



CSS

JAVA

HTML

**CALLFORCE**   
OUTSOURCING SPECIALISTS

EDTECH CASE STUDY

Delivering innovative, customised contact centre solutions from SOUTH AFRICA to the GLOBAL market.

## THE OPPORTUNITY

In 2014, CallForce was approached by an international client that needed assistance teaching conversational English to Chinese, Japanese and Taiwanese markets.

The **SCOPE OF WORK** was to facilitate live-streamed classes from South Africa to students in these East Asian countries **18 hours a day, 7 days a week, 365 days of the year.**



The contact centre would deliver across **THREE CHANNELS** simultaneously – VIDEO, VOICE AND CHAT.



A complexity we faced was that we had to deliver the service to multiple customers, varying from 1 to 6 students in a virtual classroom, whilst still achieving a world-class learning experience.

This was a **first-of-its-kind** Edtech BPO operation to be established in South Africa, and we developed a **unique blueprint** to deliver this complex omni-channel service.

1 TO 6  
STUDENTS IN A  
VIRTUAL CLASSROOM

## OUR APPROACH

### STEP 1

Refined the Consultant profile and recruitment process to manage daily and seasonal peaks and troughs in demand. Ramped up by **500 Consultants over peak seasons with a 4-week lead time** using a virtual recruitment process for efficiency and speed without compromising on quality.

RAMP UP BY  
**500**  
CONSULTANTS

### STEP 2

Empowered Consultants with the right skills to deliver world-class standard of **97% customer satisfaction** rating. Unique incubation model enabled us to take thousands of young talented South Africans through a learning process and, within 4 weeks, **deliver at over 95% CSAT score**.

**97%**  
CUSTOMER  
SATISFACTION

### STEP 3

Optimised the operation to ensure **swift change management** and the introduction of innovative technology. This increased consultant utilisation to 95% and **reduced down time** below 0.3% per month.

**95%**  
UTILISATION

### STEP 4

Scaled the operation, **introducing smart innovation** to allow us to **grow by 20% month on month** while steadily and simultaneously improving the CSAT score.

**20%**  
MONTHLY  
GROWTH

## THE RESULTS

Within a short period, CallForce had not only managed to deliver the required service, we were able to **exceed the Service Level Agreement targets with 98%** of our consultants scoring an average of above 90% SLA per month.

These outstanding results led our client to sign a three-year contract with a ramp plan that **grew the campaign by 20% month on month**. This growth allowed us to deliver up to 65 000 hours of sessions in peak months without comprising on the customer experience. We continued to achieve **over 97% customer satisfaction ratings** across the 2 million students taught utilising our unique contact centre model, every year.

**98%**  
TOP  
PERFORMERS





## CONCLUSION

CallForce was able to take a challenge and turn it into an opportunity, resulting in an extraordinary example of success:

- Growing to **over 1200 consultants** servicing 2 million customers annually.
- Establishing **two English language tutoring centres** in South Africa based in Cape Town and Johannesburg.
- Delivering **over 65 000 hours** of sessions in peak months.
- Delivering an omni-channel solution considered to be the **most complex BPO solution** delivered out of South Africa.
- **Building a workforce of consultants** that service clients 24/7 in a complex demand cycle.
- Creating a unique operation to effectively manage video, voice and chat while ensuring bandwidth support of complex operation with **99% guaranteed uptime**.
- Consistently exceeding original SLA requirement of **97% customer satisfaction rating**, achieving an average of 96% per month.
- **Innovation** using facial recognition, time distribution technology, new whiteboard technology and more.
- **Enabling over 4000 graduates** to gain entry to the job market.
- Virtually recruiting, training and **placing 2000 consultants** based in UK, US, Canada, and several European countries in a work-from-home model successfully achieving CSAT scores of 95%.
- Developing **customised virtual learning portal** to ensure both remote and office-based consultants could be trained and empowered effectively.

## RECOGNITION OF OUR SUCCESS

The **immense success of this campaign** could not have been achieved without the experience, knowledge and capability that CallForce brought to the table as a leading Outsourcing specialist delivering innovative BPO services from South Africa to the global market.

We are honoured to have received **international awards** for these educational services and delivery excellence for having achieved a consistent student satisfaction **rating of 97%** for an exceptionally complex service.

2021	 <p>CCW EMEA REGIONAL WINNER: BEST PUBLIC SERVICE CENTRE 2021</p>	 <p>TOP EMPOWERMENT JOB CREATION Finalist 2021</p>	 <p>TOP EMPOWERMENT CUSTOMER FOCUS Finalist 2021</p>
2020	 <p>TOP EMPOWERMENT JOB CREATION Finalist 2020</p>	 <p>ISG ASIA PACIFIC PARAGON AWARDS FINALIST 2020 Excellence and Woman in Technology Categories</p>	 <p>ISG PARAGON EXCELLENCE AWARD 2020</p>
2019	 <p>BPESA GBS TOP BPO OPERATOR 2019</p>	 <p>CCW FINALIST: BEST IN CLASS CONTACT CENTRE 100+ Seats 2019</p>	 <p>BPESA GBS TOP OFFSHORE CAMPAIGN 2019</p>
2018	 <p>CCMG BEST INTERNATIONAL OUTSOURCING CONTACT CENTRE Finalist 2018</p>	 <p>GSA AFRICAN OUTSOURCING PROJECT OF THE YEAR Finalist 2018</p>	 <p>ENDEAVOR HIGH IMPACT ENTREPRENEUR</p>
2017	 <p>BPESA/CCMG BEST EXTERNAL SERVICE PROVIDER Finalist 2017</p>	 <p>EY WINNING WOMAN PROGRAMME 2017</p>	 <p>EY SOUTH AFRICAN ENTREPRENEUR OF THE YEAR Finalist 2017</p>



**CALLFORCE**   
OUTSOURCING SPECIALISTS

**Asia | Australia | South Africa | United Kingdom | United States**

## **ARE YOU READY TO PARTNER WITH US?**

If you're looking for a customised, outsourced BPO solution that gives you the competitive edge, we would welcome the opportunity to set up time to define your requirement and discuss how we can bring the future of outsourced BPO solutions to your business.

### **LET'S START A CONVERSATION TODAY**

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