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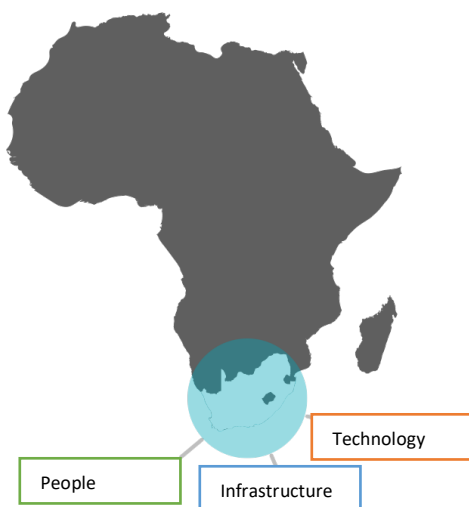
**Case Study 1:** A Leading Global Company in the Media, Technology and Telecoms industry launched its new pay TV, Free-to-Air TV and Digital products in Africa. Their idea was to outsource the contact centre function in Johannesburg South Africa, where iContact would source and train agents, who could provide the unique in-country customer experience by being able to communicate to customers in their local dialect. The contact centres operating hours are 7 days a week from 07:00-23:00 and consists of 3 different teams, working shifts. Our contact centre provides inbound and outbound customer service, technical support and billing enquiries in both voice and non-voice to consumers from 13 different African countries.

## Challenge

- Sourcing agents specific to their country in order to provide an in-country customer experience using local dialect.
- Recruit and train an excess of 90 contact centre agents within a 2-month timeframe.
- Onboarding new countries based on licensing requirements in a short period of time.

## Solution

- Through our in-house HR department, the skilled talent pool of required agents was successfully attained, enabling the ability to scale operations rapidly.
- Our contact centre trainers focus on ensuring a thorough transfer of product knowledge and services through ongoing training and support.
- By providing customers with an omnichannel platform (Email, Webchats, Social Media, WhatsApp and Phone Calls), iContact was able to overcome licensing restriction hurdles by being able to identify customers and assist them accordingly.



## Outcome

- Understanding the customers journey and providing the client with reports on the standard operating procedures on a daily, weekly and monthly basis.
- Ongoing upskilling of agents resulting in overall customer satisfaction
- Successful ongoing campaign servicing 13 African countries for the past 18 months.

## Stats and Facts

