

A PRESENTATION BY
CONSTANCE MATABISWANA
CHAIRPERSON OF



Our Objectives

1. **Promote and grow the BPO & Contact Centre industry in Botswana through public awareness.**
2. **Engage in formulation and monitoring of nationally and internationally acceptable training and operational standards based on global trends.**
3. **Position ourselves as a credible, competitive destination for Offshore Businesses thereby attracting FDI.**
4. **To act as an industry governing body in Botswana in order to monitor the provision of quality globally acceptable standards.**
5. **To contribute to job creation and economic growth through the industry.**
6. **To influence national policy to enhance Botswana's global competitiveness as a BPO and Contact Centre destination.**

LOCAL PLAYERS IN BPO & CONTACT CENTRE INDUSTRY

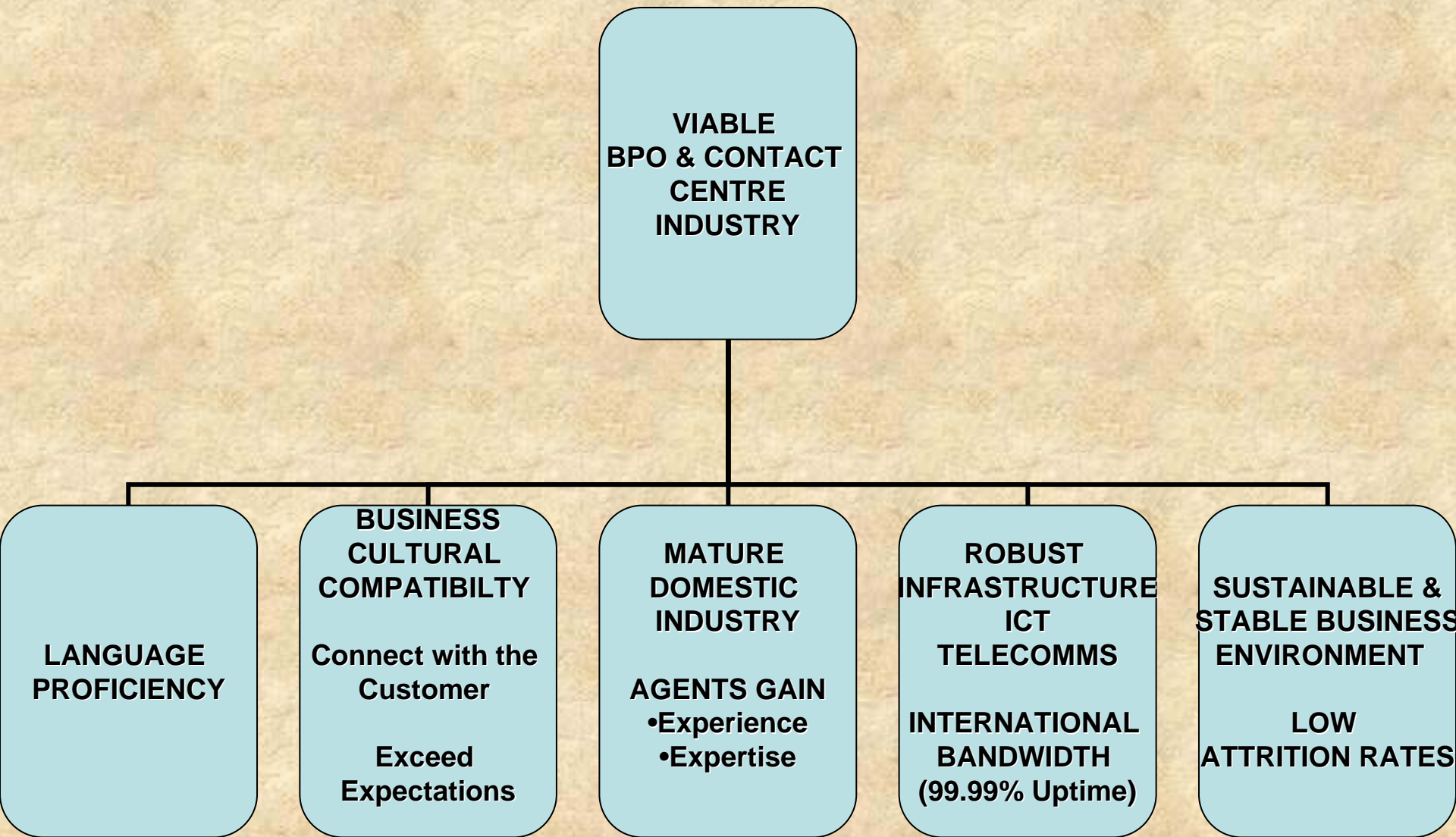
Captives	Outsourcers
MRI	MRI
Barclays Bank	1-Call
Water Utilities Corp (WUC)	OSEG
ORANGE	Orinoco
BTC	African Alliance
Standard Chartered	Alpha Call Center
Local Enterprise Authority (LEA)	

CURRENTLY AVAILABLE SERVICES FROM OUTSOURCERS

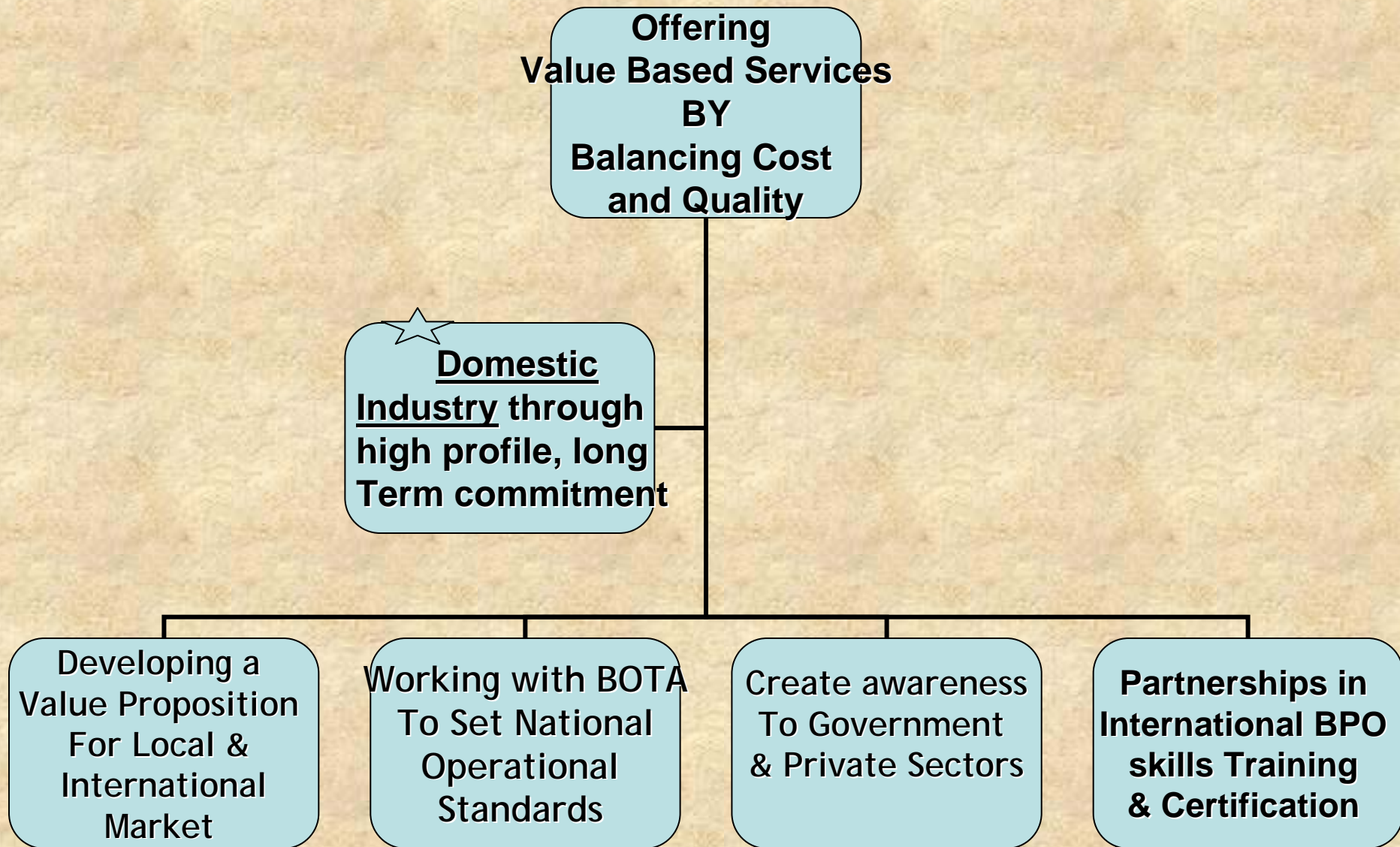


<p>Customer Interaction Services</p>	<ul style="list-style-type: none"> •Inbound & Outbound Services •Customer Service Voice, e-mail /fax (1-Call, MRI, Orinoco) •Marketing Services (Campaigns, Product Launches,) (MRI, Orinoco, 1-Call) •Telesales (1-Call)
<p>Knowledge Services</p>	<ul style="list-style-type: none"> •Data Cleaning (MRI, 1-Call) •Data Entry (OSEG) •Data Analytics (Surveys to establish Customer Satisfaction Index - CSI) (1-Call, MRI) •Tele-Medicine (MRI)
<p>Finance & Accounts Services</p>	<p>Debt Collection (OSEG)</p>
<p>Total Agents Full Time and Part-time including Captives and Covering all shifts</p>	<p>300 - 500</p>

Wherein Lies the Attraction For a US/UK Client to Outsource their Business Processes to us?



Reaching for the dream: Getting it right



OUR CHALLENGES

CREATING
A SUSTAINABLE
BPO & CC INDUSTRY

COMPETITIVE COSTS
•Telephony Costs
•Assurance of QoS with
The increased bandwidth

GROWING THE
DOMESTIC INDUSTRY
TO MATURITY

QUALITY OF LIFE
PERCEPTIONS
HIV/AIDS & Attrition Rates
Wellness Work Programmes

IS THE INDUSTRY GROWING?

YES. WUC, LEA are our latest entrants.
BHC is upcoming.

The Pace?? Not fast enough.

Our Advice: Do your homework before
insourcing or outsourcing.

Need Help? Talk to us.



- Thank you IFSC for donating an office and nurturing us. Your assistance is most appreciated.

Our Challenge: How to man the office.

Our next agenda item: Ownership of the Industry.



**TRULLY APPRECIATES YOUR CONTINUED
SUPPORT AND LOOKS FORWARD TO DOING
BUSINESS WITH YOU!!!!**