

About Fusion Outsourcing Services

Fusion Outsourcing Services (Pty) Ltd (Fusion SA) is a subsidiary of the BGL Group. Since establishment in 1992, the Group has shown average annual turnover of R4,470-million (£389-m) and net profit after tax of R826-million (£72-m). Fusion SA, now in its seventh year of operations, is a key player in the South African BPO industry.

Delivery centres

Delivery centres in Cape Town and Johannesburg with plans to open additional centres in Durban and Port Elizabeth.

Scale

Fusion SA employs 1391 operational staff and 200 support staff (see chart below).

Experience and expertise

Financial services industry, insurance, telecommunications, FMCG, media and leisure.

Award-winning

Best Offshore BPO/Contact Centre and Best Offshore Customer Service Centre in South Africa awards in 2008, 2009 and 2010.

"Our strength is our ability to offer both cost and quality added into one value proposition."

"We believe outsourcing is no longer a matter of global corporates choosing the lowest cost destination. Companies are taking into account the level of service offered by providers and the value they add to business efficiency."



Johann Kunz
Managing Director,
Fusion SA



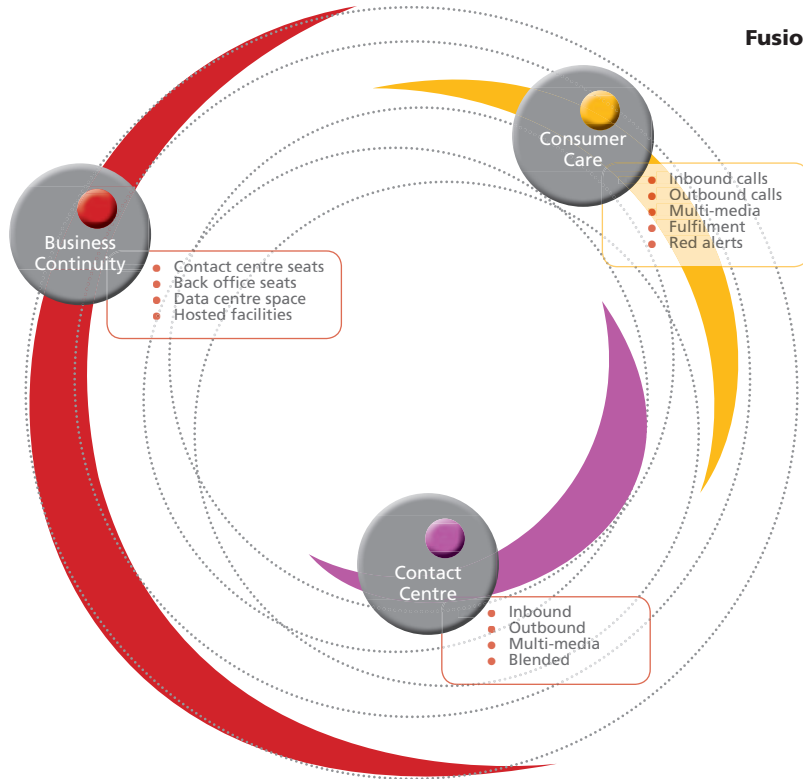
Fusion House,
Century City

Fusion SA permanent employees



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www.offshoringsouthafrica.com

Range of Services



Fusion SA's Business Process Solutions Model

"Fusion SA has shown a consistent desire to improve our customer experience and commitment to partnering with us to drive improvement initiatives"

Client stakeholder, Netherlands International Fulfilment Services



Canteen

Client Case Examples



A call centre floor

"Fusion SA has been servicing our customers since 2004 and has, during this time, consistently achieved our targets."

Client stakeholder, UK Motor and Home Insurance

BUYER CONTEXT

- **Industry:** UK-based short term motor and home insurance
- **Size:** 250 agents
- **Locations:** Cape Town, Coventry, Peterborough, Sunderland

SOLUTION OVERVIEW

At the outset of the partnership, limited call types were handled by our agents. Once these skills were mastered, additional complex call types were introduced. All inbound telephonic functions are now supported during the full insurance policy life cycle.

Fusion SA's approach to continuous improvement has resulted in efficiency gains and an improved customer experience, as agents are all trained to assist with all call types resulting in reduced customer wait times and fewer call transfers.

RESULTS

- 60% reduction in call transfers
- 5% first call resolution improvement
- 10% reduction in required headcount
- 10% sales performance improvement

BUYER CONTEXT

- **Industry:** International fulfilment services
- **Size:** 20 agents (300 million international clients across 300 magazines)
- **Location:** Cape Town

SOLUTION OVERVIEW

Customers supported with email and telephonic interactions from acquisitions to retentions (includes a sales function, customer care line and retentions platform).

By cross-skilling agents, Fusion SA has increased its share in international interactions with customers and taken over customer care for a new product line.

RESULTS

- 95% to 97% overall quality improvement
- Redesigned quality grading tool in line with updated customer journey
- 20 second reduction in average handling time

Why **South Africa**

Skilled English-speaking talent pool with strong UK customer-affinity

English is the medium of education and primary language for South African businesses which share similarities with the UK services industry.

Deep domain skills

A large, mature domestic market provides access to talent skilled in delivering high-end, customer-centric processes, serving sensitive customer segments, delivering complex and judgement intensive back-office processes.

First-world infrastructure

International connectivity and infrastructure is similar to that of western countries. A compatible time zone with UK (GMT +2) is advantageous for work delivery requiring time zone proximity and constant onshore-offshore interaction.

Robust, enabling environment

Largely free of natural disasters and terrorism, unlike many other offshore delivery locations. While there are concerns around crime, the risk is often perceived to be greater than in reality.



South Africa



"South Africa has another advantage over India in its cultural affinity with consumers in the UK."

Johann Kunz, MD of Fusion Outsourcing Services.

Financial Mail, December 24, 2010

Training room



To know more about the supplier, contact: Samantha Coetzee
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