



**Teleperformance**

Transforming Passion into Excellence

## About Teleperformance

- Global leader in customer experience management
- Founded in 1978
- Established in Cape Town, South Africa, in 2007
- US \$2.78 billion global revenue in 2010
- South African operation connected to UK wider area network – local and global (UK/US) management structure
- Current capacity for 639 production seats in Cape Town
- Key services: customer service and CRM, customer acquisition, technical support, back office processing – onshore and offshore
- PCI accreditation

**“Teleperformance, a leading provider of outsourced contact centre services, has announced a major investment that will see the creation of over 2,000 jobs in South Africa by 2012.”**

*SouthAfrican.info, Nov 09*



*Teleperformance's contact centre, Cape Town*



*We speak your language*  
[www.offshoringsouthafrica.com](http://www.offshoringsouthafrica.com)

## Range of Services

### Customer care

- New product/service sales/subscriptions (with cross-sell/up-sell options)
- Billing explanations or payment applications
- Technical assistance
- Problem solving and complaint handling
- Pro-active outreach at key milestones of the customer relationship

### Technical support

- **Level 1** – Solutions to standard problems through proven processes
- **Level 2** – Addressing more complex problems through guidance by telephone, problem resolution by remote control access or onsite repair
- **Level 3** – High level support for atypical and critical cases

### Sales

- Lead generation and appointment scheduling
- Data verification services
- Cross-selling and up-selling
- Customer retention and loyalty management
- Win-back programmes and surveys
- Collections and accounts receivable management



*Teleperformance  
reception and  
indoor garden*



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## Client Case Examples

Teleperformance supports a number of clients across multiple industries including IT & consumer electronics, telecoms, media, travel & tourism.

### Key clients served

- Global technology company – customer service and technical support for UK and South Africa
- One of the world's largest travel companies – technical support level 3, including branches and divisions worldwide
- Leading UK telecommunications company – inbound, and outbound sales and up-selling

### BUYER CONTEXT

- Telecommunications company
- 190 FTE based in Cape Town

### SOLUTION 1 - OVERVIEW

- Outbound sales upselling broadband internet, line rental and call packages
- 160 FTE

### RESULTS

- One sale per hour each
- 25-30% DMC conversion rate

### BUYER CONTEXT

- Telecommunications company
- 190 FTE based in Cape Town

### SOLUTION 2 - OVERVIEW

- Outbound sales – contract renewals
- 30 FTE

### RESULTS

- Three to four renewals per hour
- 85% conversion rate

## Why **South Africa**



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### **Role played by South Africa in the delivery network of the supplier**

- Teleperformance in South Africa is the delivery centre for UK, Ireland and other foreign destinations (e.g. US and Australia)
- Focus on high quality 'platinum' services – voice and non-voice

### **Investments made in South Africa**

- Purpose built 700-seat site in central Cape Town

### **Plans for growth in South Africa**

- Securing new logos from major UK, foreign and South African businesses looking for high quality outsourcing solutions
- Extending our service offering to include more non-voice / BPO services
- Expanding into Johannesburg and Durban

"South Africa is a highly attractive location for foreign companies looking for *quality* voice and non-voice outsourcing solutions."



*John Hurley,  
Managing Director,  
Teleperformance  
South Africa*

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