

Fueling Growth: An ambitious financial services firm leverages a customized referral program to achieve growth for them and their clients

Background

Profiled in journals including Forbes and Entrepreneur Magazine, Uzenzele has become recognized as an advisory firm committed to growth. That makes sense given that Uzenzele helps companies secure the kinds of capital funding that enable them to achieve their ambitious growth goals. Specifically, Uzenzele has distinguished itself by adeptly navigating the complexities in acquiring funds from development funding institutions, non-traditional financiers and commercial banks – local and international.

Company Details

- Privately owned
- Operating for 8+ years
- Served 2000+ businesses
- Products/Services:
 - Raising capital, business intelligence and business advice
- Average amount of capital raised per client: \$5.3 Million



Commitment to growth also extends to the ways that Uzenzele evolves so that it can anticipate, and exceed, its clients' needs. To that end, Uzenzele is constantly nurturing strong positive relationships to increase its understanding of a wide array of complex institutions. That allows Uzenzele to stay closely connected to key influencers and decision-makers that contribute to the success of their business and that of their clients.



Making the Most of Key Relationships

Since strengthening relationships, and their outcomes, is in their 'DNA', Uzenzele turned to Bridgemaker Referral Programs to tap into the unique power of referral sources.

'Just as our clients turn to us for a methodical and results-driven approach to their financing, we adopted a disciplined approach to making the most of key business relationships – specifically, referral sources.' – Nadia Rawjee, Co-founder and Co-CEO, Uzenzele



Outcomes and Expected Results

By working with Bridgemaker Referral Programs, companies from across industries look to leverage referral sources to achieve tangible growth goals, such as:

- Reduced time required to close business deals;
- Increased volume of sales;
- Increased value of sales; and
- Increased client retention.

Just like all businesses, Uzenzele has its own very specific targets for each of these growth goals.

‘Working with Bridgemaker Referral Programs has been enjoyable and insightful. At the same time, we’re confident that by implementing a customized action plan for harnessing referral sources we’ll grow even faster and more cost-effectively.’ – Zahra Rawjee Mana, Co-founder and Co-CEO, Uzenzele



Achieve Your Revenue Goals Now

To achieve your revenue goals by systematically leveraging a referral program customized to you and your industry, contact Andrew Brown, Chief Innovation Officer at 416.587.1770.