

BPO conference attracts global contact centre giants

The annual South Africa Outsourcing & Offshoring Summit 2013, being held in Cape Town from 19-22 November 2013, will attract around 25 international investors and 10 leading international analysts. Speakers for the event include Amazon, Capita, KPMG, Mindpearl, Teleperformance, Serco, WNS as well as analysts from the London School of Economics and Ovum.



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"Last year's conference in Cape Town set a very high standard, giving access and real insight into the people behind South Africa's business process outsourcing (BPO) success story. Our research this year shows the country is strengthening its position further and is moving effectively into more complex BPO. As an offshore location, South Africa's time has come and this year's conference will show delegates why and how," says Professor Leslie Willcocks, director at the London School of Economics Outsourcing Unit.

"This is the biggest event of the year for our sector and we are expecting a great turnout from some of the world's biggest customer service operators," says Gareth Pritchard, CEO of Business Process Enabling South Africa (BPesa).

"The inaugural 2012 Summit was a success and was attended by global organisations such as Vodafone, Intercontinental Hotel Group, Alexander Mann, Capgemini, Infosys, Deutsche Telekom, Nespresso and Westpac. Following the event, we have seen an increase in interest around the South African offering and expect between two and three large scale investments over the next 18 months."

Uniting industry

"The summit provides an opportunity for key role players with an interest in the South African outsource and offshore industry to meet and engage. It is very seldom that BPO service providers, captives, government (local and national), clients and prospective clients are united at one event. The South African BPO industry is growing rapidly and events like this are vital, as they will help shape the future of BPO in South Africa," says Johann Kunz, MD, WNS Global Services South Africa.

"This is an exciting time for South Africa. Contact centre outsourcing has matured, buyers are increasingly looking for more than just cost cutting from their contact centre outsourcers. They are looking to enhance the customer experience, customer retention and brand protection. This can only be achieved with 'real' people," adds William Pattison, CEO, Mindpearl.

"South Africa has so much to offer including infrastructure to match any first world country, a skilled talent pool and cultural affiliations with the UK, US, Europe and Australian markets, but the people are what truly separates South Africa from its competition. It all comes down to the customer focus, empathy, natural cultural affinity, 1st call resolution and the 'Ubuntu' service culture. Long in the shadow of the more traditional offshore BPO locations, South Africa has begun to find its place as an established BPO location offering the right combination of quality at a very attractive price point.

Job creation

"This sector is delivering a massive boost to job creation in the Western Cape and South Africa as a whole, especially for our youth which is the demographic with the highest rate of unemployment," says Alan Winde, Minister of Finance Economic Development and Tourism for the Western Cape.

"As a service location, we are in the right time zone, speak the right language and have an eager workforce. In recognition of our growing attractiveness as a global call centre hub, South Africa recently scooped several international industry awards. The traction we are gaining in this sector and the industry's achievements will further position the Western Cape and South Africa as a leading call centre destination," he concludes.

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