

## COMPANY PROFILE

### VISION AND MISSION

The saying goes that “A business succeeds not because it is big or because it has been long established, but because there are people in it who live it, sleep it, dream it and build great future plans for it”.

Our vision is supported by three pillars:

- We are passionate about our business and our brand.
- We are dedicated to Customer service.
- We shall be the leaders in the businesses we operate and the service we provide.

The Phakama mission is based in values. Our values are aligned to the good governance principles of ethics and integrity, customer focus and performance excellence.

Our operating principles are in accordance with the behavioural competencies of accountability, collaboration and transparency. We espouse the principles of performance through people and customer intimacy.

“Your Trust. Our Commitment”

### HISTORY

Phakama Administration Services (Pty) Ltd (previously known as Phakama Funeral Society (Pty) Ltd) evolved from Softelect Engineering, founded in 1987, when the need for a more holistic approach to funeral planning was recognized. Reaction Information Technology (Pty) Ltd, formed from Phakama, developed AdminSolutions – the company’s in-house system – and is the ultimate solution for all aspects of member administration.

As technology advanced and became more accessible to a wider spectrum of clients, an Internet Interface for AdminSolutions was developed, called ADSOL Internet. Along with all the associated benefits, this Internet Portal facilitates communication between Administrator, Insurer and Client.

The name ‘Phakama’ was given to us by Winnie Mandela in 1999 - it means ‘Stand Up’ in Zulu.

The name embraces the spirit of upliftment that we adhere to and is in recognition of the people and communities who are determined to help themselves and in so doing, building a foundation for the future.

#### PHAKAMA ADMINISTRATION SERVICES (PTY) LTD

Greenhill Village Office Park, Ground Floor, Candlewood Building, c/o Nentabos and Botterklapper Street,  
Die Wilgers, Pretoria, 0184

Tel: (012) 348 8310, Fax: 086 514 1115, Email: [compliance@phakama.co.za](mailto:compliance@phakama.co.za)

Co. Reg. No.: 1990/002950/07, Vat Reg. No.: 4650214622, FSP No.: 1473

DIRECTORS: J.E. Gibson \*(Chairman), E.D. van Tonder (CEO), J.C. Oosthuizen, H. Kruger, E.A. Minnaar

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## ADMINISTRATION SERVICES

### SERVICES, FEATURES & BENEFITS

Phakama is an administrator who offers a managed service and administration system. Phakama attends to your everyday administration needs allowing you to focus on your core business.

Phakama specialises in, but is not limited to, the administration of long-term and short-term insurance policies, and has the ability to administer any member based type business.

Below are some of the standard services that Phakama offers to its clients:

### MANAGED ADMINISTRATION SERVICES:

- Member on-boarding, which includes the capturing of application forms, scanning and linking of applications to the system, or the facilitation of capturing through online application forms, api or imports.
- Distribution of fulfilment documents to members via email, sms (with a url link containing member documentation) and via the postal services.
- Maintenance for the life of the policy, which includes amendments and updates to policies, and communication with members regarding changes, missing information, unpaid premiums etc.
- Collection of member premiums through various collection methods. A full list of these methods is available under "Collection Management".
- Financial month ends, which includes the reconciliation, allocation and distribution of premiums.
- Standard and custom reporting to clients and insurers.
- Statutory reporting and management information.
- Multi-level disbursement of premiums to relevant parties i.e. insurers, clients, representatives, third parties. \*\* Note - we are only permitted to make payment to registered entities in the case of financial products.
- Collation of claims documentation and the processing and payment of claims, where authorised to do so on behalf of the insurer.

### COLLECTION MANAGEMENT

The following methods are, or can be made, available for the collection of membership premiums:

- Debit Order
- Naedo
- Cash

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- Persal
- Intecon
- Salary Deductions
- Payment Schedules
- EasyPay
- Pay@
- Internet payments / receipting for cash payments

### **CLAIMS MANAGEMENT**

The policyholder may submit his/her claim documentation directly to Phakama, or alternatively via the client, or online, to begin the claims process. Phakama will then either process and pay the claim or process the claim and submit it to the Insurer for payment, depending on the agreement with the insurer.

### **PREMIUM MANAGEMENT**

Payment of risk premiums are made directly to the Insurer. Statutory reporting and management information is provided to the Insurer on a monthly / quarterly basis as required.

Payment of commissions are made directly to the client. Commission reporting is provided to the client to manage further disbursement of commission.

### **MEMBER CORRESPONDENCE**

- Email
- Sms (which can include url links containing member documentation)
- Post

## **PHAKAMA SYSTEMS**

### **ADMIN SOLUTIONS**

AdminSolutions is the in-house system, developed by Reaction Information Technology (Pty) Ltd.

#### **Features**

AdminSolutions is the core administrative tool managing the complexities of insurance policies. It is designed to handle all necessary aspects of “paperwork” in the client and Insurers business including member details, creating and updating of members records, premium collection and distribution and month-end reporting, as well as claims administration.

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AdminSolutions offers the following core features:

- Creation and management of member profiles.
- Policy administration.
- Premium collection.
- Member communication.
- In-house debtor's management system.
- Standard and custom reporting.
- Claims administration.

### **ADSOL - ADMIN SOLUTIONS FOR THE INTERNET**

ADSOL is the Internet Interface for AdminSolutions, which is made available to clients to access their member base and manage their business.

#### **Features**

- A policy (member profile) is created per member.
- The following is stored and can be viewed on each member profile:
  - Member and relation information.
  - Product information, which shows the product and premium that the member is linked to, as well as product and premium each relation is linked to.
  - Premium collection history, and pending payment.
  - Claims history.
  - Communication sent to the member.
  - All document and communication received, relating to the members policy.
- The search functionality allows for policies to be located using any information that has been captured for a member. From the summary list of members that match the search criteria, more detailed information on a member can be accessed.

#### **Available Services**

- Systems are setup according to the client and insurer specifications.
- Training is provided once implementation is complete, and the system is ready for use.
- The system offers data collection and data file import capabilities.
- A secure FTP Site can be made available for reporting and data transfers.
- Online application forms can be developed for use on a website for accessibility to the broader consumer, as well as for in-house capturing by the client.
- The downloads functionality allows for easy access to the most recent documentation such as, application forms, terms and conditions and claims forms.

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- The system is highly access driven with extensive access levels available. Only access approved by the client is granted. Phakama has strict internal access approval and escalation protocols in place.
- Controls are in place to identify and mitigate fraudulent activities. An audit trail at membership level is retained for the life of the policy.
- Data segregation and protection protocols are in place, to ensure the protection of data and confidential information.

### Accessibility

The ADSOL Website is accessible anywhere in the world, if you have an internet connection, you can connect. It can be accessed using the following technology:

- Desktop Computer
- Laptop Computer
- Tablets
- Mobile Devices

## SCREENING SERVICES

### Targeted Financial Sanctions Screening

A FIC compliant service that screens individuals against the Targeted Financial Sanction (TFS) lists.

## PARTNERS

Phakama provides administrative and outsourced services to the following Insurers:

- African Unity
- Clientèle
- Discovery
- Fedgroup
- Guardrisk
- Hollard
- King Price Life Insurance
- Legal Hero
- Life Hero
- Liberty
- Safrican
- Sanlam Sky
- Santam
- Stangen
- Viva Life

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