eCom PROPHITS



Business Profile 2026

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eCom PROPHITS

OUR TEAM



Chit$
Chief Executive Officer

A BCOM graduate with more than 15 years executive experience in the highly competitive Fast Moving Consumer Goods (FMCG) and retail Industries. Experienced in the fields of Strategy, Supply Chain, Sustainability, Logistics, Procurement, Planning, Business Process Optimization, Distribution & Warehousing.



Gershwin
Head of Sales – South Africa

Specializing in information technology, tele sales and marketing. He has more than 16 years experience working in the e-commerce, website development, customer service, education and information technology (IT) fields.



Diana
Head of Marketing

A BA graduate from Rhodes University in South Africa with more than 15 years marketing and sales experience from various business industries in Namibia and South Africa. Experienced in the fields of Journalism, Media, Political Studies, Telemarketing, Sales and Digital Marketing.

OUR VISION & MISSION



OUR VISION

To create the best agency for Africa's digital transition.



OUR MISSION

To fast-track Africa's transition to online solutions for supreme business and economic growth.



OUR 7 KEY BUSINESS PRINCIPLES

1. **Tailored Solutions, Every Time** – no one-size-fits-all approaches.
2. **Mastery Over Mediocrity** – We do what we're best at — and do it better than anyone else. No distractions, no half-measures.
3. **Max Value. Zero Waste** – We deliver impact without wasting time, money, or energy — for our clients and ourselves.
4. **Smarter Systems, Lower Costs** – We automate repetitive work to focus on what really matters: thinking, creating, and innovating.
5. **Relentless Improvement** – We're always testing, learning, and evolving — because good enough is never good enough.
6. **Clients as Advocates** – We let our customers sell for us We earn trust, exceed expectations, and let our clients become our loudest marketers.
7. **We Own It** – No blame games. No excuses. If there's a problem, we fix it — fast, fair, and transparently.

OUR EXPERIENCE



OUR WEBSITE DESIGN AND DEVELOPMENT SERVICES

Website development:

Website strategy development per project/ business includes:

- Our done for you competitor and market research and analysis
- A customer management system that gives you access to instant payments globally
- We help you add any additional tools you feel necessary for optimum business performance
- A Calendly booking tool integrated for clients to schedule online meetings with you easily

Website Maintenance:

With web development comes a 3 months free maintenance period. Thereafter the maintenance is an additional after sales service provided for the Clients' website. This includes:

- Checking whether the pages on the website load up quickly, and does not display any errors
- Running a backup to ensure that the data on the website remains secured
- Updating the software and plugins
- Checking all the website forms to ensure that they are running without a glitch
- Removing of spam comments from posts or pages on the website
- Checking the pages to ensure that there are not any broken links. Looking for 404 errors on the website and fixing them
- Updating the website blog section if required

Business Logo Creation/ Revamp:

Complete business logo design revamp or creation at a minimum includes:

- We will give you a minimum of 3 proposals for signoff
- Create eye catching logo designs with our tried and tested branding kit template

OUR ARTIFICIAL INTELLIGENCE (AI) AGENTS



Pure AI

LLM + Prompt + KnwB



Advanced AI

LLM + Prompt + KnwB + NLU + Act



Customized AI

LLM + Prompt + KnwB + NLU + Act +BPD

LLM = Large Language Models
Prompt = Answering Parameters & Characteristics
KnwB = Knowledge Base (stored information)
NLU = Natural Language Understanding/ intent classification
Act = Actions and Automations
BPD = Business Process Designs

THE BENEFITS OF AI AGENTS



1 – COMPETITIVE EDGE

Stand out from your competitors! Provide a better customer experience to ensure higher brand loyalty

2 – SAVES MONEY 24/7

Automate mundane and repetitive work 24/7, and even on public holidays.

3 – SAVES TIME

Let your staff be more productive. Do things faster on autopilot.

4 – COMPLIANCE

AI makes fewer mistakes and always does the task as instructed. This provides your business with higher data quality and assured compliance (TCPA, GDPR, and POPIA).

5 – MULTI-LINGUAL SUPPORT

Over 50 languages available for use, of which, 15 are African languages with more than 60% proficiency.

6 – SELF LEARNING

Save money spent on training.

OUR ONLINE ADVERTISING SERVICES

Social Media Tracking and Website tagging Setup:

This is the once off creation of the business pages and includes:

- Setup of social media pages on various platforms (Facebook, Instagram and LinkedIn)
- Easily diagnosing sales funnel problems using website analytics
- Worry free adherence to Facebook/ Meta guidelines
- Easily achieve revenue targets with clear return on investment KPIs

Social Media Advertising:

This is the active management of the Facebook ad account and ads manager. This includes:

- Hands free social media advertising strategy execution
- Competitor research and benchmarking of ads
- Cold precision targeting and retargeting

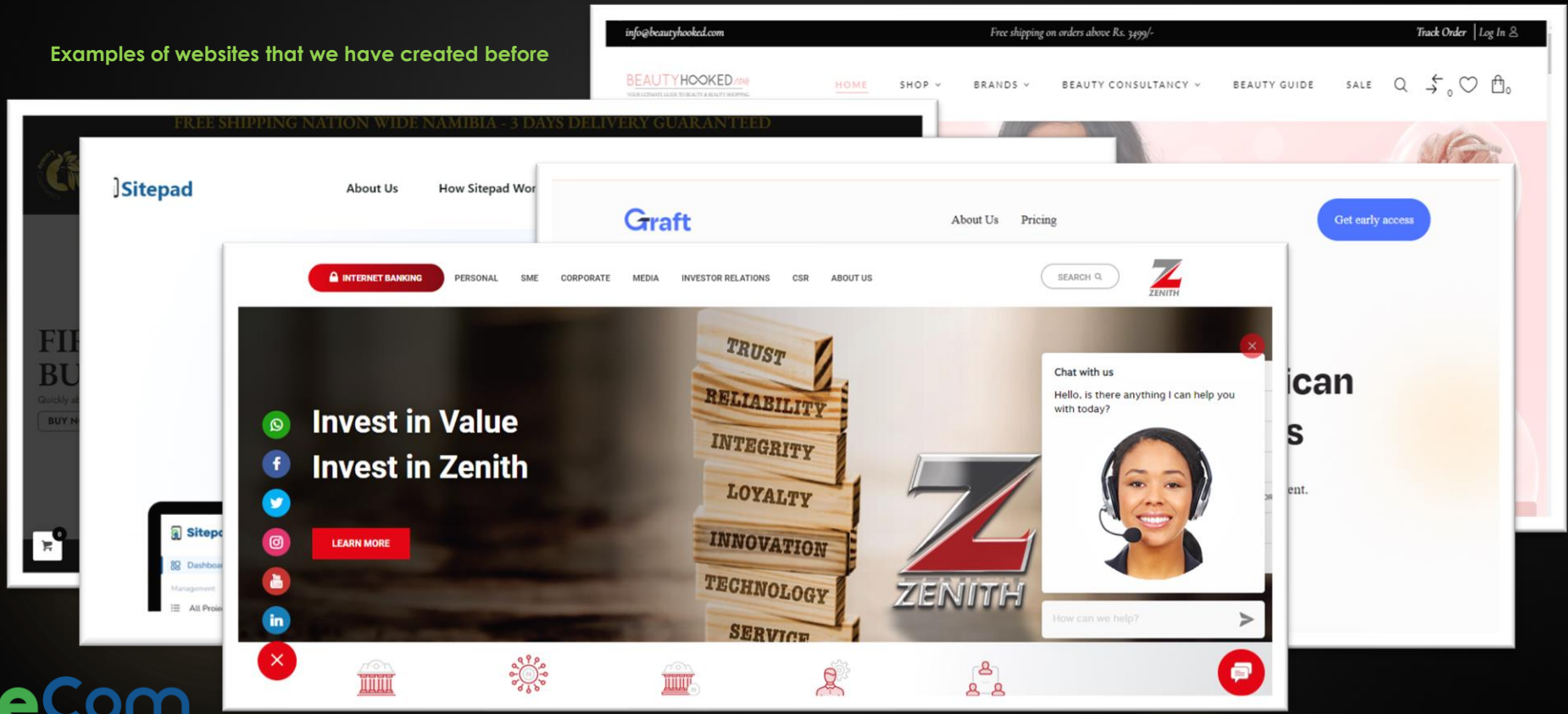
Programmatic Advertisements:

This is the running of adverts on a broader scale. We use the NT Technology DSP and run digital ads for mobile and smart devices.

- Precision targeting – It Increase the effectiveness of advertising efforts.
- Cost-Efficient Ad Placements - Optimize budget spending through real-time bidding, ensuring competitive pricing
- Integrated Campaign Management - Improve overall campaign performance by seamlessly managing and coordinating advertisements across various platforms.
- Fraud-Free Advertising - Safeguard ad budgets by taking measures to detect and prevent ad fraud, ensuring genuine/ high-quality impressions.
- Informed Decision Making - Make strategic decisions based on comprehensive analytics, providing insights tracking and enabling continuous improvements.

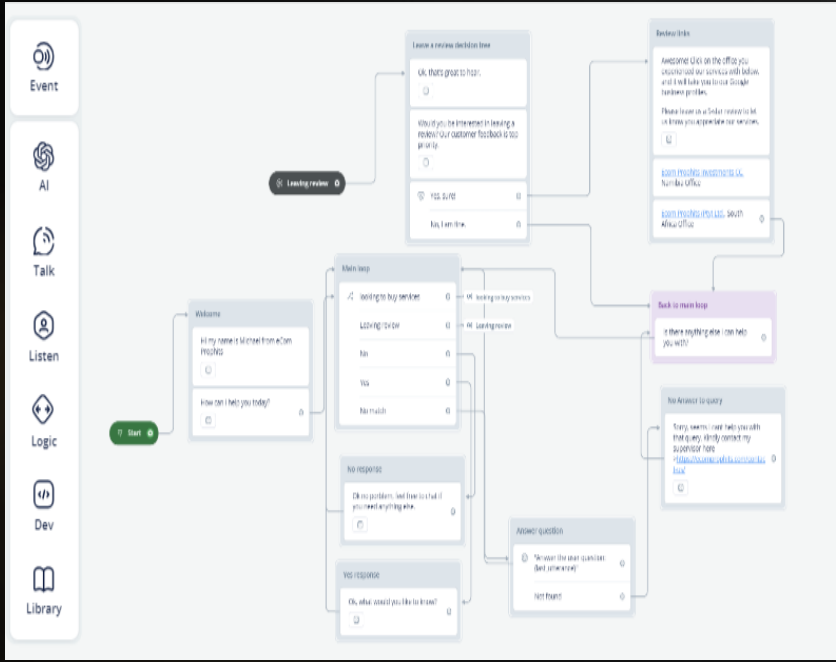
EXAMPLES OF WHAT WE DO

Examples of websites that we have created before

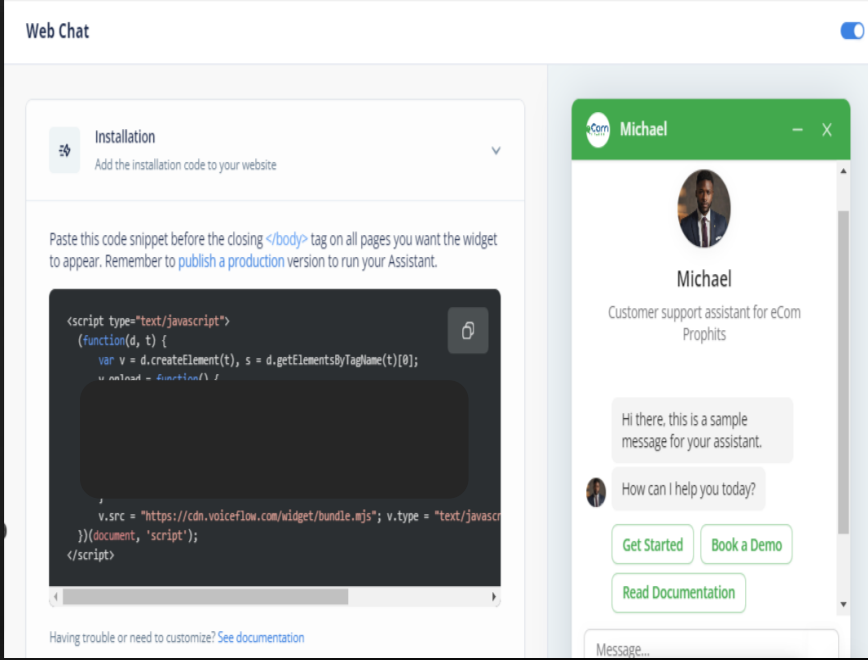


EXAMPLES OF WHAT WE DO

AI Conversational engineering



Back-end



Front-end

OUR OFFERS

Enterprise

For institutions requiring compliance, scale, and full system integration

✔ **Everything in Advanced & Basic, plus:**
✔ **Audit Logging & Compliance Tracking** – Full activity logs for governance and audit readiness.
✔ **Admin & Role-Based Dashboards** – Control access for customers, agents, and administrators.
✔ **Financial Automation** – Payment processing, reconciliation, and backend system integration.
✔ **Real-Time Executive Reporting** – Dashboards for performance, payments, and predictive insights.

Primary value:
👉 Enables scale, ensures compliance, automates finance, and supports executive decision-making.

Advanced

For growing organizations needing automation and lead conversion

✔ **Everything in Basic, plus:**
✔ **Voice AI Call Handling (Inbound & Outbound)** – 24/7 call answering, lead qualification, and follow-ups.
✔ **Multi-Channel Engagement** – WhatsApp, website, and Twilio voice integration.
✔ **Centralized CRM & Email Marketing Automation** – All communications and leads in one dashboard.
✔ **Multi-Language Support (50+ languages)** – Serve diverse user groups at scale.

Primary value:
👉 Increases lead conversion, reduces staffing costs, expands reach.

Basic

For small teams starting with digital customer engagement

✔ **24/7 Customer Response** – Text chatbot answers FAQs instantly from your document knowledge base.
✔ **Lead Capture & Visibility** – Automatically logs enquiries into Google Sheets or CRM.
✔ **Customer Insights** – Chat analytics for data-driven improvements.
✔ **Online Reputation Support** – Automated Google review requests to strengthen public trust.

Primary value:
👉 Reduces response time, improves service perception, replaces manual handling.

THE BONUSES....

Enterprise

Scale marketing, automation & revenue

Includes everything in Basic and Advanced; plus

+ Meta pixel setup – Helps optimize your content and ads while building look-a-like audiences.

+ Advanced SEO setup - Beyond basic SEO to target more competitive keywords and drive more traffic.

Advanced

Convert traffic into paying customers

Includes everything in Basic; plus

+ CRM Automations setup – no coding or design stress.

+ Basic SEO setup – Lays the groundwork for future growth and higher rankings

+ Payment gateway setup - **accept payments on your website** instantly (via cards, EFT, wallets, etc.)

Basic

Boost online credibility & measurement

All of the basic package; plus

+ Social media business pages optimization or setup i.e. FB, LinkedIn, Instagram – Helps improve credibility and trust (especially for B2B and service-based businesses)

+ GA and Console Setup – Better Google analytics, insights, and improve website performance.

✔ *Most clients recover the cost within 12–18 months through reduced staffing, improved conversion, and automation savings.*

NEXT STEPS...

1. Once you feel confident about everything and are ready to move forward, contact us through any of the links or details herein.
2. Thereafter, we will arrange a meeting and share a **PROCESS DIAGNOSIS** (a deep dive into your processes) and our proposal for you.
3. If you choose to proceed, we will send you our standard agreement and start our client onboarding process.
4. If you would like to speak to us by phone, do not hesitate to call on +264 83 380 0131

Website: https://www.ecomprophits.com

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