



CALLFORCE 
OUTSOURCING SPECIALISTS

DELIVERING INNOVATIVE, CUSTOMISED
CONTACT CENTRE SOLUTIONS
FROM SOUTH AFRICA
TO THE GLOBAL MARKET

COMPANY PROFILE

OUR BPO SERVICES

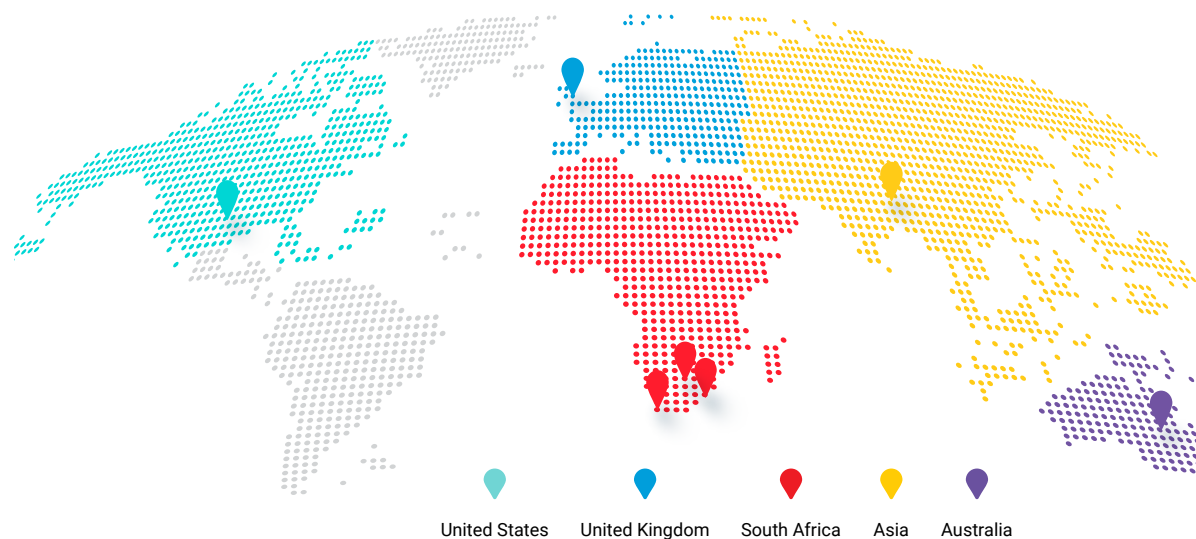
CallForce **services and supports businesses all over the globe** in successfully co-creating, implementing and managing sophisticated, industry-specific, omnichannel BPO solutions.

These services cost-effectively streamline business operations while keeping you ahead of the curve and outperforming your competitors.

OUR GLOBAL PRESENCE

Our 3 world-class South African operational sites are located in **Johannesburg, Cape Town and Durban**.

They are equipped to international standards with high-tech IT networks and infrastructure, providing a seamless hybrid model of contact centre and remote-based operations.



>>> OUR OMNICHANNEL SOLUTIONS

Our omnichannel solutions are supported by smart technology platforms that open up new channels and individual touchpoints for direct customer-to-brand communication.

We bring every channel together while empowering our agents to engage in seamless conversations with customers across multiple channels to continually deliver:



INNOVATIVE SOLUTIONS

Addressing increased customer demand.

OPTIMISED PROCESSES

Providing convenient, secure and a personalised customer experience.

PROFESSIONAL AND EFFICIENT SUPPORT

Closing the customer loop.

INNOVATIVE, DIGITALLY ENABLED PROCESSES

Streamline complex customer journeys.

OUR INDUSTRY EXPERTISE & SPECIALISATION

The business world and competitive landscape as we know it is evolving rapidly and each day brings renewed importance to your brand's relevance in the customer's world which is changing at the speed of light.

Solutions are customised and built to service each industry sector to achieve the specific strategic objectives that drive business growth and optimal customer retention.



TELCO

Innovative solutions to address the increased demand for customer-centric solutions



FINANCIAL SERVICES

Customer centric approach to provide a convenient, secure, personalised customer experiences



ECOMMERCE

Closing the customer loop while managing increased customer demand for convenient, efficient service



EDTECH

Supporting growth and optimising your student experience



LOGISTICS

Streamlining and optimising the operations of your complex customer journey



ENERGY

Breathing new life into your customer acquisition and customer brand experience



OTHER

Designing and implementing solutions that revolutionise the customer brand experience

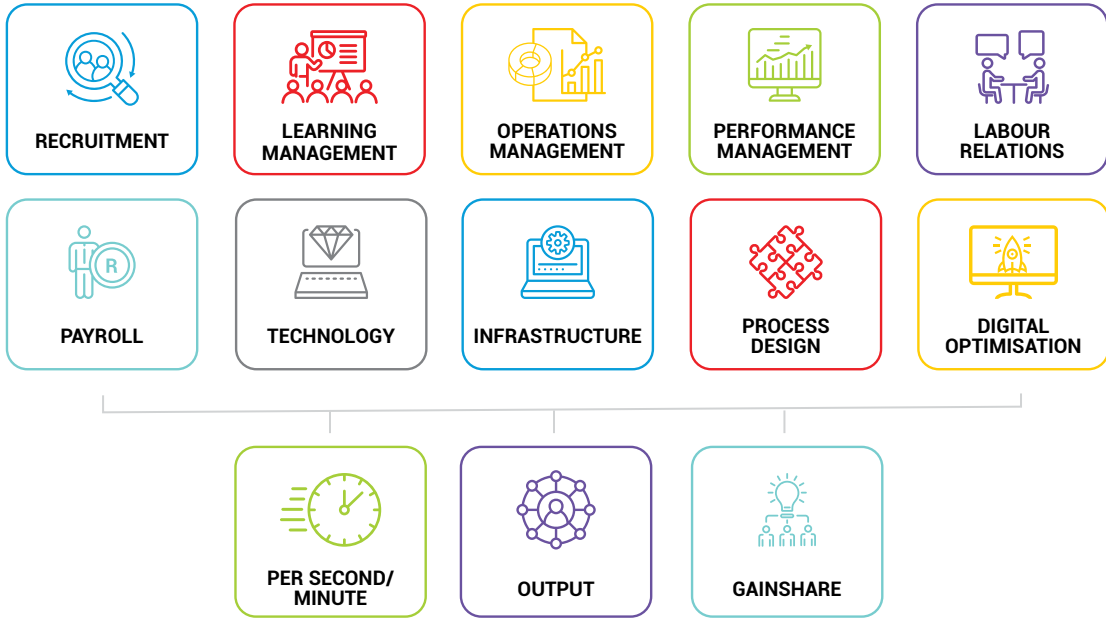


This approach gives us the agility and flexibility to deliver customised BPO services using our comprehensive omnichannel solutions to service many industry sectors, achieving high levels of speed to productivity and operational performance.

OUR BPO SOLUTIONS DESIGN

Gaining an advantage in an increasingly competitive market means having to **challenge the status quo to create the optimal customer journey** using the right people, the right technology and the best innovative processes that bring it all together.

There are several components to our agile outsourced solution design which are combined to build the optimal customer journey:











Our customer-centric approach combined with the expertise for process optimisation, state-of-the-art technology support and continuous skills development enables us to **optimise contact centre and other BPO solutions that deliver the ultimate brand experience.**

OUR FORMULA

Our successful and proven formula **combines the right people and optimised processes with cutting-edge technology and digital skills** to deliver of an exceptional customer brand experience.



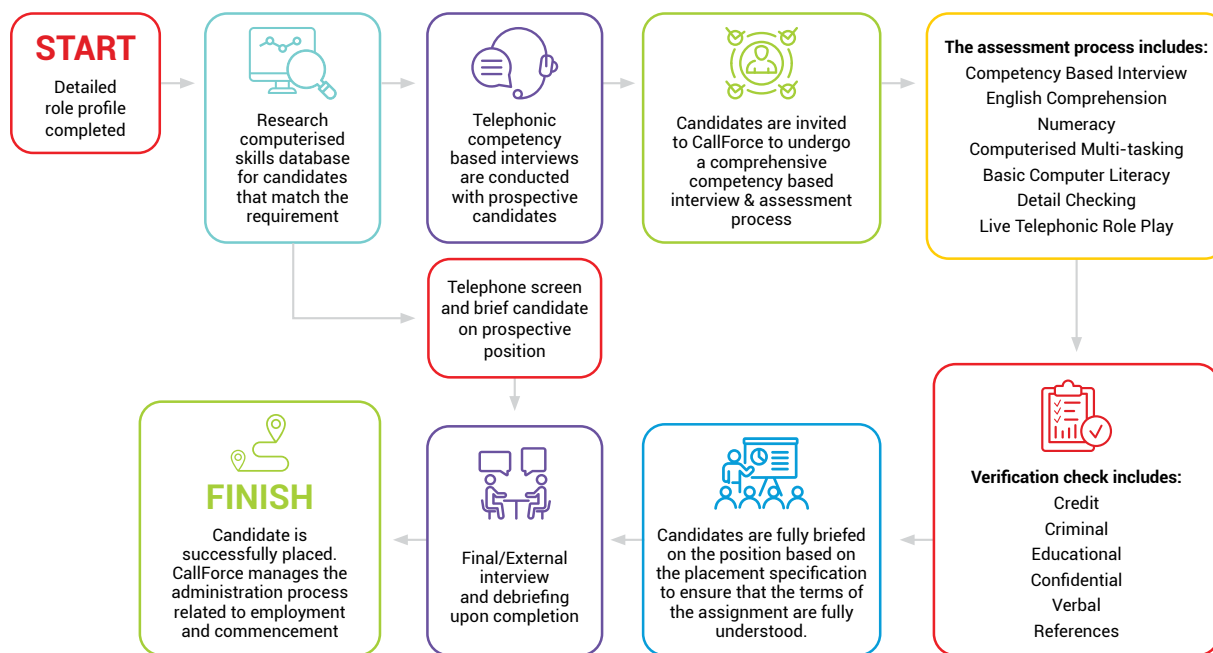
We carefully reassess the current operations of your contact centres and rebuild a cost-efficient, customised, outsourced BPO solution that gives you:

 <p>A competitive edge</p>	 <p>Higher CSAT/NPS scores</p>	 <p>Significant cost saving through increased efficiencies and productivity</p>	 <p>Excellent customer retention ratios</p>
 <p>Higher propensity to gain wallet share</p>	 <p>Access to a skilled, empathetic, tech-savvy talent pool</p>	 <p>A customised, digitised customer journey</p>	 <p>Exceptional customer engagement experience</p>

»» THE POWER OF THE RIGHT PEOPLE

TALENT ACQUISITION METHODOLOGY

We are experts at attracting and assessing the right talent. The success of our campaigns is largely based on the value we place in the accuracy of our role profiles and continually optimised recruitment processes



Once the right talent has been recruited, our focus shifts to employee well-being which is vital to ensure our people are continually supported throughout their journey with CallForce - this includes wellness sessions, counselling sessions, team building events, incentives and awards programmes, surveys and regular check-ins.

>>> THE POWER OF THE RIGHT TECHNOLOGY

DIGITAL FOCUS

Our high-tech operations are technology agnostic.

Our significant investment in cloud-based technologies to effectively support our client requirements and streamline the operations of our own business deliverables, have been a key strategic focus of ours as we transition to optimally operate in this digital world.

OUR TECHNOLOGY AUTOMATION AND OPTIMISATION APPROACH



ARTIFICIAL INTELLIGENCE



FULL SELF-SERVICE IVR'S



SENTIMENT ANALYTICS



PERFORMANCE MANAGEMENT



MACHINE LEARNING



DIGITAL ENGAGEMENT



CHAT BOTS



ONLINE PRESENCE MANAGEMENT



VOICE ANALYTICS



CUSTOMER SATISFACTION SURVEYS



OMNICHANNEL INTEGRATION



WORKFORCE MANAGEMENT



AUTOMATED QA



ROBOTIC PROCESS AUTOMATION (RPA)



KNOWLEDGE MANAGEMENT



BUSINESS INTELLIGENCE

TECHNOLOGY SOLUTIONS THAT SUPPORT OUR OPERATIONS INCLUDE:



OMNICHANNEL SOFTWARE

Bringing every channel together, enabling seamless engagement with customers across multiple channels.



ANALYTICS-DRIVEN QUALITY ASSURANCE MANAGEMENT

We embrace smart analytics to transform traditional QA reporting into an insight's hub to improve service, sales, collections and retentions.



DIGITAL PERFORMANCE MANAGEMENT

Ensuring our agents know how they are performing and where to place their focus with performance goals tied to data digitally updated from business systems.



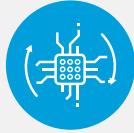
WORKFORCE MANAGEMENT SOFTWARE

Optimising productivity by using data to effectively forecast our labour requirements and call volumes, making sure we manage staff schedules to meet our client's day-to-day demand.



CALLFORCE ENGAGE

Our very own digital engagement app to communicate, engage and empower our teams through high impact video that can be accessed both online and offline without the cost of data.



AUTOMATION

Our technology investments into automation reduce agent-assisted engagements for non-complex issues or transactions to increase efficiencies and productivity of your highly skilled agent workforce.



ARTIFICIAL INTELLIGENCE

Building the future of intelligent decision-making within the contact centre environment through human-life computing.



THE POWER OF THE RIGHT PROCESS



DEFINE & DESIGN

Whether you're looking to optimise what you've already got or you want to start from scratch, we'll make it happen.

Using data analytics, we can track how your customers interact with your brand, see where the challenges are and customise simple, intuitive solutions that give them exactly what they're looking for.

Our omnichannel approach helps us open up more channels for communication to enable an enhanced customer experience that's cost-effective, measurable and more 'human'.



MEASURE & REFLECT

Our processes are adapted in an agile approach to keep up with the speed of change.

Using deep data analytics and real-time smart reporting, we can measure key indicators to evaluate just how effective our performance is at any given time.

Our trend analysis capabilities mean we can also track market trends and optimise our processes accordingly to ensure the ultimate service experience.



LEARN & IMPROVE

Every contract is another opportunity to refine what we do.

Our analytics team are equipped with the best in quality assurance and training to constantly adapt and optimise our processes according to your business needs.

Through innovative digital learning systems, our ever-evolving 'digital brain' gives our CallForce team the power to take relevant information and turn it into exceptional customer experiences.



EMPOWER & GROW

Evaluating and understanding a customer's experience is key to understanding how to optimise and promote strong brand loyalty.

Our unique approach to customer experience management allows us to empower our team with the right technology and processes to best serve each and every one of our customers.

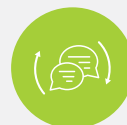
Digitisation can only be effective when you have a great process!



THE SUCCESS OF OUR CX APPROACH

Understanding the client journey and the impact on customer experience is part of the DNA of CallForce.

Delivering an exceptional customer experience means giving customers value that goes beyond a simple transactional relationship.



CLOSES THE CUSTOMER
FEEDBACK LOOP



LISTENS TO THE VOICE
OF THE CUSTOMER



REFINES CUSTOMER
JOURNEY MAPPING



EMPOWERS AGENTS



OPTIMISES OPERATIONAL
EFFICIENCIES



PROVIDES
SMART ANALYTICS



PRIORITISES QUALITY
ASSURANCE



DIGITISES AGENT
PERFORMANCE
ENHANCEMENT



CREATES "THINK TANKS"



INTRODUCES ARTIFICIAL
INTELLIGENCE



PROVIDES A
PERSONALISED
CUSTOMER EXPERIENCE



DEVELOPS
AGILE TEAMS



OUR EXPERIENCE, GLOBAL NETWORK AND PARTNERSHIPS

As a **BBBEE Level 1 contributor, registered Financial Services provider and award-winning outsourcer with over 20 years' experience**, we have secured our position as a thought-leader in the BPO sector, servicing blue-chip clients both locally and internationally out of our South African based operational hubs.



Our highly skilled team of BPO specialists, customised contact centre solutions and innovative BPO services positively reshape the customer's experience while driving digital transformation.

As proud members of **Endeavor, BPESA**, and our association with several other international BPO and contact centre industry bodies such as **IAOP, AusContact Association, ISG, CCMG** and **GSA** and our strategic partnerships with **McKinsey** and **EY**, we are able stay abreast of the latest industry trends and thought leadership ensuring our operations are competitive, result-driven, outcomes focused and cost efficient.



»» Candice Roberts
CallForce CEO

Our CEO, Candice Roberts, is a thought-leader in the Outsourcing sector, currently sitting on the BPESA industry Exco committee and the board of Endeavor South Africa along with entrepreneurs such as Herman Bosman, Vukani Mngxati, Barry Swartzberg, Ajen Sita amongst many other well respected business leaders.

Candice was also recognised as an EY Entrepreneur finalist in 2017 and Endeavor Entrepreneur in 2005 and in true collaboration with Endeavor's "pay it forward" culture, she continually provides mentorships to other entrepreneurs from developing economies within the BPO industry.

Our Global Outsourcing Director, Roshan Sookdeo, also represents CallForce as a CCMG board member for professional designations.

THE MAGIC OF SOUTH AFRICA'S VALUE PROPOSITION

South Africa has been internationally recognised as the most favoured CX Delivery Offshoring destination in 2021 and has shown a growth rate of approximately 22% annually in this sector.

This well-deserved recognition is a strong indication to the global market of the **innovation, agility** and **professionalism** it delivers to the BPO (GBS) sector, due to:



DIGITAL CAPABILITIES

A strong focus and shift toward digital capabilities and skills that enhance the customer experience.



A STRONG FOCUS ON IMPACT SOURCING

Working towards achieving our goal in contributing to 500 000 offshore job opportunities by 2030.



A SKILLED TALENT POOL

A large pool of skilled English-speaking and multi-lingual, accent neutral talent with digital skills.



A COMMITTED WORKFORCE

A highly empathic workforce with cultural affinities to geographies all over the globe.



PROFESSIONAL CULTURE

A strong customer service and sales culture.



AGILITY

Agility in its ability to support high growth industries.



INCENTIVES

Government incentives to support growth.



BPO EXPERTISE

Strong international and local BPO expertise.



RECOGNITION OF OUR SUCCESS

The immense success of our campaigns could not have been achieved without the experience, knowledge and capability that the CallForce team bring to the fold as a leading outsourcing specialist in delivering customised, innovative contact centre solutions from South Africa to the Global market.

2022



2021



2020



2019



2018
2017





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

www.callforceoutsourcing.com