

## About Merchants – a Dimension Data company

**Merchants, a wholly owned Dimension Data company, is a leading provider of bespoke contact centre solutions.**

The company has a 30 year track record of successfully delivering customer contact centre solutions for a variety of blue chip organisations, globally.

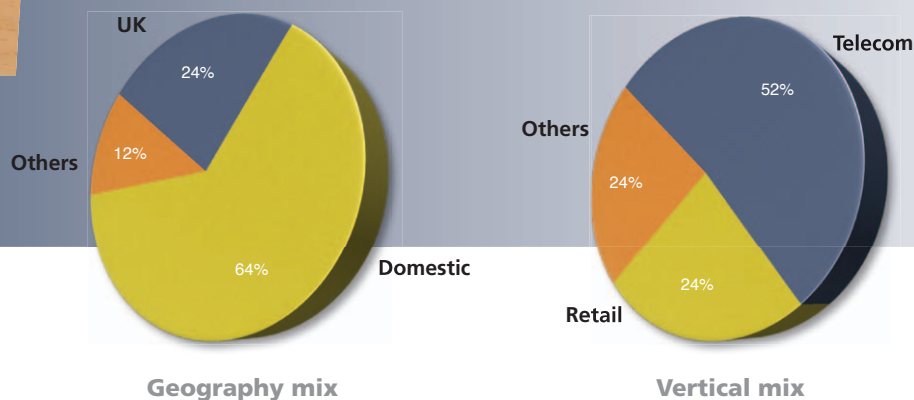
Merchants is represented in the UK and South Africa. Their offshore contact centre operations are located in Cape Town, Durban and Johannesburg and currently deliver contact centre services for both international and South African clients.

Merchants believes that all clients are unique and the journey taken depends on each organisation's individual business model and requirements.

Merchants' collaborative approach means they are focused on designing and implementing practical solutions that are fit for purpose. Using customer management experience and expertise to understand unique business requirements before offering professional advice and a customised solution.



**Business mix**  
% of revenue



- Over 45% of the revenue from the international markets
- Telecom is the largest industry vertical with 50-55% of the revenues
- A mix of voice, non-voice and back office activities



## Range of Services

Merchants understands that each of its clients have different needs. Our track record speaks for itself, and within the contact centre managed services arena, we have successfully delivered customised solutions to suit our clients' individual circumstances.

Our ability to do this is underpinned by the vast technical capability and global reach of Dimension Data and other prominent subsidiaries. Moreover, Merchants is a centre of excellence for all the operational disciplines for customer management, and we also deliver these through our Consulting Division.

### Merchants' Centre of Excellence

For 30 years, we have met and mastered the operational discipline requirements to deliver operational excellence in customer management. Our experience and renowned global ability to provide superior contact centre services enables us to offer a wide variety of optional services through our Centre of Excellence. These available services complement and outsourced managed services agreement and include:

- Customer management and contact centre strategies
- Operational appraisal
- Workforce management
- Quality management
- Performance management
- Recruitment and training including all aspects of HR
- Knowledge management – via our portal Know?
- Benchmarking – underpinned by our annual Global Contact Centre Benchmarking Report

### DBOT : Design, Build, Operate, Transfer

Merchants' unique DBOT approach is a solution used in the establishment of new contact centres, and enables our clients to take advantage of our experience and expertise in developing both our own and client contact centres.

The DBOT approach ensures our clients are provided with the most effective solution that builds on the lessons learned and best practice through our multiple engagements. This gives our clients the choice of whether they want to take advantage of the full service or its component parts, thus allowing Merchants to offer any aspect of the design and build process.

### Merchants' Design and Build services allow the organisation to:

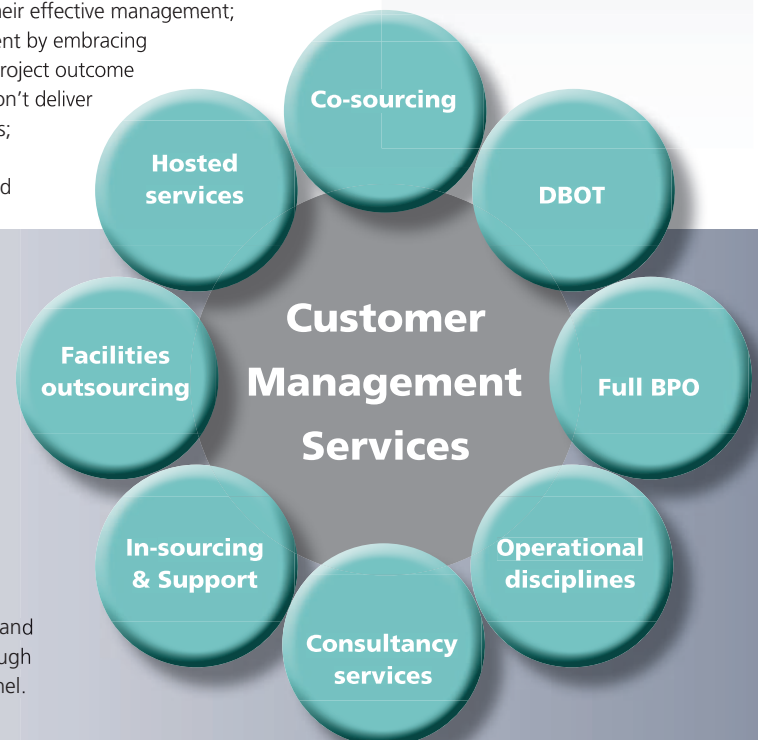
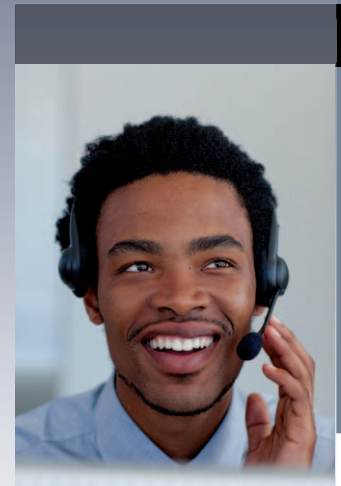
- Manage the risks associated with setting up a new

contact centre including time, cost, quality;

- Reduce the timeframe to implement a new contact centre without compromising performance or quality;
- Keep focused on its core business while implementing a programme to match significant size and resource requirements;
- Create the opportunity to introduce new ideas and introduce step-change through the implementation of a new contact centre;
- Make a choice of which elements to support ranging from design, design and build, or design and build with a period of operational stabilisation before handing over.

### Drawing on our extensive experience across multiple client engagements and implementations, our DBOT solution can add value to your business through:

- Creating, understanding and developing a more accurate business case and operating model;
- Using the pros and cons of different migration and ramp up experiences to help you define and select the best option to achieve your business goals;
- Identifying potential risks, understanding their impact and what is required for their effective management;
- Effective scope management by embracing changes that benefit the project outcome and rejecting those that don't deliver on your business objectives;
- Providing proven people management, learning and development to ensure our operation effectively provides and manages the right people with the right skills;
- Quantifying your desired business benefits and keeping focused to ensure you achieve them;
- Ensuring our operational model supports the appropriate and seamless transition of operations back to our clients by maintaining service levels and legal staff transitions through TUPE experienced personnel.



## Client Case Examples

Merchants supports a number of clients across multiple industries including telecom, retail and airlines

### Key clients served

- A leading retail brand in UK
- One of Australia's largest internet service provider



#### BUYER SITUATION

- Australia's third largest internet service provider (ISP) iiNet wanted to implement a follow the sun strategy with customer-focused contact centre to resolve overflow calls

#### SOLUTION OVERVIEW

- Merchants provided a complete end-to-end solution, procuring all elements of the facility to build of the contact centre with a 12 month operational term
- Training to employees was rolled out using a hybrid model based on established iiNet material which was modified to suit local conditions and culture

#### RESULTS

- Operational cost savings of ~20% were delivered
- The contact centre was able to leverage the six hour time zone difference to allow the on-shore agents to work sociable hours
- Achieved fantastic NPS scores, in line with iiNet's onshore performance scores

#### BUYER SITUATION

- ASDA is a leading retail brand in the UK, with a requirement to expand their operations to accommodate increasing call volumes and complexities of their home shopping service.

#### SOLUTION OVERVIEW

- Merchants provided a complete end-to-end offshore and outsourced solution, providing flexibility to expand to ASDA's growing needs.

#### RESULTS

- ASDA has a first-class contact centre solution that is tailor-made to suit their particular demands
- ASDA has a contact centre that delivers customer experience in synergy with its brand and values
- ASDA has a contact centre which allows year on year expansion through a safe and experienced pair of hands

## Why **South Africa**

# merchants

A DIMENSION DATA COMPANY



**"The staff are eager and want to do their jobs well and are excited about the opportunity to work for a multi-national company."**

*Senior Executive of Merchants client*

As a Dimension Data company, Merchants leverages Dimension Data's capabilities within South Africa, from a technology and telecommunications infrastructure standpoint.

Whilst evaluating a client's requirements a number of factors are taken into consideration. South Africa provides a distinct value proposition in meeting these requirements, in terms of:

- Recognised quality of customer service
- Superior quality of spoken English
- Cultural affinity to the UK market
- Cost efficiencies supported by government grants
- World class facilities and infrastructure

**South Africa is leveraged to serve the UK and domestic market**

To know more about Merchants, contact: Helen Jarvis  
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*We speak your language*  
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