

TOP 5 REASONS to choose South Africa

More and more people are choosing South Africa as the offshoring destination for their customer contact operations.

In fact, it's been voted the number 1 global outsourcing destination for 2 years on the run and has been voted as one of the 'Most Loved Destinations in the World'.



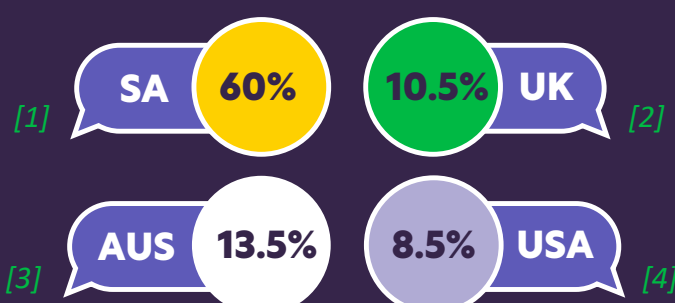
WHY?

1 Availability of resource

With unemployment at an all-time low in the UK, it can be a costly struggle to recruit and retain the right people for your customer contact.

In South Africa there is a ready work force of young, vibrant people, who want to make customer experience their career.

Youth unemployment rates:



2 Real value for money



The cost of an outsourced customer experience seat is up to **65% cheaper** than the UK, USA or Australia. [5]

Couple this with the fact that South Africa provides **18% better** CX quality compared to other offshore locations.

This translates into **4-5% higher** customer retention which in turn increases customer lifetime value. [5]

3 Language proficiency

South Africa ranks higher than Poland, India, Philippines, Honduras and Malaysia in the English Proficiency Index. [6]



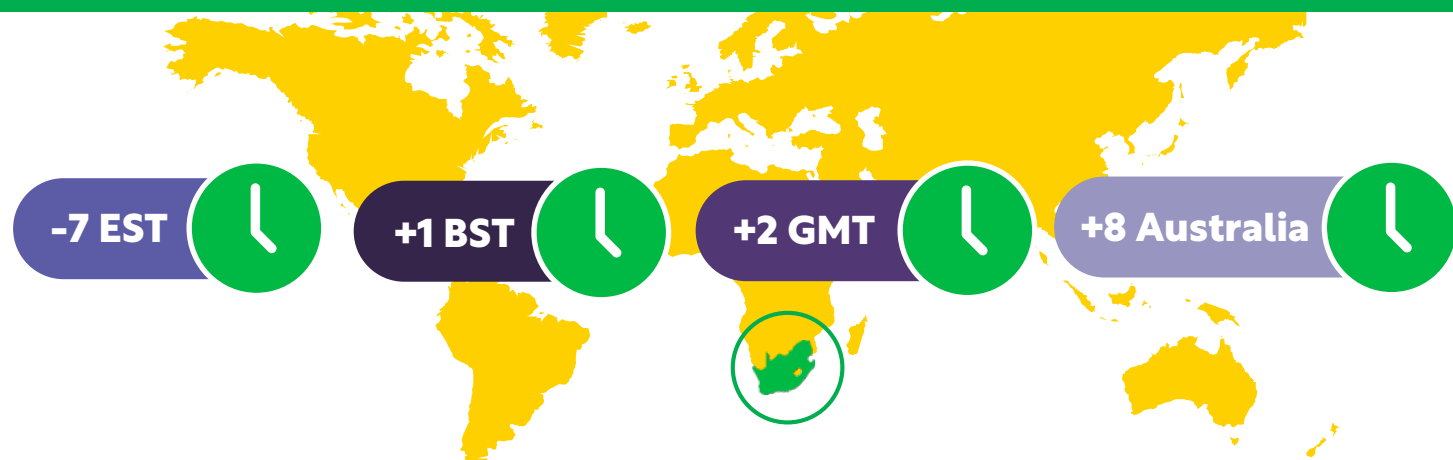
4 Emotional intelligence



South Africa ranks in the top 5 countries for emotional experiences, way above other common offshore destinations such as the Philippines, India and Jamaica. [7]

Happy people deliver positive customer experiences.

5 Time zone alignment



Sigma Connected

We have over 2000 agents operating out of Cape Town, South Africa providing exceptional customer experiences.

If you are interested in finding out more about offshoring your customer contacts to South Africa then contact us now on

enquiries@sigmaconnected.com

www.sigmaconnected.com/offshoring

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Sources

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- [2] <https://commonslibrary.parliament.uk/research-briefings/sn05871/>
- [3] <https://www.cis.org.au/wp-content/uploads/2015/11/rr7-snapshot.pdf>
- [4] <https://www.bls.gov/news.release/pdf/youth.pdf>
- [5] National GBS and Source Market Value Propositions 2022/2023
- [6] https://en.wikipedia.org/wiki/EF_English_Proficiency_Index
- [7] Gallup 2022 Global Emotions Report