1 stream

Hosted Contact Centre

Providing World Class Customer Service in South Africa

Committed to Hosting

Cape Town | Jed Hewson (Director)

The African Continent

European Discovery

The long road to democracy

1995 Rugby World Cup

1990 Mand

1994

0: FIFA World Cup

2014: 20 years of democracy

1 stream

First World experience: Infrastructure and quality of life

- Excellent quality of **infrastructure** – roads, power, connectivity and office buildings

- Good quality of life with high standard of **education**, entertainment and healthcare facilities, very similar to those in the UK

- **Low cost of living**: Johannesburg is ranked at 154 and Cape Town at 179 out of 214 cities on the worldwide cost of living index[1] (Mercer 2012) (lesser than Prague, Dublin, Delhi, Kuala Lumpur and Cairo)

- Compatible **time zone** with UK (GMT+2)

- Ease of access with more than 10 daily flights between UK and South Africa

1   Lower the rank, lesser is the cost of living. (Rank 1 would be the most expensive city)

Telecom infrastructure and rapidly reducing costs
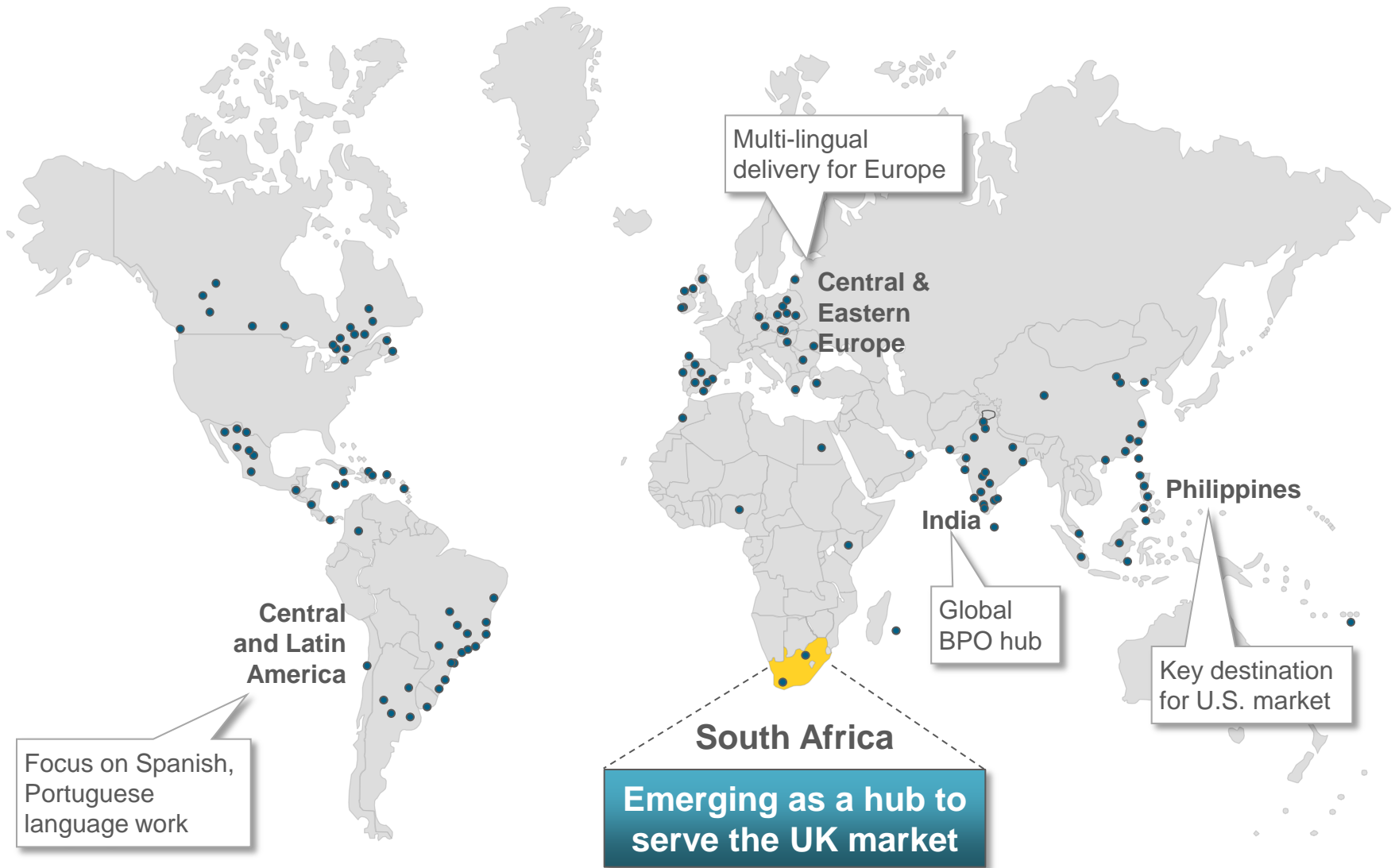
Improvement in telecom connectivity
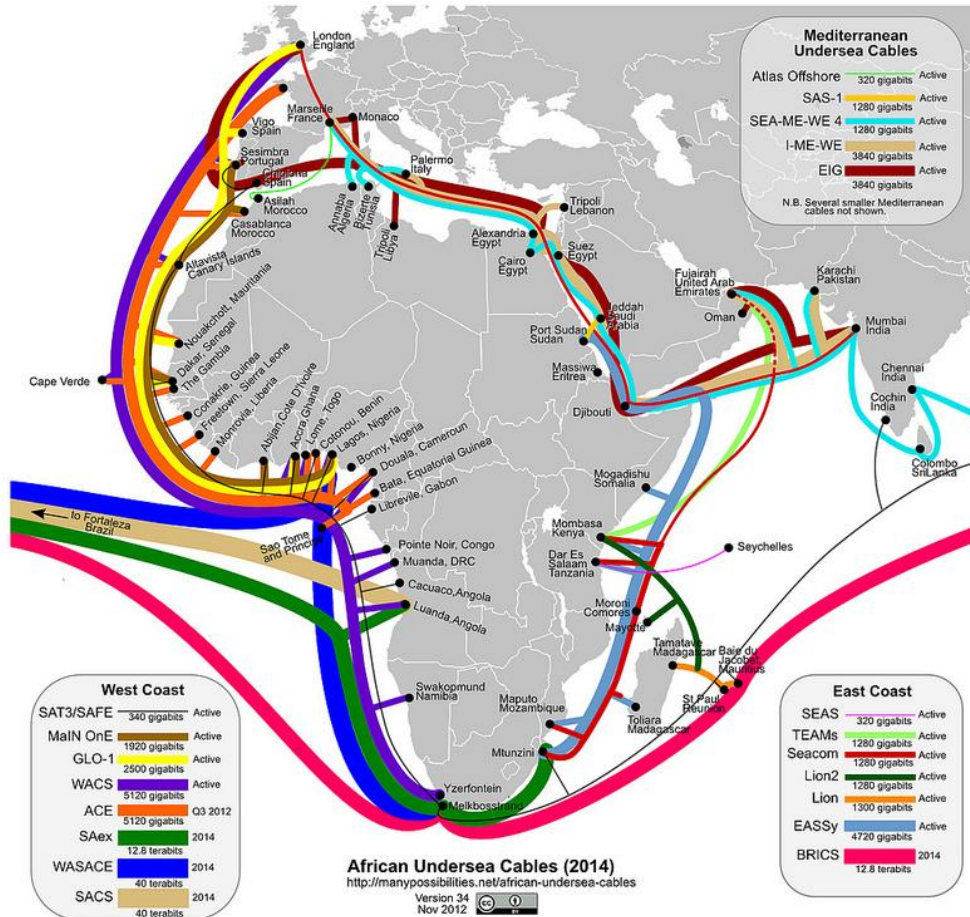
- Number of undersea cables has doubled in the last two years with two more high capacity cables due to be active in the near future

- Reduction in telecom costs by 90% since 2003. ~50% drop since 2008

- Expected to reduce further by 15-20% annually (2013-2015)

- 100% SLA being provided on telecom contracts

- Telecom providers providing end to end solutions from UK to any SA location

"Reliability and redundancies were issues of the past. The quality of service has now improved a great deal. My costs have reduced by 50%."
– *BPO Executive in-charge of SA operations*

Source: Telcommunication service providers, Africa Undersea Cables research

Global outsourcers looking to South Africa

Multi-lingual delivery for Europe

Central & Eastern Europe

India

Global BPO hub

Philippines

Key destination for U.S. market

Central and Latin America

Focus on Spanish, Portuguese language work

South Africa

Emerging as a hub to serve the UK market

stream

Established Industry

- **Award Winning:**
  - **NOA 2012 and EOA 2013 Offshoring Destination of the Year**

- **Skilled English-speaking talent in scale, sustainable cost competitiveness and incentives to benefit investors**
  - Savings of 50% plus on a steady-state operating basis from UK Tier-2 locations
  - Salaries and real estate costs have remained more or less flat since 2010
  - Up to 20% reduction in operating costs resulted from BPS incentives (~GBP 3.5 per FTE)

- **Fast paced industry momentum**
  - ~18,500 existing offshore jobs in 2013
  - Vision to create 40,000 offshore jobs by 2016
  - Clear successes in serving the UK market with recent marquee wins and spate of inbound M&A activity
  - Western Cape (~50% share of offshore jobs) followed by Gauteng and KZN key BPO locations

- **Business friendly enabling environment**
  - Robust telecom infrastructure with rapidly decreasing telecommunication costs (90% reduction since 2003)
  - Monyetla talent development program generating pool of industry employable talent; 7,000+ learners employed

Key service providers present in SA

accenture — High performance. Delivered.
AEGIS — Extending Your Enterprise
WNS
GlobalTeleSales — A Lufthansa Company
CORACALL — Oracle in Communication
IBM
merchants — A DIMENSION DATA COMPANY
CALL CENTRES
CAPITA
CSC
GENPACT
serco

Key clients sourcing services from SA

ASDA
OLD MUTUAL
T··Mobile·
amazon.com
STATE STREET — SMART PEOPLE
The Carphone Warehouse
UNDERWOODS SOLICITORS
BUDGET
iinet connect be
Bloomberg
swiss — Swiss International Air Lines +
British Gas
Lufthansa — There's no better way to fly.
Shell
Kleinwort Benson

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Government support

Talent development programmes

- **Monyetla Work Readiness Programme:**
  Employer-led, government funded initiative to augment entry level pool
  - Government provides ZAR 20,444 per unemployed person trained
  - Employers lead a consortium to recruit and train entry level staff
  - 4500 learners have been trained in two phases, third phase (April 2012 – April 2013) targets 3000 learners

- **Sector Education & Training Programmes:**
  - Key sectors include: Banking, Services, Insurance, F&A, IT
  - Employers can claim up to 75% of levies paid under National Skills Fund

Assistance provided by BPeSA

- **Assist investors in setting up operations**
  - Provide relevant information and data
  - Help investors with local regulations, guidelines and operations set-up

- **Support existing players in expansion of operations**

- **Manage implementation of the learnership and Monyetla programmes**

- **Manage the continued roll-out of the quality assurance programme**

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Government Incentives

Number of offshore jobs created each year	Incentive	R 88,000			
		2013/14	2014/15	2015/16	
Upto 400	Base Incentive[1]	R32,000	R32,000	R24,000	
401-800	20% one-off bonus	Bonus calculated for each job between 401 and 800[2]			
Greater than 800	30% one-off bonus	Bonus calculated for each job in excess of 800[2]			

Eligibility

- Local and foreign investors registered as legal entities in South Africa that create at least 50 offshore BPO jobs over a period of 3 years and are delivering services to clients located outside South Africa
- Types of business processes that can benefit from the incentives include Back Office Processes, Contact Centres, Finance and Accounting Services, Human Resource Functions, IT and Technical Services and other Specialist Services

Disbursement & use of funds

- Can be used to offset against all types of expenditure at investor's discretion
- Disbursed twice a year for three years for each offshore job created and maintained

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Local Challenges – Skill Shortage

- 2008 - Gartner Warns of a Looming IT Talent Shortage – "*…a massive and devastating skills shortage, and it is coming when there is a surge in the number of projects that are required from IT.*"

- Todd Thibodeaux is president and CEO of CompTIA *- The innovative nature of IT often means that demand for new IT skills outstrips supply.*

- "What constitutes 'qualified people' will change. The intersection of business models and IT requires people with varied experience, professional versatility, multidiscipline knowledge and technology understanding – a **hybrid professional**, in other words," said Diane Morello, vice president and Gartner Fellow.

The changing call centre market

- Call centre management need to preserve productivity, manage quality and drive customer satisfaction.

- Frustration with "unspecialised" IT teams meant that call centre operations are more involved with procurement.

- Demand for new technology including:
  - Multimedia and social media
  - Quality management
  - QSAT surveys
  - Blended environments

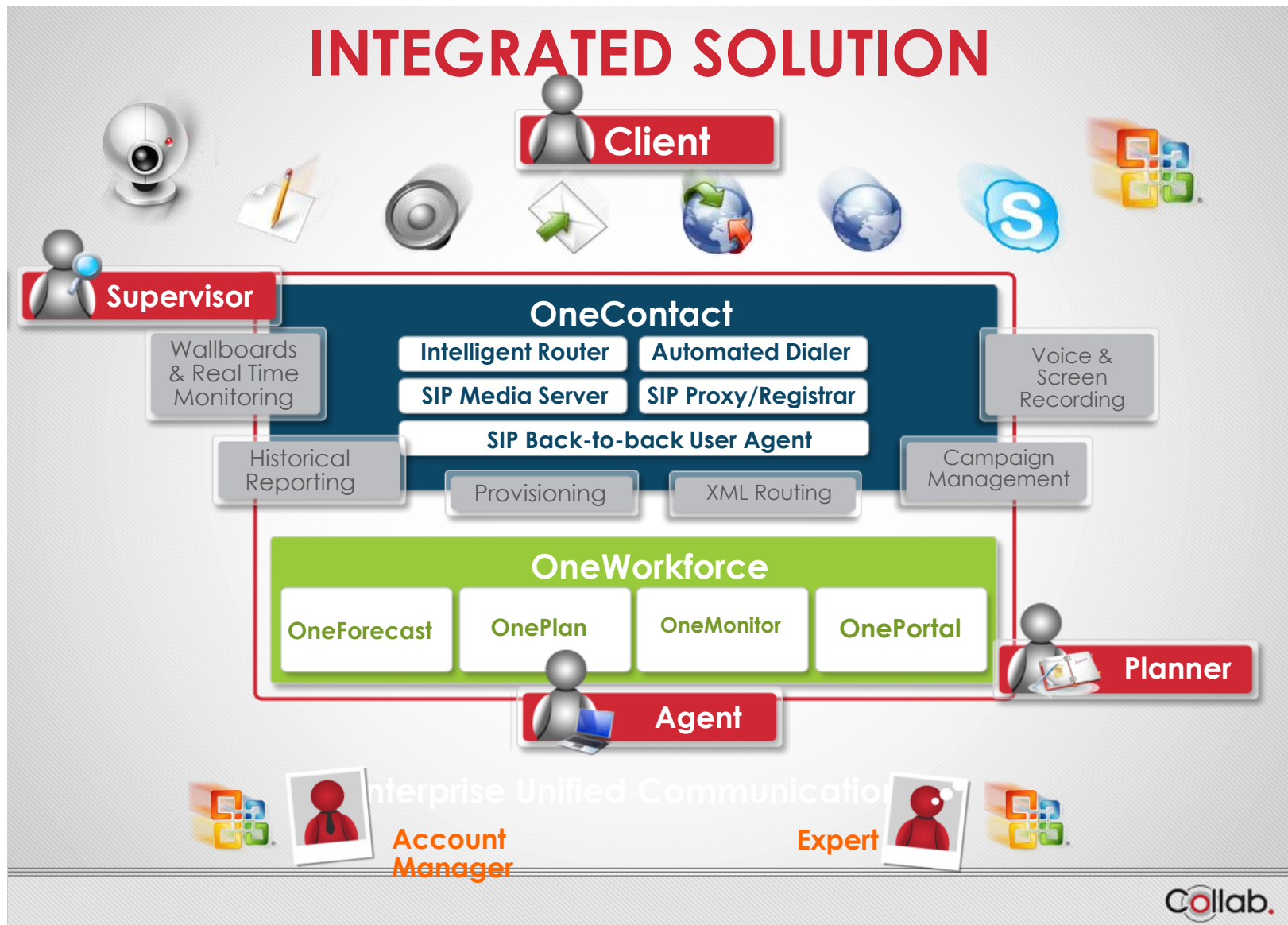- Demand for flexible delivery models such as seasonal variations and "home agents"

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The challenge

- Provide robust call centre technology to the rapidly growing South African call centre market at an affordable price.

- Provide administrative and support services to companies that did not have adequate in country IT skills.

- Use our "local" knowledge to provide rapid implementation.

- Manage the call centre technology so that the call centre management can focus on their core business.

- Provide the "hybrid professional" as part of the solution.

The solution is a Hosted Platform

stream

Hosting – The platform

INTEGRATED SOLUTION

Client

Supervisor

OneContact

Intelligent Router	Automated Dialer
SIP Media Server	SIP Proxy/Registrar

SIP Back-to-back User Agent

Wallboards & Real Time Monitoring

Voice & Screen Recording

Historical Reporting

Provisioning

XML Routing

Campaign Management

OneWorkforce

OneForecast	OnePlan	OneMonitor	OnePortal

Agent

Planner

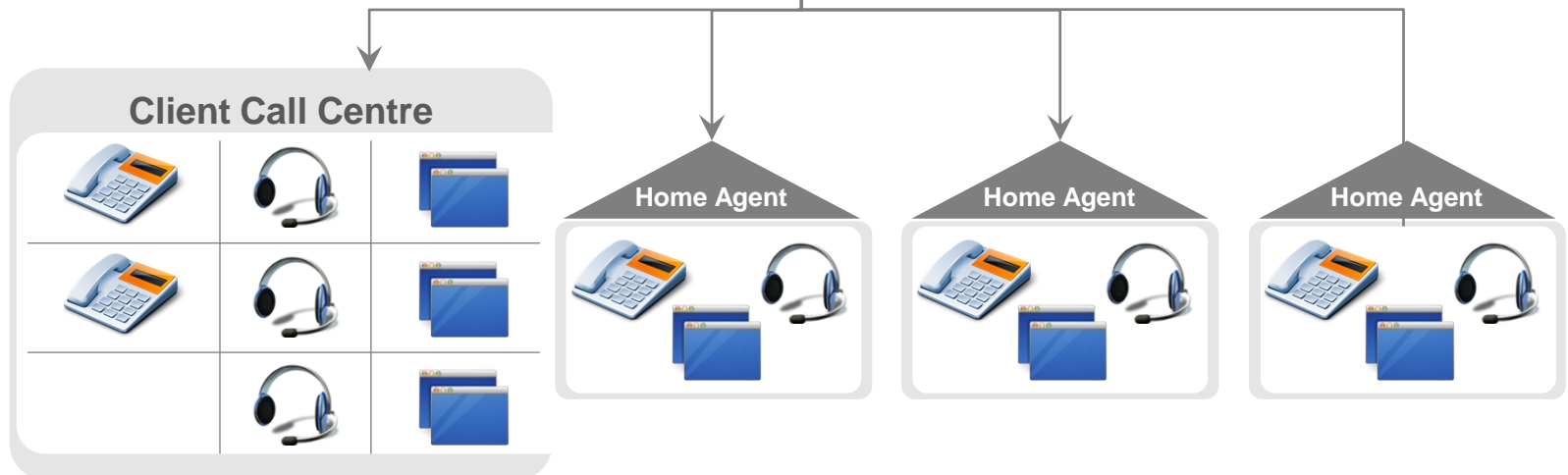Enterprise Unified Communication

Account Manager

Expert

Collab.

stream

Hosting - Delivery

- Metro Fibre
- Diginet
- Winet/Wimax
- Mobile 4G
- ADSL

- Head Office
- Branch Office
- Home Office
- DR site

Client Call Centre

Home Agent

Home Agent

Home Agent

Hosting – Support and service