



COMPANY PROFILE

INVISIBLE CONSULTING AND SOLUTIONS

Digital Solutions | Customer Experience | Business Operations | Technology

"To achieve the impossible, you must see the invisible."

Randburg, Johannesburg, South Africa • 081 219 1153 • sivennaidoo1980@gmail.com



Who we are

Invisible Consulting is the customer-facing brand of Invisible Consulting and Solutions, a South African business solutions company combining practical digital delivery with customer experience, IT support and operational consulting. We help organisations strengthen their online presence, improve customer interactions and make their day-to-day processes work better.

Our approach is grounded in real operational experience: understand the business problem, agree on an achievable scope, communicate clearly, deliver fit-for-purpose solutions and support adoption. We serve small and growing businesses as well as organisations looking for specialist project-based assistance.

Our purpose

Vision

To help businesses see opportunities that may otherwise go unnoticed and turn them into measurable improvements through accessible technology and sound operations.

Mission

To deliver practical, transparent and customer-centred consulting and digital services that make businesses easier to find, easier to engage with and easier to run.

What makes us different

- Customer service at the centre: solutions are designed around the experience of the end customer, not just the technology.
- Operational credibility: the founder brings leadership experience across high-volume contact centres, service desks, sales campaigns and business setup.
- Plain-language delivery: clear requirements, agreed quotations, collaborative reviews and practical handover.
- Flexible engagements: focused projects, advisory work, training, implementation support and ongoing maintenance where agreed.

Our service portfolio

1 Websites, SEO and digital presence

- Mobile-friendly business websites, landing pages, service pages and contact journeys.
- Search engine optimisation foundations, on-page improvements and website content structure.
- Website updates, technical issue reviews, content maintenance and hosting/handover support.
- WhatsApp contact links, enquiry forms, social media links and embedded media.

2 Marketing content and social media

- Facebook business page reviews, optimisation plans and content improvements.
- Promotional videos, digital flyers, marketing collateral and campaign content.
- Digital visibility audits and practical marketing recommendations for small businesses.

3 Custom AI Agent Development

- Scoped development of task-specific AI agent prototypes and automation pilots, beginning with a defined business task and agreed test criteria.
- Business assistant and chatbot requirements analysis, conversational flow design, customer support use-case planning and vendor/partner coordination.
- AI-assisted content production, knowledge-base structuring and administrative process support.
- Prototype testing, human review and escalation, with privacy, security and quality requirements assessed before any production rollout.

Operations, customer experience and IT consulting

4 Customer experience and contact centre services

- Contact centre setup, operating model design and campaign mobilisation.
- Customer service strategy, complaint and escalation handling, service recovery and customer journey improvement.
- Quality assurance frameworks, coaching, team leader development and agent performance improvement.
- KPI design and reporting: service level, average handling time, first-contact resolution, CSAT, abandonment, attendance and adherence.
- Workforce coordination, recruitment support, training and performance management.

5 Business operations and project delivery

- Business process mapping, workflow redesign and continuous improvement.
- Sales operations support, campaign planning, target setting and reporting dashboards.
- Project coordination, stakeholder engagement, implementation planning and operational readiness.
- Client and supplier coordination, governance reporting and structured issue resolution.

6 IT service delivery and technical support

- First- and second-line service desk advisory and support process design.
- Incident, escalation, SLA and service quality management.
- End-user support workflows, technical troubleshooting coordination and network support experience.
- IT service reporting, knowledge documentation, training and support team leadership.

Delivery model

Discover > Scope > Design > Build or improve > Test and review > Handover > Support (where contracted).

Projects begin with a discussion of objectives, users, constraints, risks and budget. Deliverables, timelines, dependencies and any third-party costs are agreed before implementation. Complex technical builds, including enterprise-grade integrations, cybersecurity or large-scale chatbot deployments, may require specialist delivery partners.

Representative business work

The examples below distinguish completed company work from assessments, preparation and development. They are not independently audited case studies or client endorsements.

- Alphalife - completed website launch and WhatsApp chat integration for customer enquiries.
- RESQ Advisory - completed website resource-page enhancements, including embedded YouTube video playback, and WhatsApp chat integration.
- Inclusifin - SEO assessment, proposed site improvements and preparation of an implementation/handover package; production implementation is not claimed.
- Marketing content - promotional video and visual collateral development for client campaigns.

AI agent development - internal prototype and pilot work. This profile does not claim a deployed client AI agent, autonomous production performance or measured business results. Prospective work, including social media improvement proposals, is not counted as completed delivery.

Leadership and professional capability

The business draws on its founder's substantial background in business process outsourcing, customer operations, sales, service desk leadership and technical support. The experience below belongs to the founder in previous employment or engagements and is not claimed as contracts awarded to Invisible Consulting.

- Managed a MultiChoice inbound customer service operation of approximately 150 agents and 10 team leaders at Afrizan, with accountability across customer experience, quality and operational KPIs.
- Led service desk teams and service-level performance, including a reported 98% SLA achievement in a SASSA service environment.
- Held operations leadership responsibilities spanning client management, recruitment, reporting, quality, training and sales campaign delivery.
- Contributed to business and technical service mobilisation, including Vodacom-related sales and SmartHands operational planning.
- Experience with Excel reporting and dashboards, Salesforce, service desk tools, workforce management and practical AI-enabled workflows.

Our customer experience advantage

Customer experience is not a secondary service at Invisible Consulting. It shapes how we diagnose needs, design digital touchpoints, handle enquiries and assess whether a solution is working. A website, chatbot, support desk or marketing campaign should ultimately help people obtain clear information, receive timely responses and complete their intended task with less friction.

Who we work with

Small and medium-sized businesses; professional and local service providers; growing customer support teams; organisations planning digital service improvements; and larger businesses requiring scoped operational, digital or customer experience support.

Company and contact details

Registered business name	Invisible Consulting and Solutions
Brand	Invisible Consulting
Company registration number	2024/679036/07
Base	Bromhof, Randburg, Johannesburg, South Africa
Contact	081 219 1153 / WhatsApp
Email	sivennaidoo1980@gmail.com
SAP Business Network	Registered supplier profile; buyer-specific invitations subject to buyer onboarding

Compliance documentation, B-BBEE status, tax compliance and any tender-specific qualifications can be provided or confirmed as applicable. No certification, partnership, tax clearance or industry accreditation is implied by this profile.

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