

# **COMPREHENSIVE OVERVIEW OF PIBA CONSULT'S ENGAGEMENT WITH UGANDA FUNERAL SERVICES LIMITED (2019 & 2023)**

## **Overview**

The Uganda Funeral Services Limited, commonly referred to as UFS, is a household name in Uganda as far as professional funeral services are concerned. This is no coincidence, as it is true that UFS was founded in 1996. However, it goes without saying that, in recognition of their need to react to changing market forces and improve the efficiency of operations, the company contracted PIBA Consult in 2019 and again in 2023. The tasks aimed at undertaking thorough restructuring, extensive market research and instituting effective marketing intelligence systems to set UFS on the trajectory of long-term expansion and greater market relevance.

## **Phase 1: 2019 engagement**

### **Organizational Restructuring**

In 2019, PIBA Consult undertook a thorough diagnosis of the organization structure of UFS. It was published some areas that needed improvement as including duplicative functions, wasteful processes, and absence of clear departmental differentiation. PIBA gave a restructuring plan that:

- **Enhanced Internal Operations:** Through rededication of functions and responsibilities, the restructuring eliminated duplication and enhanced accountability between departments.
- **Improved Administrative and Financial Processes:** Simplified processes enhanced efficiency and transparency in administrative and financial processes.
- **More Effective Leadership and Governance:** Clear governance arrangements and defined leadership positions enabled improved decision-making and strategic planning.

### **Market Research**

Understanding the market landscape was key to UFS's growth. PIBA conducted the most exhaustive market research which comprised:

- **Customer Expectations:** Surveys and focus groups told the client of the needs, preferences, and satisfaction levels for understanding clients' expectations.
- **Competitor Profile:** Assessment of the competition in its offerings, prices, and market positions informed some competitive advantages, to UFS, and areas for improvement.
- **Market Segmentation:** Identified different customer segments, enabling tailored services and marketing strategies to customer segments.

Such research results were strategically matched with direction for UFS, resulting in new services and better customer relations.

## **Phase II: 2023 Engagement**

## **Intelligent systems in marketing**

With the 2019 foundation, the record for 2023 combined with setting advanced marketing intelligence systems. PIBA superimposed tools and processes to:

- **Collect and Analyze Customer Data:** Varying data on customer behavior and preferences through technological advancement gave UFS a basis for data-driven decisions.
- **Monitoring Market Trends:** Being abreast of the trends with changes in industry and consumer behavior had put UFS one jump ahead regarding adapting services.
- **Tailor Services to Diverse Demographics:** Knowledge of different customer segments such as the diaspora and institutional clients led to customizing service provisions to meet the specific need of customers.

## **Branding and Communication Strategies**

For the enhancement of UFS public image and the digital presence, PIBA designed all-encompassing branding and communication strategies:

- **Brand Refresh:** Modern aesthetics and relevancy to target audiences were given to the company's visual identity and messaging by refreshing them.
- **Digital Visibility:** Enhancing the online presence includes improved website optimization and involvement in social media campaigning for increased reach and accessibility.
- **Customer Trust and Engagement:** Transparent communication and uniform branding efforts boosts customer trust and loyalty.

## **Outcomes and Impact**

The synergy between UFS and PIBA Consult transformed into:

- **Operational Efficiency:** Streamlined processes together with clarified organization structure improved overall efficiency and service delivery.
- **Competitive within the Market:** Data-driven strategies coupled with customized service provision position UFS ahead in a competitive market of funeral services.
- **Enhanced Customer Experience:** Taking care of needs of clients led to satisfied customers and hence recurrent customers.
- **Sustainable Growth:** Strategic planning and market intelligence gave informed decisions that lead to a long-term growth direction.

## **Conclusion**

PIBA Consult engagements in 2019 and 2023 proved beneficial in restructuring Uganda Funeral Services Ltd into a more agile, customer-centric firm, further competitive. In-depth restructuring efforts, insights into market research as well as deployment of sophisticated marketing intelligence systems now put UFS squarely within the game of changing funeral paradigms in Uganda and beyond.