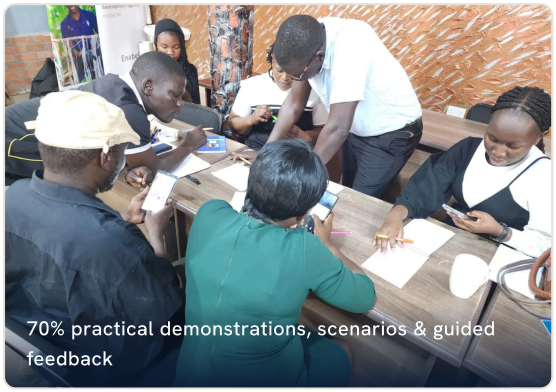


2026 Regional Service Excellence Delivery (Accra, Ghana)

PRACTICE AREA 03 · 70% PRACTICAL · 30% THEORY

SFI Academy & Partner-Hotel Talent Pathway

SFI Academy develops job-ready hospitality and customer-service professionals through focused 3-month short courses where practical drills lead and partner-hotel attachments build live operational confidence.



70% practical demonstrations, scenarios & guided feedback

THE ACADEMY MODEL

Learn by Doing. Train in Real Hotels.

Each SFI Academy course runs for **3 months** under our **70% practical / 30% theory** model at a clear, accessible fee of **UGX 600,000 per course**.

Enrolled students are supported to train with SFI's **partner hotels**, connecting classroom discipline directly to live guest environments. Exceptional performers may be considered for placement or employment opportunities, subject to availability and partner selection.

Four Flagship 3-Month Short Courses

1. Customer Service

3 MOS · UGX 600,000

Guest communication, active listening, professional etiquette, complaint handling, service recovery and everyday customer-care confidence.

2. Food & Beverage Service

3 MOS · UGX 600,000

Dining-room preparation, attentive hosting, order-of-service routines, menu fluency, hygiene discipline and banquet service flow.

3. Housekeeping Operations

3 MOS · UGX 600,000

Room-care routines, linen handling, chemical safety, Zero-Defect room inspection checks and guest-privacy discipline.

4. Front Office Operations

3 MOS · UGX 600,000

Reservations handling, arrivals & departures, switchboard etiquette, guest requests, billing basics and shift handovers.

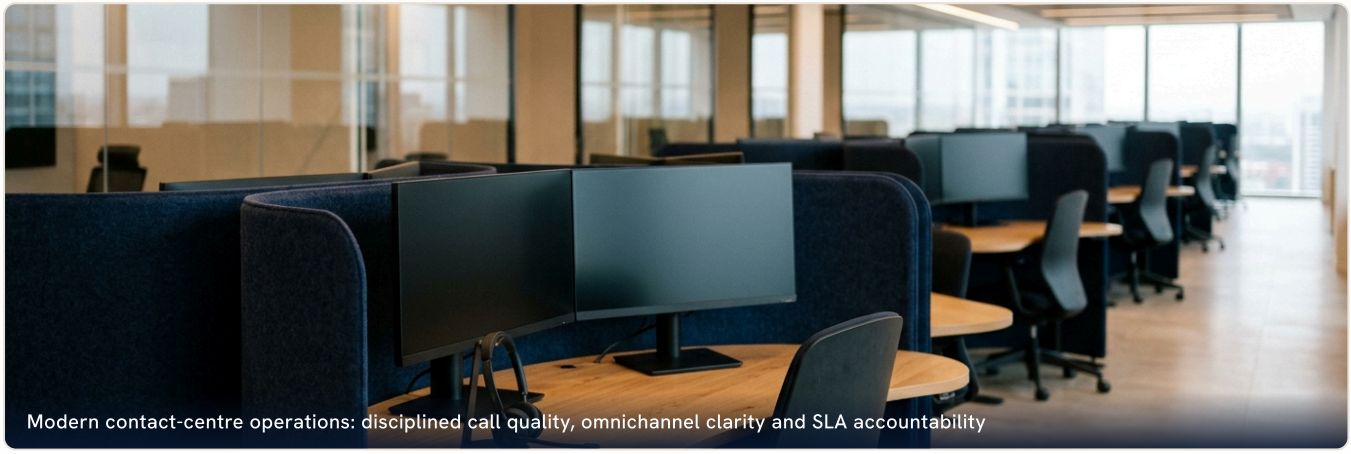
CORPORATE, HOTEL & NGO COHORT SPONSORSHIPS

Hotels, youth-skilling initiatives and corporate sponsors can commission dedicated SFI Academy intakes with tailored timetables, attendance logs and partner-hotel practical exposure. *(Enrolment provides a training pathway; employment depends on performance and partner openings.)*

PRACTICE AREA 04 · VOICE, OMNICHANNEL & BPO CAPABILITY

Call Centres & Contact-Centre Training Management

Every telephone call, WhatsApp enquiry and service ticket shapes institutional trust. SFI manages structured call-centre training and QA calibration programmes that build responsive, empathetic, SLA-driven contact-centre teams.



Modern contact-centre operations: disciplined call quality, omnichannel clarity and SLA accountability

MANAGED TRAINING LIFECYCLES

End-to-End Call-Centre Training

Informed by direct delivery in banking call centres (Finance Trust Bank), national e-Visa contact-centre deployment (Kingdom of Lesotho) and global technical support (HP / Shell outsourcing):

- New-hire induction bootcamps & voice-etiquette mastery
- Call-flow scripting, tone control & de-escalation labs
- First-Contact Resolution (FCR) & AHT balance coaching
- Team Leader, Shift Supervisor & QA Analyst calibration

OPERATIONS & CALL SHOPPING

Quality Assurance & Omnichannel Discipline

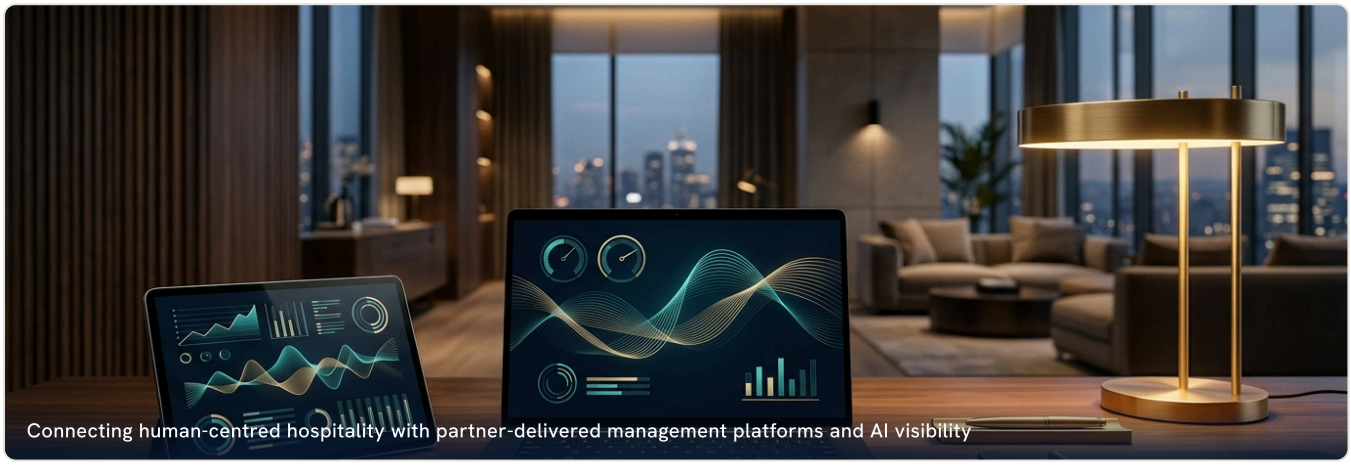
- **Telephone & Call Shopping Audits:** Unannounced test calls across bank hotlines, hotel reservations desks and service helplines.
- **QA Scorecards & Coaching Loops:** Linking call-quality evaluations directly to weekly 1-on-1 coaching plans.
- **Escalation & Ticket Closure:** Tight Tier-1 to Tier-2 handovers so customers never repeat their issue twice.
- **Omnichannel Alignment:** One approved knowledge base across voice, WhatsApp, email and web chat.

TRAINING PILLAR	CORE PRACTICAL COMPETENCIES	OPERATIONAL OUTCOME
1. Voice & Presence	Greeting standards, vocal warmth, active listening, polite holds, warm transfers and accurate closings.	Higher CSAT & confident first impressions.
2. Resolution & Recovery	Root-cause questioning, CRM ticket logging, ownership phrases and calm de-escalation under pressure.	Higher FCR & fewer repeat complaint calls.
3. Reservations & Sales	Hospitality/service enquiry conversion, consultative cross-selling and prompt written confirmation.	Stronger booking conversion & retention.
4. QA & Floor Leadership	QA scoring calibration, constructive agent coaching, shift huddles and queue/SLA monitoring.	Sustained consistency across every shift.

PRACTICE AREA 05 · TECHNOLOGY-ENABLED OPERATIONS

ICT Services, Multi-Level Management Systems & AI Integration

SFI partners with specialist ICT firms—including our technology partner **Shemex IT Solutions**—to extend multi-level management systems, workflow automation and practical AI integration across every tier of your enterprise.



Connecting human-centred hospitality with partner-delivered management platforms and AI visibility

PARTNER MANAGEMENT SYSTEMS

Systems at Every Operational Level

- **Hotel Management Systems (HMS / PMS):** Reservations, front desk, housekeeping status, POS/F&B billing, inventory and management dashboards via our **Shemex** partnership.
- **CRM & Contact-Centre Workflows:** Enquiry routing, ticketing, SLA alerts and full guest/client history.
- **Departmental & Enterprise Systems:** HR/shift coordination, maintenance tracking, audit tools and executive KPI reporting.
- **Web & Direct Booking Platforms:** Fast, secure websites, CMS publishing and SEO-ready enquiry funnels.

NEXT-GENERATION CAPABILITY

Practical AI Integration & Upskilling

- **AI-Assisted Guest & Client Triage:** 24/7 multilingual FAQ assistants across web and WhatsApp for instant pre-arrival and service routing.
- **Smart SOP & Agent Copilots:** Searchable internal playbooks giving frontline and call-centre staff instant, approved answers.
- **Review & Sentiment Analytics:** Automated synthesis of guest feedback, surveys and call logs into weekly action priorities.
- **AI Readiness & Governance Training:** Teaching managers and teams responsible AI usage while safeguarding guest data privacy.

1. Operational Scoping (SFI)
We map real operational bottlenecks before any system or AI module is selected.

2. Build & Integration (ICT Partner)
Specialist ICT partners handle setup, licensing, security and technical support.

3. Staff Adoption (SFI)
Hands-on frontline & manager training so technology elevates daily service.

Partnership Clarity: Features, licensing, pricing and technical implementation terms for partner systems (including Shemex Hotel Management Systems and specialist AI modules) are scoped and confirmed jointly with the designated ICT partner prior to rollout.

PRACTICE AREAS 06 & 07

Quality Audits, Mystery Shopping & ISO 22000 Readiness

Independent inspections expose the operating and guest-experience gaps routine internal checks overlook—paired with a structured, coordinated route to ISO 22000 food-safety management readiness.

INDEPENDENT QUALITY AUDITS

Mystery Shopping & Standards Reviews

- **On-Site Mystery Shopping:** Discreet end-to-end guest inspections across booking, arrival, dining, room condition, service recovery and billing.
- **Telephone & Digital Call Shopping:** Benchmarking response speed, courtesy and accuracy across phone, email and WhatsApp channels.
- **Zero-Defect Room Inspections:** Technical housekeeping and maintenance audits for hotels, lodges and residences.
- **SOP Compliance Reviews:** Clear scored reports mapping every gap to a named owner and practical corrective action.



Making operating and service gaps visible through practical standards calibration

FOOD SAFETY MANAGEMENT SYSTEM (FSMS)

Coordinated ISO 22000 Certification Support

Tailored for hotels, resorts, restaurants, caterers and hospitality food-service operators (with other ISO standards scoped on request). SFI coordinates your readiness across three structured stages:

1. Scope & Gap Analysis
Assess sites, food-handling routines and current HACCP/hygiene practices against ISO 22000.

2. System & Staff Training
Coordinate FSMS documentation, staff awareness training, internal-audit prep and management review.

3. Assessment Readiness
Coordinate readiness for independent certification body audit and corrective follow-through.

Independent Certification Governance: SFI coordinates readiness, training and specialist support. Formal certification audits and certification decisions are undertaken exclusively by an independent accredited certification body and depend on meeting all applicable requirements.

PRACTICE AREAS 08 & 09

Customer Experience, Leadership Advisory & Workforce Solutions

Lasting service transformation starts with accountable leadership and the right talent. SFI strengthens customer experience, coaches supervisors and managers, and supports recruitment and regional project delivery.

CUSTOMER EXPERIENCE (CX)

Customer Experience & Service Recovery

- **Touchpoint & Journey Mapping:** Identifying friction across physical lobbies, branches, hotels and digital channels.
- **Service Recovery & Complaint Handling:** Equipping frontline teams to restore trust calmly using SFI's **S.T.A.R.S.** methodology.
- **Service-Culture Alignment:** Embedding consistent warmth, ownership and communication across banking, healthcare, utilities and hospitality.
- **Cross-Sector Delivery:** Proven facilitation with Bank of Uganda, NWSC, Finance Trust Bank, UGAFODE and AAR Health.

EXECUTIVE & MANAGEMENT

Leadership, Service Culture & Advisory

- **Modular Management Workshops:** Practical delegation, performance accountability, shift leadership and difficult conversations.
- **Supervisory Floor Coaching:** Equipping Managers-on-Duty and department heads to coach behaviour in real time.
- **Organisational Accountability:** Aligning executive priorities with frontline daily habits across departments.
- **Executive Keynotes & Panels:** High-impact facilitation for hospitality forums (including HOGMAU & Kigali leadership panels).

PEOPLE & EXECUTION CAPACITY

Workforce Readiness, Recruitment & Multi-Country Project Support

Headhunting & Recruitment

Targeted sourcing and attitude-first screening for hotel managers, supervisors, call-centre leads and frontline specialists.

HR Capacity & Livelihoods

Onboarding playbooks, competency frameworks and vocational/livelihood skilling (including UNDP South Sudan facilitation).

Multi-Country Coordination

Proven operational & HR project management across Uganda, Rwanda, Tanzania, Ghana, Zimbabwe, Zambia and Nigeria.

Institutional Partnerships: For specialised multi-expert frameworks or regulated tenders, SFI collaborates transparently with qualified national associates and recognised accreditation bodies while maintaining rigorous legal and ethical compliance.

PRACTICE AREA 10 · TRAVEL & MOBILITY CONCIERGE

Tourism & e-Visa Application Processing Assistance

A seamless guest experience starts long before arrival. SFI assists individual travellers, corporate delegations, conference delegates and tourism groups with structured e-Visa application preparation and online processing.



Supporting the journey as well as the stay: organised documentation, guided online filing and status follow-up

GUIDED APPLICATION ASSISTANCE

How SFI Supports Your Travel Plans

Informed by direct leadership in developing and deploying a national e-Visa service and its contact centre (Kingdom of Lesotho), SFI reduces avoidable documentation errors:

- **Destination Route Mapping:** Confirming the official e-Visa process, category and prerequisites for your destination.
- **Document Checklist & Review:** Organising passport bio-data, hotel/invitation confirmations and supporting files before submission.
- **Authorised Online Processing:** Guided completion and filing of online applications where authorised by the applicant.
- **Official-Channel Tracking:** Following up application status through legitimate channels and coordinating arrival readiness.

4-STEP CONCIERGE FLOW

Transparent Process

1. Travel Brief: Share destination, nationality and travel dates.

2. Checklist & Fees: Confirm scope, official government charges and SFI's separate assistance fee upfront.

3. Guided Filing: Thorough accuracy review and authorised online submission.

4. Follow-Up: Official-channel status tracking for individual and MICE group travellers.

Clear Legal Responsibility: SFI provides e-Visa application preparation and processing assistance only. Sovereign immigration authorities make all visa and entry decisions; approvals and processing timelines are never guaranteed. Any SFI assistance fee and official government charges are stated separately before proceeding.

FOUNDER & MANAGING PARTNER

Mr. Ayub Kato

Managing Partner & Lead Consultant — Hospitality, Tourism, Hotel Operations & Service-Systems Executive bringing 20+ years of leadership across Uganda, Africa and the United States.



INDUSTRY LEADERSHIP ROLES

Chairperson — Mukono Tourism & Hospitality Forum

Executive Member — Hotel General Managers Association of Uganda (HOGMAU)

From Sheraton Kampala Security to U.S. Hotel General Manager

Mr. Kato's authority in hospitality leadership is built from the ground up. Beginning his career as a **Security Guard at Sheraton Kampala Hotel**, he progressed through front office, housekeeping, rooms division and regional customer-service coaching to **Hotel General Manager** responsibility in the United States.

In the U.S., he managed properties under **Baywood Hotels** (Comfort Inn / Holiday Inn Express), served as Assistant General Manager & Regional Customer Service Coach at **Hampton Inn BWI**, and held rooms and front-office leadership at **Residence Inn by Marriott**—directing guest recovery, yield management, sales, e-commerce, budgeting and multi-property coaching.

Continental Technology, Contact-Centre & Capacity Leadership

Alongside hospitality, Mr. Kato led the team that developed and deployed the **Kingdom of Lesotho's national e-Visa service and contact-centre operations**, directed IT managed-support delivery across Africa for **Johns Hopkins University / Computer Frontiers**, led **Google Fiber** project support in Uganda and Ghana, and managed regional HR/recruitment across five African nations.

Academic & Professional Foundation

Makerere University
Bachelor of Arts in Catering & Hotel Management (2003)

Kenya Utalii College
Management Trainee — Premier African Hospitality College (2002)

American Hospitality Academy, USA
Culture & Hospitality Ambassador (2003) · CBI / NTF Digital Marketing Expert

PROVEN EXPERIENCE

Uganda, Continental Africa & International Track Record

A verified portfolio of institutional, corporate, hospitality and regional engagements demonstrating disciplined delivery across diverse African and international environments.

UGANDA INSTITUTIONAL & CORPORATE

- **Bank of Uganda:** Customer Service Excellence training.
- **National Water & Sewerage Corporation (NWSC):** Customer Excellence training & service-improvement support.
- **State House Uganda:** Lead Facilitator for Housekeeping training.
- **Finance Trust Bank:** Customer Service & call-centre operations training.
- **UGAFODE & AAR Health:** Frontline customer-service training.
- **Victoria University:** Curriculum design & lead facilitation for Customer Service, Front Office & Housekeeping short courses.
- **TUPSA & Proheli International:** Hospitality & customer-experience symposiums and practical workshops.
- **Uganda Hospitality Footprint:** Training, mystery shopping, audits and standards work across Kampala, Mukono, Arua & Lira.

REGIONAL AFRICA & INTERNATIONAL

- **ARSO / Afreximbank (2026):** Regional Service Excellence Standard Training delivered across **Tanzania, Zimbabwe and Ghana**.
- **Kingdom of Lesotho:** Leadership of the team that built and deployed the national e-Visa service & contact-centre operations.
- **UNDP — South Sudan:** Lead Facilitator for Sustainable Livelihood Skills Development (SLST).
- **Google Fiber (Uganda & Ghana):** Project leadership spanning HR, administration, budgeting, training & market expansion.
- **Johns Hopkins University / Computer Frontiers:** Project Lead for IT managed-support services across Africa.
- **Fleet Management System (FMS):** HR capacity building & recruitment across Uganda, Rwanda, Tanzania, Zambia & Nigeria.
- **U.S. & Global Exposure:** Baywood Hotels, Hampton Inn BWI, Residence Inn by Marriott, U.S. Dept. of State, Shell/HP Outsourcing, CBI/NTF.



Harare, Zimbabwe — 2026 Regional Service Excellence Delivery



Continental Hospitality Standards & Frontline Workshops

HOW WE DELIVER

A Disciplined 5-Stage Lifecycle Built for Lasting Results

Whether executing a hotel turnaround, a call-centre training rollout, an ISO 22000 readiness track or a partner ICT/AI implementation, SFI follows five structured phases that safeguard quality and measurable follow-through.

01 Diagnose & Baseline
Inspect real guest journeys, call-centre logs, SOPs, food-safety controls or digital workflows to establish an honest baseline.

02 Contextualise & Co-Design
Adapt global hospitality, call-centre, ISO and ICT/AI frameworks to your exact property scale, culture and commercial goals.

03 Deliver Practically (70 / 30 Principle)
Run live role-play, call-floor coaching, system onboarding and workplace assignments so staff build repeatable operational habits.

04 Embed Through Supervisors
Equip Managers-on-Duty, QA analysts and team leads with practical shift checklists, escalation routes and coaching tools.

05 Measure, Audit & Sustain
Perform follow-up mystery/call shopping re-checks and hand over a practical 60–90 day management sustainment tracker.

Why Leading Organisations Choose SFI

Practitioner Pedigree
Led by executives who have run hotels, contact centres and international tech rollouts firsthand.

Integrated Ecosystem
People, SOPs, call centres, audits, ISO 22000, ICT/AI systems and e-Visa support under one roof.

Global Standards, Local Fit
International hospitality & BPO benchmarks tailored cleanly to East African and African markets.

GOVERNANCE, ETHICS & DATA PROTECTION

SFI operates with strict client confidentiality, informed-consent data protection, transparent partner scoping and ethical procurement standards—ensuring institutional readiness for banks, ministries, development partners and international hospitality brands.

Smiling Faces International

START A CONVERSATION

Ready to Elevate Your Service, Teams & *Operations?*

Share your hotel, contact centre, corporate training cohort, ISO 22000 readiness goal, ICT/AI management system need or travel requirement. SFI will help you map the most practical next step.

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Coverage: Uganda · Regional Africa · International

Ways to Engage: Request a Consultation · Book Corporate or Call-Centre Training · Enquire About SFI Academy · Schedule Mystery Shopping or ISO 22000 Readiness · Request an ICT/AI System Demo · Start e-Visa Assistance.

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