



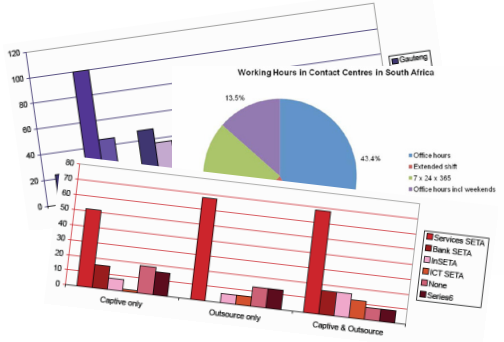
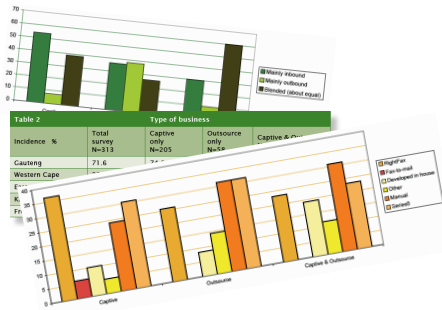
THE NATIONAL BPO & CALL CENTRE REPORT IS NOW AVAILABLE FOR IMMEDIATE DELIVERY

“The most important industry research study ever undertaken in South Africa”

Over 200 pages of detailed information giving the real picture of how the SA industry is made up. Graphs, tables, commentary, pull quotes from key figures in the industry and an easy to read facts summary make this report a must have for anybody making decisions in this industry.

The 2007/8 South Africa BPO and Contact Centre market quantification report is an eye-opener. Whilst it has certainly delivered vast number of facts, it has spawned numerous new questions about various important aspects relating to our industry that desperately need answers. It has clearly indicated that it will be vital to repeat the research study at least every two years and with possible, interim reports every twelve months will be needed in order that certain high-impact trends can be monitored. We have also seen the need for a series of tightly focused "drill down" research surveys, specifically one dealing exclusively with our industry's human capital component and another focusing on pure technology issues. C3Africa Research will shortly be embarking on these important companion studies.

— Rod Jones | C3Africa



In the course of assisting C3Africa to compile the BPO and Contact Centre Report I came across a lot of very smart people doing some very clever things. Through their innovation and persistence in integrating labour and technology to deliver client satisfaction they have helped to create a viable, world class industry in South Africa, driven in equal measure by local demand and the efficiency-hungry developed economics

— Malcolm Keavy | Pulse Research

The Call Centre and BPO industry has emerged rapidly into the limelight in South Africa. In little over 3 years it has become a formidable part of the national skills development and job creation debate. In the context of human resources it has challenged the constraints of its environments; be it the demand for experience, public transport, extended operating hours, rapid start-ups and new languages. The industry has emerged into 2008 a bit bruised in certain areas, perhaps a bit too optimistic in others, but definitely ready to take on the future.

— Roland Witham | Quest Flexible Staffing solutions

Larger contact centres tend to employ higher percentage of candidates with no previous call centre experience (possibly unemployed), and those with lower formal qualifications. These contact centres are more likely to have in-house training academies and government-incentivised training programmes.

— Keryn House | ContactinGauteng

Report Contents

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C3Africa Training provides a comprehensive, fully accredited range of call centre agent, team leader, supervisor and management courses, plus the Rod Jones MasterClass call centre development seminars.



Specialist market and customer research professionals. Our products include Sector Surveys, Country Studies, Customer Surveys and Staff Engagement Surveys.



Contact Centre, Call Centre & BPO conferences, seminars, product launches and related event activities.



Contact Industry Hub - a dedicated industry support portal - offers a set of high impact marketing packages for vendors and service providers to the call centre industry. These include website advertising and supplier listings, newsletter advertising and e-mail campaigns.

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