



## Why outsource to South Africa?

South Africa's ranking as a top destination for Global Business Services – or offshoring business processes – has been reaffirmed as the country ranked first as the most favored offshore CX delivery location in 2021. SA's BPO sector has also gained credibility and worldwide recognition for its ability to navigate the COVID-19 pandemic, maintaining business continuity and client service, while safeguarding employee health. The country emerged as a dependable services delivery location which transitioned quickly to a remote-working model, offered resiliency for companies to relocate operations from other sites and ensured high-quality of service delivery. Currently, the United States is a fast-growing source market for global business services delivered from South Africa (17%). Other international markets serviced from South Africa include the United Kingdom (62%), Australia (10%), China (8%), other African countries (2%) and Europe (1%).<sup>1</sup>

### The benefits of outsourcing your call centre to South Africa:



#### Most favoured offshore CX delivery location

South Africa is the most favored offshore CX delivery location in 2021 after 3 consecutive years in 2nd place according to the annual Ryan Strategic Advisory Front Office BPO Omnibus Survey.



#### Cost to Quality Benefits

Compared to other BPO destinations such as India and the Philippines, South Africa offers significant cost-to-quality benefits. SA is currently the third largest offshore location for UK and Australian organisations.



#### Telecoms Infrastructure

SA's telecommunications infrastructure is world-class. High-speed fibre provides fast, affordable connectivity and infrastructure is 99.9% digital including the latest fixed line, wireless and satellite communication. SA operates on similar time zones to the United Kingdom and Europe, so it is strategically positioned to service the European markets and provide 24/7 customer support to the USA, Canada & Australia.



#### English Proficiency & Literacy

A large, eager and skilled English-speaking talent pool with high-quality voice skills and excellent written communication. The SA English accent is easily understood and often preferred to most other outsourcing destinations.



#### Government Support

SA's GBS sector enjoys strong Government support for international investments and job creation. The GBS incentive programme by the Department of Trade, Industry and Competition (dtic) ensures that any organisation locating service delivery centres in South Africa and facilitating job creation extracts real value from its investment.



#### Skills Pool

- An educated workforce - roughly 180 000 tertiary and 430 000 high school graduates annually.
- 17.6 million youth population aged 18-35.
- Proficient CX lifestyle expertise and high levels of empathy.
- Multilingual talent such as Dutch, German, French, Italian and Spanish.



#### Impact Sourcing

SA's GBS sector is a significant role player from an 'impact sourcing' perspective, embracing the concept of inclusive hiring and building of inclusive supply chains, with BPESA being a founding member of the Global Impact Sourcing Coalition (GISC). It further conducts multiple national Skills Development Programmes focused on upskilling/reskilling to create distinct advantages in niche skills availability.

Source: SOUTH AFRICA'S GLOBAL BUSINESS SERVICES (GBS) INDUSTRY - Value Proposition Brochure. Published by Invest SA and BPESA.