

DEVELOPING TALENT

A SNAPSHOT OF INITIATIVES IN
SOUTH AFRICA'S BPO SECTOR



We speak your language

Objectives of **talent development** initiatives

BPO is a knowledge-intensive industry. Skilled people drive success in this sector. South Africa has a large, highly skilled talent pool that is well suited to support its growing BPO industry. A set of initiatives has been put in place to increase the supply of qualified talent to this sector. These initiatives reflect South Africa's strong commitment to a holistic approach to talent development that addresses needs across entry-level, managerial and specialised skills.

South Africa's skills development strategy has three objectives for focused, rapid development of talent for the BPO sector.

- To increase the pool of entry-level employable people through the **Monyetla Work Readiness Programme**.
- To accelerate the development of home-grown supervisors and managers through the **Sector Education and Training Authority (SETA) levy grant and tax incentives system**.
- To ensure the ongoing building of a globally competitive talent pool by encouraging life-long learning and training through the **National Skills Development Strategy**.



“Having employers lead the programme, allowed them to select the learners that they wanted and get them into employment”

Cecil Macheke, Growth Laboratory, Evaluator

Improving **work readiness**

The Monyetla Work Readiness Programme is an employer-led, government funded initiative designed to provide work ready entrants for the BPO sector.

The government provides 18,150 Rand per unemployed person trained.

Employers assemble and lead a consortium to recruit and train entry level staff that meets their needs. The consortium includes specialist recruiters and trainers. At least one supervisor is trained for every 6 work entrants trained.

Training is provided against nationally accredited unit standards.

Examples of competencies developed

Identify and respond to customer needs in a Contact Centre
Meet performance standards within a Contact Centre
Instil in myself a personal Contact Centre culture
Work as a member of a Contact Centre team
Access and use information from texts
Apply basic knowledge of statistics and probability to influence the use of data and procedures in order to investigate life related problems
Demonstrate understanding of rational and irrational numbers and number systems
Maintain and adapt oral communication
Use language and communication in occupational learning programmes
Use mathematics to investigate and monitor the financial aspects of personal and community life
Work with a range of patterns and functions and solve problems
Write for a wide range of contexts

A Sector Education and Training Authority accredits training.

Trainees acquire employment on completion of the training.

Achievements

- 86% of learners trained found competent
- 90% of those competent were employed by leading BPO companies
- Planned roll-out of this program to include 3,400 additional learners in 2010/11

“We are hiring all of our employees through the Monyetla Work Readiness Programme. Monyetla has become really the most important part of our human capital strategy.”

Global Investor

Developing **sector specific** skills

South Africa's Sector Education and Training system is designed to support the development of sector specific skills. Under this system, employers pay a levy of 1% of payroll into National Skills Fund.



On the provision of the accredited training:

- Up to 75% of levies paid can be recovered by way of a grant¹.
- In addition up to 17,500 Rand for current employees and 25,000 Rand for previously unemployed people can be deducted from the taxable income of the employer on the signing of a training agreement with a learner and a further 25,000 Rand on the completion of the training².

Examples of sector specific programmes provided for in different sectors

Sector	Skill/Industry focus	Examples of courses offered
Services	Services sector including BPO, marketing services, creative services	<ul style="list-style-type: none"> ● Contact Centre Management ● Contact Centre Operations ● Contact Centre Support
Banking	Banking, includes areas such as commercial and other banking, financial mediation, lease financing, securities	<ul style="list-style-type: none"> ● Financial Services Advice (for learners with grade 12 certificate) ● Certificate in Business Management (for learners with 3-year tertiary qualification)
Insurance	Insurance, includes areas such as life insurance, risk management, health care benefits administration, reinsurance	<ul style="list-style-type: none"> ● Advanced Programme in Risk Management ● Investment Advice Certificate ● Advanced Diploma in Insurance Management
Finance and Accounting	Finance and Accounting	<ul style="list-style-type: none"> ● Certified Accounting Technician ● General Internal Auditing ● Professional Accountant in Practice
Information technology	Information technology	<ul style="list-style-type: none"> ● Systems Development ● Systems Support ● Diploma in Technology Management and Innovation

¹Skills Development Act 1999
²Income Tax Act 1962