

## “Outsourcing is ultimately about results”



Managed and co-owned by the astute, driven, determined and highly experienced Renee Keeble, (above) the Cape Town based BPO, SA Commercial Direct has put big names in the shade to earn the reputation of excellence – outshining all expectations!

**S**A Commercial Direct is a leading business process outsourcing (BPO) company providing responsive and innovative contact centre and back office solutions to large corporations. **SA Commercial Direct was founded in 2007; and today, has risen to a leadership position, recently capped Best Outsource Contact Centre (SME) in South Africa.**

South Africa is an internationally recognised BPO location and at the recent NOA Awards held in London, South Africa won the Offshoring Destination of the Year 2012. South Africa's competitive edge is its natural accents and access to a significant pool of skilled and experienced talent. A unique asset is its ability to provide cultural affinity to Western markets, particular European users and products, positioning it as the third highest English servicing BPO supplier globally.

The South African government has identified BPO as a key driver of growth and set initiatives such as incentive, training and development schemes to empower and foster development in the sector. It is widely recognised that small, medium and micro enterprises (SMME's) play a central role in driving growth and that SMME's form the backbone of employment-creating initiatives in Africa. Growing SMME's is high on the priority list of the South African government and it has the ability to transform South Africa's future.

SA Commercial Direct is one of a select few BPO S.A. Companies to hold an ISO 9001 Quality Management System and ISO 27001, an Information Security Management System, an SABS accreditation. SA Commercial Direct takes such considerations very seriously as they are vital to ensure the delivery of a stable and secure service to clients.

But that is not the only thing that sets it apart from all its competitors. It is SA Commercial Direct's investment in extremely skilled, flexible and qualified staff, the alignment of its staff to key performance indicators, its commitment to a high performance culture and above all its strength in the pursuit of excellence that creates partnerships and a reputation that exceeds all expectations.

SA Commercial Direct enables clients to outperform with their passion for service and innovation. Deep industry knowledge and expertise, a partnership approach, comprehensive service offerings and a proven track record, enables SA Commercial Direct to deliver business value to its clients. Business solutions are specifically designed for the client to increase usage of products and service offerings, to reducing operational cost and to increase business processing speed. By assisting the client in achieving its goals the ultimate benefit lies in a greater return on investment.

SA Commercial Direct is passionate about building a business that is valued by its clients, employees, business partners and the community at large. Outsourcing is ultimately about results, aiming to maintain the fine balance between sustainability and growth in an aggressive market and in delivering a superior, personal service increasing loyalty and meaningful return on investment for their clients.

