

**SPEECH BY MR KEABETWSE SEGOLE, DEPUTY CEO OF
ORANGE BOTSWANA, AT THE OFFICIAL LAUNCHING OF
THE BOTSWANA BPO & CONTACT CENTRE ASSOCIATION:
“OUTSOURCE BOTSWANA: YOUR BPO AND CONTACT
CENTRE FORUM”**

30TH JULY 2007

Director of Ceremonies

Distinguished Guests

Ladies and Gentleman

The subject of BPO and Contact Centres in Botswana is not a new one. Reading his speech to us this morning, the Honourable Minister indeed indicated that today's event presents an opportunity for Outsource Botswana and IFSC to interact with stakeholders.

Ladies and Gentleman, two major fulfilments that are a necessary means to the establishment of a viable BPO industry capable of tapping into the International market are; a sustainable domestic industry as well as a strong, representative BPO and Contact Centre body that serves as the link between the industry players and the market.

In response to these demands, it is my pleasure this evening to salute the formal launching of Outsource Botswana, which I see as a very important, very ceremonial but also very significant occasion. I am told that an overview of the activities of this association will be presented to us before the end of the evening.

Let me hasten to add that there are a number of reasons why all of us as stakeholders should welcome with enthusiasm the formation of such an organisation. Firstly of course it is a fact that organisation in itself is always important and whenever a group of persons get together to organise themselves the expectation is that of growth or development following the interaction of the group. That is doubly so where the industry represented is at its infancy and presents many challenges for the members of the organisation.

When members engaged in such an important area of activity selflessly choose to get themselves together, choose to deepen their unity, choose to make sure that their effectiveness will

improve as a result of the art of organisation, that is a commendable step forward.

But there are also other factors we cannot run away from. The need to operate within a supportive environment is important. In support of the BPO and Contact Centre industry we as the players have to truly provide a market that is sophisticated and promising. This we can do by further developing the ICT Industry so that players can truly leverage on the liberalised telecommunications industry with its promise of competitive tariffs. We should create an entrepreneurial and dynamic investment environment.

In return we will judge Outsource Botswana service providers not by product or price but by SERVICE EXCELLENCE. We will expect appropriate management skills to be applied consistently because customers expect their calls to be answered promptly their enquiries to be handled efficiently and courteously and the information provided to them to be accurate.

It is my hope that after this morning's deliberations Government will take a more proactive stance in reviewing its core businesses

and continue to shed and outsource those areas that are not core to outsourcers such as 1-Call, Oseg or MRI. We commend the Ministry of Health who have taken the bold step of Outsourcing a National HIV/AIDS line and the Ministry of Education that is discussing the outsourcing of its debt collection activities.

Director of ceremonies, in conclusion I wish to Congratulate Outsource Botswana on achieving this remarkable milestone and declare the association formally launched.