

Press Release

SG GHANA AND OPTIMETRIKS PARTNER TO HOST WORKSHOP ON NEW FIELD MANAGEMENT APP 'FIELDPRO' FOR BUSINESSES IN GHANA

Accra - Ghana, 16th February, 2023

Societe Generale Ghana PLC has partnered with Optimetriks to hold a workshop on a new field management application called 'FieldPro' for the bank's customers. The workshop took place on Thursday 16th February 2023, at the Bank's Innov8 Hub.

The aim of the workshop was to educate SG Ghana's customers and other participants about the benefits of using FieldPro to manage their field operations more effectively. FieldPro is a mobile app that enables businesses to track and manage their field activities, including sales, inventory, and workforce.

Deputy Managing Director of SG Ghana Bank, Mr. Francois Pousse, welcomed participants to the event and highlighted the importance of digital solutions in streamlining business operations, especially in difficult economic times.

Mr. Paul Langlois-Meurinne, the Founder and Chief Operating Officer of Optimetriks, with support from Mr. Peter Worentetu, the Country Manager, gave a practical demonstration of the functionalities and usage of the FieldPro Application. Participants had the opportunity to engage the managers of the Application on how FieldPro can help their companies and industries address their field management challenges.

Mr. Gabriel Siaw, Head of Business Banking at SG Ghana Bank, expressed his gratitude to the participants for their overwhelming patronage and emphasized that the bank will continue to provide platforms for businesses to learn about more innovative solutions that can add value to their activities. He also stated that the Bank looks forward to organizing more events of this nature to support businesses in Ghana."

Mr George Adjebeng, Head of the SG Innov8 Hub, thanked all the participants for their massive patronage of the workshop. The SG Ghana Innov8 Hub is very user-friendly space located at the bank's Head Office, designed for interactive engagements that generate design thinking, creativity and technological innovation. The Hub has formed strategic partnerships with players in the digital and innovative ecosystem, both locally and internationally, to support individuals and business to thrive.

Societe Generale Ghana... The Future is You!

Societe Generale Ghana Plc

Societe Generale Ghana is one of the leading banks in Ghana with 40-networked branches and outlets across the country. The Bank provides Retail and Corporate clients with dedicated innovative products and services aimed at satisfying and anticipating customers' needs.

The Bank is recognized for supporting individuals and businesses of various sizes and backgrounds to achieve their full potential. The Bank is the foremost innovator in the Banking industry spearheading key reforms such as Factoring, Cash Management, Foreign Exchange and Commodity Hedging, Consumer Credit Loan and Bill Payments to meet its customers' needs.

For more information, you can visit our website www.societegenerale.com.gh or any of our Branches or call our Contact Centre on **0302 214 314** or Facebook at www.facebook.com/societegeneralegh or email sgghana.info@socgen.com

Societe Generale

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