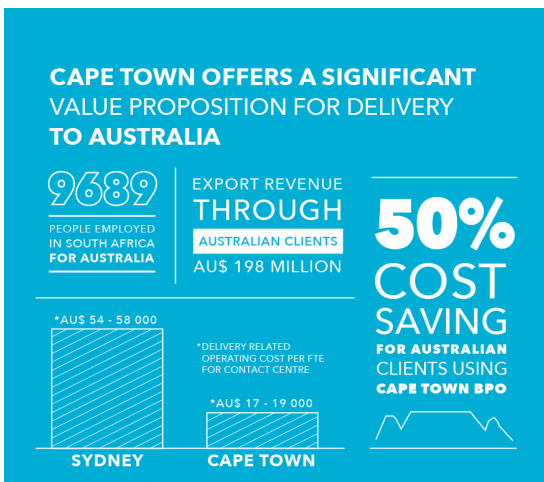


BPO SECTOR

These figures tell an important story about Cape Town's value proposition to the global sourcing markets, highlighting the city's and South Africa's ability to sustain its growth rate over an extended period (almost five years now).

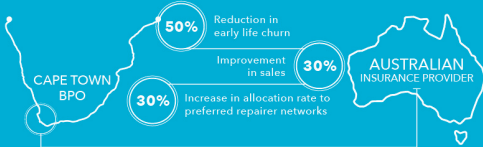
One key pillar of the South African GBS value proposition is the depth of talent amongst our youth. Their English language skills, ability to connect emotionally with customers, the way they take accountability for the outcome of each interaction and their intrinsic customer centricity distinguish South Africa from most competing English Language speaking GBS service delivery locations.



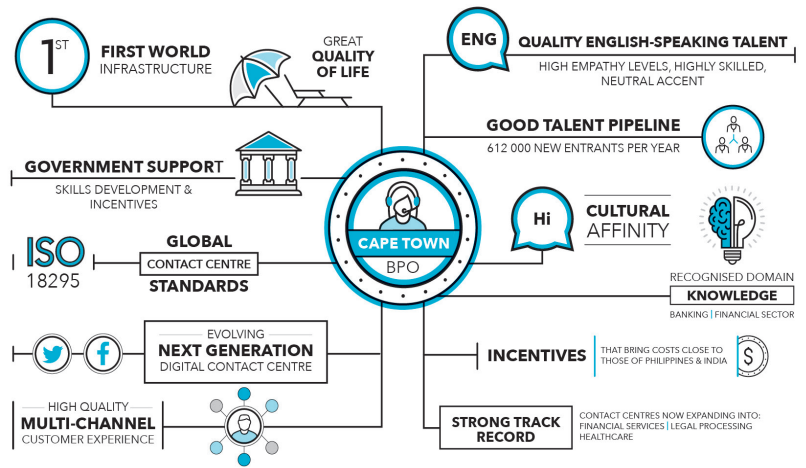
CASE STUDY

One of the largest Australian multi-line general insurance service providers set up a partnership with a South African contact centre company for delivering insurance sales processes, underwriting operations, customer services and claims management.

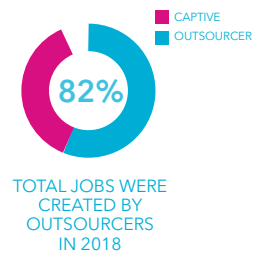
THE RELATIONSHIP DELIVERED:



HIGH EMPATHY, CULTURAL AFFINITY AND NICE DOMAIN SKILLS ARE CREATING NEXT GENERATION SERVICE DELIVERY

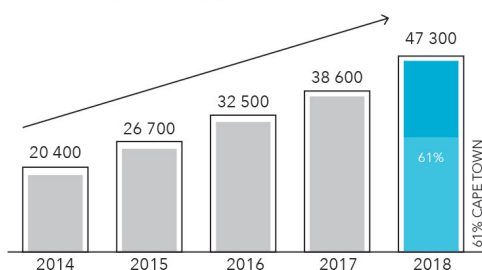


CAPE TOWN'S BPO SECTOR IS GROWING



BPECA: 2018

THE GLOBAL SERVICES MARKET IN SOUTH AFRICA IS GROWING AT A RAPID RATE OF 22% P.A.



KEY COMPANIES PROVIDING GLOBAL AND REGIONAL SERVICES DELIVERY FROM SOUTH AFRICA

KEY COMPANIES PROVIDING GLOBAL AND REGIONAL SERVICES DELIVERY FROM SOUTH AFRICA

