

The Client:



BPeSA

BPeSA was founded in 2002 to develop the IT-enabled services industry in Cape Town, with a strong initial focus on contact centres. In little over a decade they've attracted large, customer-centric organisations setting up new contact centre operations, for reasons relating to the strong voice quality of their operators, deep domain skills and cost savings.

Their offering has attracted many UK-based clients and challenged traditional BPO and contact centre hubs in India and East Asia.

"Network Sunday understands LinkedIn, which is the most valuable business tool available today. They also showed a great willingness to understand our working environment.

Simply put, they're highly efficient, always available and a pleasure to work with!"



Patrick Gordon
Head of PR & Marketing

BPeSA Changes The Outsourced Contact Centre Game With 27 Sales Qualified Prospects Via Network Sunday's Social Selling

The Challenge

While many leading brands are already outsourcing to South Africa (such as Capita, Amazon, ASDA, British Gas and IBM), many others are unaware of the growing capacity offered by businesses like BPeSA.

Establishing or relocating the call centre operations of a large enterprise is a big project with vast cost and time implications, and making contact with key individuals is the first step in considering to make that change.

Prior to engaging Network Sunday, BPeSA were paying in excess of £1,000 for a lead. It was also extremely time intensive, as the process included re-educating the market to open their minds to South Africa as a viable option.

The Results

Head of Marketing at BPeSA Patrick Gordon says they are delighted with the results. 'Our business has a very long sales cycle, 2 to 3 years in most instances, but we have some very promising pipeline as a direct result of the Network Sunday.' Patrick also highlights some of the collateral benefits include the personal brand building aspect and the inherent value of pushing the company name out in the marketplace.

CAMPAIGN HIGHLIGHTS

743

ADDRESSABLE
MARKET
PROSPECTS

27

SALES
QUALIFIED
LEADS

27%

OVERALL
RESPONSE
RATE

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More opportunities, less work