

## **Kenya's First Business Directory for Service Providers, Nisort, Launches**

*Nisort Kenya, a new directory that will list service providers, is now live.*

November 8, 2017 (FPRC) -- Nisort.com, a new directory that will host service providers in the Kenyan market, has launched. The new platform will serve as a dedicated resource where service consumer can easily find and contact providers based on their geographical location. This is an interesting development especially at a time when the country, through the ministry of ICT, is working hard to foster innovation.

The new platform will onboard Kenyans in both the formal and informal service sector. This will include doctors, lawyers, therapists, insurance brokers, financial advisors, consultants, beauticians, entertainers, plumbers, electricians, and architects - just to name a few. Festus Sila, the brand manager at Nisort.com, has said that his company aims to make sure consumers have a much easier time finding the services they want.

Already, there are a number of directory services in Kenya that help clients access business information. These include [businesslist.co.ke](http://businesslist.co.ke) and [yellowpageskenya.com](http://yellowpageskenya.com). But while these platforms do focus on both service provision and physical products, Mr. Sila has said that Nisort Kenya will only focus on the service sector. This makes it Kenya's first such platform.

The country has been experiencing a tech boom over the last one decade. Known as the originator of mobile money, Kenya is an established exporter of technology on the continent. Local IT companies are sending talent to neighboring regions such as Uganda, Rwanda, and Ethiopia. Industry insiders have partially attributed the local technology growth to improved internet connectivity.

Kenya has the 14th fastest mobile internet speeds in the world. This is according to a 2017 report by Content Delivery Network Akamai. With an average recorded speed of 13.7 Mbps (megabits per second), the country boasts the fastest internet speeds in Africa and the Middle East. Surprisingly, Kenya's internet speeds also beat those of established technology nations such as the United States.

"We are excited today to announce the launch of Nisort.com, Kenya's first directory that will focus exclusively on service providers. Our platform was designed to bridge the gap between service providers and service consumers. In the digital age, it doesn't make sense to have to call people just to find out who the best insurance broker or real estate agent in your town is. With Nisort Kenya, you can use our geo-search facility to find any service provider within your locality. And to solve problems with mistrust, we have enabled review and ratings facilities so consumers can learn more about each service provider, and thus make a more informed choice..." said Mr. Sila.

### **Contact Information**

For more information contact John Asher of Nisort Kenya (<http://nisort.com/>)  
+254720016698

### **Keywords**

[Nisort.com](http://Nisort.com)

[yellowpageskenya.com](http://yellowpageskenya.com)

[Akamai](#)

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