

CAPEBPO

FROM CAPE TOWN TO THE WORLD

Company Manifesto

Welcome to CapeBPO

Foreward by Gareth Pritchard, CEO, and Clayton Williams, CEO Designate



The Cape Town Call Centre Development Association NPC was founded in 2002 and has traded as "Calling the Cape" and "BPESA Western Cape", and now it is trading as "CapeBPO".

In those 18 years, the City of Cape Town and the Western Cape have developed a brand which has highlighted the unlimited tourism and business opportunities in the region.

CapeBPO will build on this brand and focus on the creation of jobs in the BPO sector.

The Cape's traditional strengths in trade and hospitality have given the BPO sector the perfect platform to develop a service orientated culture for BPO operators.

Our Story

From Calling the Cape
to CapeBPO

2002

The Call Centre Development Association was founded.

2010

"BPESA Western Cape" was established, and over the next 10 years we created 35,000 BPO jobs in the Western Cape.

2020

In May of 2020, we stopped trading as BPESA Western Cape and changed to CapeBPO as we felt the uniqueness of the Cape and our partnerships set us up for success on our own.

The Rationale Behind Our Rebrand

Strengthen Cape Town's BPO value proposition through a public-private partnership made possible by the collaboration between the City of Cape Town, DEDAT, Wesgro and the private sector.

Build on the region's unique branding strengths, with more than 60% of international BPO operations situated in the city.

Ready ourselves to create more growth as the BPO sector has been identified as key to the city's economic recovery due to COVID-19.

Leverage on proven ICT capabilities and infrastructure to develop digital proficiencies within Cape Town resulting from the fourth industrial revolution.

Build a strong ecosystem which opens opportunities for the entire BPO value chain in the region. This extended ecosystem supports us in executing our core functions with excellence and passion.

Accelerate the diversification of how business is conducted, such as the rate of adoption and adaptation of the work-from-home model.

Our Manifesto

We pledge the following to our sector:

1. Ensure the BPO sector aligns with international best practices.
2. Develop a multi-talented skills pipeline that continues to meet the needs of current and future business opportunities.
3. Train and deploy local youths in careers within the BPO sector, thereby uplifting communities.
4. Realign the vision for adaptation to a changing technological business environment post COVID-19.
5. Leverage synergies created during the response to COVID-19 through collaboration between the private and public sectors.
6. Promote ethically responsible sourcing, including impact sourcing.
7. Lobby for fit-for-purpose and practical legislative frameworks, thereby facilitating a conducive BPO operating environment.

A Manifesto with Meaning

ENSURE THE BPO SECTOR ALIGNS WITH INTERNATIONAL BEST PRACTICES.

We want to make Cape Town an attractive and obvious solution to international investors. The future is here. We have world-class infrastructure, a strong foundation for contact centre and niche areas of work, and evolving capabilities for next-generation services.

DEVELOP A MULTI-TALENTED SKILLS PIPELINE.

Business needs are evolving. CapeBPO will continue to develop skills in the province to ensure we have a strong talent pool that meets the needs of current and future business opportunities. This must also be in line with an evolving geographical value proposition.

TRAIN AND DEPLOY LOCAL YOUTHS IN CAREERS WITHIN THE BPO SECTOR, THEREBY UPLIFTING COMMUNITIES.

A BPO/Call Centre Academy has been created in Cape Town to train individuals for careers in the BPO sector. Through this academy, CapeBPO aims to uplift the Cape's next generation, provide opportunities to local communities, and, ultimately, have a broader socio-economic impact. We want to give young people and their families a more meaningful life through great career opportunities.

REALIGN THE VISION FOR ADAPTION TO A CHANGING TECHNOLOGICAL BUSINESS ENVIRONMENT POST COVID-19. COVID-19 was a defining moment that brought about new normals in the workplace. We've seen an accelerated adoption of digital transformation strategies, specifically to enable work-from-home capabilities. We all need to re-evaluate our pre-COVID-19 way of working and bring a technical approach to the forefront of change management. Agile and relevant digital solutions, as well as smarter machine learning, will unlock the next wave of efficiencies in the BPO sector.

LEVERAGE SUCCESSES AND SYNERGIES CREATED DURING THE RESPONSE TO COVID-19.

Continued and increased partnerships between private and public sectors within the region will be fostered. This leverage will accelerate the level of success, speed and time to achieve growth in the Western Cape. Together we are able to successfully lead during uncertain times.

PROMOTE ETHICALLY RESPONSIBLE SOURCING, INCLUDING IMPACT SOURCING.

We aim to provide higher-income employment and access to new income opportunities to individuals that might not otherwise be employed in this sector.

LOBBY FOR FIT-FOR-PURPOSE AND PRACTICAL LEGISLATIVE FRAMEWORKS, THEREBY FACILITATING A CONDUCIVE BPO OPERATING ENVIRONMENT.

We want to create a conducive BPO operating environment in the Western Cape. This is done by strengthening current partnerships and creating incentives that foster good legislative framework.

Our Promise

Local Upliftment


We will create sustainable jobs that will help solve youth unemployment and, ultimately, have a broader socio-economic impact. Many of these opportunities are also for people previously excluded from economic participation in the previous dispensation.

Opportunities

We will create investment opportunities for BPO players, both large and small. Core to this is a strong ecosystem that will promote engagement and best practices.

Cape Attraction

We will market Cape Town and the Western Cape to the outside world as the preferred location within SA for offshore BPO operations. Coupled with this, we endeavor to develop a deep talent pool through the institutionalisation of demand-led vertical skills academies.



Rethinking BPO in the Western Cape.

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The CapeBPO Programme

A New Programme

Here's what we are doing to ensure we all adapt and thrive in the new normal.

Trade Missions

Local operators will be taken to explore new opportunities and markets in the UK, USA and Australia, such as the annual event at the South African House in London.

Partnerships

Promote collaboration and public-private sector partnerships within the entire BPO value chain in the province.

Sector Clusterisation

Clusterisation of the sector through a non-payment membership model. This clusterisation is achieved through industry development.

Skills Programmes

Evolution of our skills value proposition through the implementation of demand-led and higher-end value chain programs, creating scalable critical skills capabilities.

Be Part Of The Movement

Connect with us:
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