

Nomination: 7014

Kuda

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Kuda

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Kuda

Category

M01 - M04 HiBob Sponsored Categories > M02 - Best Use of Bob for Supporting DEI&B

Achievement Submission Format

Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

Kuda is a fintech company on a mission to make financial services more accessible, affordable, and rewarding for every African on the planet.

We're giving Africans around the world a better alternative to traditional finance by delivering services including free money transfers, business banking, and instant access to credit through digital devices.

We're a tribe of almost 500 passionate and diverse people who are building an inclusive money app that Africans will love so it's only right that we ended up with the name 'Kuda' which means 'love' in Shona, a language spoken in the southern part of Africa.

We've raised over \$90 million from some of the world's most respected institutional investors, and we're rolling out our game-changing services globally from our offices in Nigeria and South Africa.

b. Outline the team's or organization's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required

"I was wowed when I first signed up for Bob after joining Kuda. It felt like a beautiful summary of what is and what is to come." Omotayo Joseph-Ogiolu, Communications Strategist, Kuda.

At Kuda, love is at the heart of everything we do. It is the main driver of the values that guide our work. We're using Bob to promote a culture of empathy in the following ways:

1. A belief that the world will go further with equity

On this year's International Women's Day, our sweet men at Kuda sent personalized Women's Day messages to all the women at Kuda through Bob. With women making up 50.32% of the workforce at Kuda, the messages were a kind reminder that women and the work they do at Kuda matter.

2. Every day is someone's day

Bob is the only platform we use to celebrate birthdays and work anniversaries at Kuda. This has contributed to boosting employee morale and helped team members get to know one another.

3. How are you?

We use Bob to check in on our people with initiatives like the simple "How Are You?" survey we ran recently.

4. Older and newer tribe members stay up to date on Bob

Our global team stays updated through Bob, with information such as holidays, new hires, and more shared on the platform.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required

1. Diversity, equity, and inclusion are built into our hiring processes. It's how we can attract and maintain top talent to do great work. Every employee at Kuda takes a DEI course and attends DEI training. Our DEI champions stand as ambassadors as we continue to build a workforce where everyone irrespective of race, ethnicity, religion, ability, gender, or sexual orientation is seen and heard.

2. From a survey that we ran on Bob recently, 83% percent of our employees find work satisfactory. Employees in Finance, HR & People Operations, and Internal Audit topped the survey with a 100 percent satisfaction rate followed closely by the Cards and Compliance departments which polled 89 and 86 percent respectively.

3. A successful global culture is a breeding ground for a motivated workforce. Some of our awards and recognitions include:

Excellence in Digital Banking Award, 2023, Africa Fintech Summit

Innovative Bank of The Year, 2022 Gage Awards

Financial Services Marketing Campaign of the Year, 2021 Business Day

Fintech Company Of The Year, 2021 Vanguard Awards

Neo Bank of the Year, 2021 BusinessDay BAFI Awards

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

“In almost four years of building the money app for Africans, awards like this have been a meaningful acknowledgment of the work we are doing to make financial services accessible, affordable, and rewarding on the continent and in the diaspora,” said our CEO, Babs Ogundeyiafter we beat four other major African fintech – TymeBank, Moniepoint, FairMoney, and MNT-Halan to the 2023 Africa Fintech Summit (AFTS) Excellence In Fintech award

On diversity, equality, and inclusivity, we have a DEI committee. and we create awareness around DEI through monthly messaging, quizzes as well as periodic training.

Recently, we launched an anonymous platform for team members to report any issue they want the DEI committee to look into as well as an inbox for those who might have questions.

On a monthly basis, the committee meets and discusses DEI-related issues, looking at stats around DEI and how it can help drive change. Any highly sensitive issues raised are then escalated to the HR team.

Finally, we recently asked a few team members who have been at Kuda for over three years about their experience working here:

“Interesting. I really like the product and the people I work with.” - Nosa Oyegun, VP, of Product Innovation & Strategy
“It’s been an interesting mix of building, getting to know people, and contributing to the culture.” - Ore Fakorede, Head, Communications

“It’s been interesting and challenging.”- Norah Okoh, Head, CX

Webpage Link

<https://businessday.ng/news/article/kuda-celebrates-progress-in-gender-equity-repositions-women-for-economic-growth/> (<https://businessday.ng/news/article/kuda-celebrates-progress-in-gender-equity-repositions-women-for-economic-growth/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://businesspost.ng/banking/kuda-increases-women-in-product-team-by-87-engineering-team-by-144/> (<https://businesspost.ng/banking/kuda-increases-women-in-product-team-by-87-engineering-team-by-144/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://guardian.ng/business-services/kuda-wins-2023-aftss-excellence-in-digital-banking-award/> (<https://guardian.ng/business-services/kuda-wins-2023-aftss-excellence-in-digital-banking-award/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

<https://techcrunch.com/2021/08/02/kuda-the-african-challenger-bank-raises-55m-at-a-500m-valuation/>
(<https://techcrunch.com/2021/08/02/kuda-the-african-challenger-bank-raises-55m-at-a-500m-valuation/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 5

https://web.facebook.com/OfficialAfricaAgility/posts/it-is-with-great-pleasure-that-we-unveil-to-you-our-newest-partner-kudahaving-ku/511542827356891/?_rdc=1&_rdr (https://web.facebook.com/OfficialAfricaAgility/posts/it-is-with-great-pleasure-that-we-unveil-to-you-our-newest-partner-kudahaving-ku/511542827356891/?_rdc=1&_rdr)

Would you like to add an additional webpage link?

Yes

Web Page Link 6

https://docs.google.com/document/d/1wHYeyB4_bbe6FpfAaLexMnqMDd7ngbLfvxpG5S2EtCA/edit
(https://docs.google.com/document/d/1wHYeyB4_bbe6FpfAaLexMnqMDd7ngbLfvxpG5S2EtCA/edit)

Would you like to add an additional webpage link?

Yes

Web Page Link 7

https://docs.google.com/spreadsheets/d/1X-bjSmze6hBkNDay3G9Q-iyEfublqt1f7NoIEFn5_U0/edit#gid=21743242
(https://docs.google.com/spreadsheets/d/1X-bjSmze6hBkNDay3G9Q-iyEfublqt1f7NoIEFn5_U0/edit#gid=21743242)

Would you like to add an additional webpage link?

Yes

Web Page Link 8

https://docs.google.com/document/d/1zegvE4Qxl_ITY-GjrOrk_wcHbsvYduhj_ExWOvZzOVM/edit
(https://docs.google.com/document/d/1zegvE4Qxl_ITY-GjrOrk_wcHbsvYduhj_ExWOvZzOVM/edit)

Would you like to add an additional webpage link?

Yes

Web Page Link 9

https://www.linkedin.com/posts/joinkuda_to-close-this-years-womens-month-some-activity-7046120582781747201-zbvr?utm_source=share&utm_medium=member_desktop (https://www.linkedin.com/posts/joinkuda_to-close-this-years-womens-month-some-activity-7046120582781747201-zbvr?utm_source=share&utm_medium=member_desktop)

Would you like to add an additional webpage link?

Yes

Web Page Link 10

<https://www.instagram.com/reel/Cqs03NGor3H/?igshid=MmJiY2I4NDBkZg==>
(<https://www.instagram.com/reel/Cqs03NGor3H/?igshid=MmJiY2I4NDBkZg==>)

Supporting Document

No File Uploaded

Would you like to add an additional supporting document?

No

By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition. (<https://stevies-sage.secure-platform.com/a/page/enter/Rules-terms>)

Terms and Conditions

I Agree