



## Measurable. Scalable. Repeatable Performance Excellence.

iContact BPO is a leading GBS provider with strategic locations in Cape Town and Johannesburg, South Africa and Atlanta, USA. Across our group - Alefbet Holdings - we're proud of our unique and entrepreneurial beginnings, that have seen us evolve and grow to be a powerhouse in the Global Business Services sector, employing some 1500 people across our collective businesses, specialising in customer service and CX, outsourced back-office and technical support solutions, sales and accounts receivable recoveries. As experts in the BPO space, our clients can look forward to working with an agile, forward-thinking and highly experienced BPO partner where every process is strategically designed to deliver measurable, scalable and repeatable performance excellence.

### Why iContact BPO?



#### Our People

An extraordinary team of colleagues who go the extra mile in everything we do for our customers. We invest into developing young, committed people from being inexperienced, to masters of their craft with excellent English proficiency and empathy-led CX.



#### Technology

Robust infrastructure and resilient contingencies, we're always at the forefront of new digital solutions to drive efficiency and improved CX. Cloud-based, on-demand data centres means we operate 24/7/365 with full power back-up solutions and disaster recovery programmes to ensure business continuity.



#### Hybrid Work Models

Advanced technology solutions, APNs, firewalls, intrusion and ransomware detection and monitoring are world-class and fundamental to our business continuity planning. Our ability to deploy and ramp-up fully functional teams under any crisis scenario is a key competitive advantage.



#### Compliance

We meet the compliance, security, data and privacy policies and procedures of our clients and industry, with dedicated on-site teams monitoring adherence and performance.



#### Data & Analytics

We summarise, synthesise and extrapolate large amounts of data from customer interactions, providing insights for actioning to drive positive call outcomes, connect with customers, and improve productivity and performance.



#### Economics

Pay at least 65% lower on voice-based BPO and 60% lower on-voice BPS delivery costs compared to source destinations, such as the UK, US, Australia and Europe. iContact BPO presents a compelling option at a time when businesses are under enormous cost and operational efficiency pressures.



#### Track Record

Years of experience serving international clients across multiple time zones, notably in the USA, Canada, UK and Australia with an agile and pragmatic approach backed by quality operational and support structures. We offer multi-lingual solutions and rapid scale to meet requirements.



#### Impact Sourcing

At the forefront of unlocking a new pool of talent, uplifting the quality of life for disadvantaged communities and creating a powerful future workforce by recruiting from society's most vulnerable communities.

**Talk to iContact BPO for an unrivalled GBS value proposition that brings together the best in economics, quality and socially responsible supply chains.**



## 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.