



## Global Practicum Opportunity Form

Learn more about Emory's Global Field Experience, a fund that students can apply for to cover travel costs [here](#). More information on hosting a student is [here](#).

Please e-mail this completed form **as soon as possible (ideally before Oct 31<sup>st</sup>)** and send it back to Dr. Matthew Freeman ([matthew.freeman@emory.edu](mailto:matthew.freeman@emory.edu)) & Dr. Joanne McGriff: ([joanne.a.mcgriff@emory.edu](mailto:joanne.a.mcgriff@emory.edu))

1. Contact (person who will review applications)

- a. Name of organization: Sanergy
- b. Contact Name: Joseph Githinji
- c. Contact Email: [jgithinji@saner.gy](mailto:jgithinji@saner.gy)
- d. Contact Phone: +254 724 377 740

2. Project description

- a. Project Name: Strengthening internal data analysis capacity towards improved customer experience and cost effectiveness in a growing customer network

b. Project Description:

Over the last six years, Sanergy has built a network of over 2,000 sanitation facilities (Fresh Life Toilets – FLT) spread across Nairobi's urban informal settlements of Mukuru and Mathare. These FLT, managed by over 1,000 franchisees, provide access to safe, affordable and hygienic sanitation to over 70,000 residents of these informal settlements daily. While this is a significant achievement, there are still a large proportion of residents that do not yet have access to these quality services. We recognize that we cannot achieve this alone hence the need to work with other players, especially government, in order to achieve universal coverage. To do this, we need to demonstrate to the city authorities that our model addresses the sanitation needs of the non-sewered areas in a cost effective and scalable manner and therefore get their approval to be contracted as a sanitation service provider.

Last year, we introduced a new service model, Fee For Service (FFS), that allows us to lease FLT to landlords at a monthly fee. This has enabled us to significantly accelerate the sales process to a level where we are now installing 100 FLT monthly. With this growth, it has become necessary for us to review the way we serve our customers especially focusing on how to leverage technology for better customer experience. We are now in the process of launching two platforms namely:

- USSD platform – this will allow customers to access our services (report issues, make payments, get updates) through their phones. This will then be integrated with our Salesforce customer platform to facilitate data management



- Waste collection application – one of our key service component is the regular waste collection service that is provided to all our franchisees. This Android-based app allows the waste collectors to record every visit they make to an FLT and log in data on any maintenance issues/needs that may be required at that location. This information is then directly logged into Salesforce for necessary action.

With these technology-based improvements, there will be a lot of data generated both from staff and customers that can help shape targeted interventions that will improve customer service in a sustainable manner. Currently, we have a team of customer support associates who visit customers on a regular basis to identify and address any concerns that they may have. While this provides a personalized service, it may not be sustainable in the long-term. We are therefore redefining the role of these associates to focus more on data analysis and developing long-term interventions. This will require equipping them with skill sets that will enable them effectively use data to manage a growing customer portfolio.

The key skill gaps that we seek to address include:

- Data analysis skills
- Data organization and presentation
- Analytical skills to enable them make data-driven decisions

We are therefore seeking a fellow who will be able to work with the team, understand their current skill levels, develop targeted training modules, and conduct training on the same.

c. Project Location / Country: Nairobi, Kenya

### 3. Student engagement

a. Describe student role in the project:

- FLI looks to work with Fellows who are self-directed, creative, and experts in their field, and therefore expect to define the project in collaboration with the Fellow. A possible structure for the project might be:
- Review existing data coming out of these platforms and think through how best the data might be analyzed to support the stated goal
- Based on review, recommend any changes that may be appropriate
- Meet with the team and understand the skills gaps
- Develop a training module that addresses the skills gaps identified above
- Upon approval, deliver the training
- Compile a report at the end of the project with recommendations as necessary



b. Expected deliverables:

- Training modules
- End-of-project report

c. Specific skill requirements (qualitative, survey design, including language):

- Data analysis skills – experience in data cleaning, organizing, analysis and presentation
- Training – experience in developing training content as well as delivering training
- Language – English would be sufficient

d. Is the Project paid or unpaid? Is there any in-kind support (e.g., housing)?

The project is unpaid. FLI Fellowship program provides students with support in arranging for the necessary visa, arranging for transport in-country, and identifying suitable housing during the student's stay. We also encourage all Fellows to participate in the Sanergy Speakers Series, through which they learn about social enterprise, WASH, and other work from friends of Sanergy/FLI at various organizations around Nairobi, East Africa, and beyond.

e. Timeline (students are typically available to travel to the site between May and August, but can work with the team both before and after this work): May – August 2019

4. What should students submit when applying? CV and cover letter

- a. By when should students apply? January 2019

5. Emory University faculty contact (if any):

Matt Freeman & Christine Moe