

# A Rising Outsourcing Force To Watch Out For

## JOHANNESBURG, SOUTH AFRICA

Established in 2024, ClearSource South Africa offers our clients a cost-efficient, competitive workforce in one of the world's ideal outsourcing locations. The country's growing BPO landscape is powered by its diverse and adaptable population with various cultural perspectives. Our South African operations stay true to the country's promise of a robust labor force capable of delivering solutions to a global consumer base. We drive cost savings, improved efficiency, and enhanced customer satisfaction to many of today's leading businesses.

## Why Consider South Africa Solutions for Your Next Outsourcing Hub?

SEAMLESS OPERATIONS

**24/7**

Flexible Working Hours

ENGLISH PROFICIENCY

**9th**

Ranked 9 out of the 113 countries, with a 605 EF English Proficiency Index (EPI) score.

LABOR FORCE

**270K**

The country's BPO sector comprises over 270,000 skilled professionals in six cities.

MARKET VALUE

**\$3B**

The country's BPO market is expected to reach \$3.6 billion by 2027.

INDUSTRY GROWTH

**22%**

Annual BPO industry growth since 2017 (three times faster than other top BPO players.)

### SOLUTIONS OFFERED

Customer Support

Technical Support

Back Office Solutions

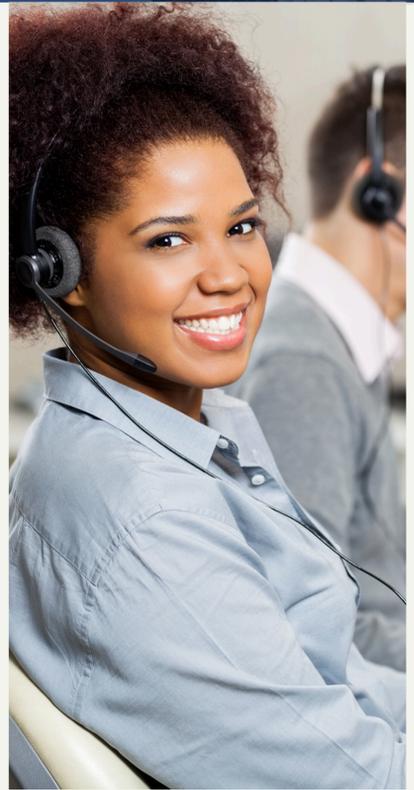
Custom Solutions

## Language Proficiency

**Cost-Efficient Training:** The country's high English proficiency means lesser training costs associated with language training. South African teams are excellent communicators and well-equipped to deliver the highest standard of customer support.

South Africa has 11 recognized languages. Its official language, IsiZulu, is spoken by almost a quarter of the population. However, English is still widely used in the country's media, business, and government affairs. It is the standard language for daily life, especially in highly developed areas.

In terms of English proficiency, South Africa ranks among the most proficient in the language. Despite not being considered a universal language in the region, English is still a sought-after skill for employment. South African students can start learning English as early as Grade 4, but parents often choose to send their children to educational institutions that mainly teach English.

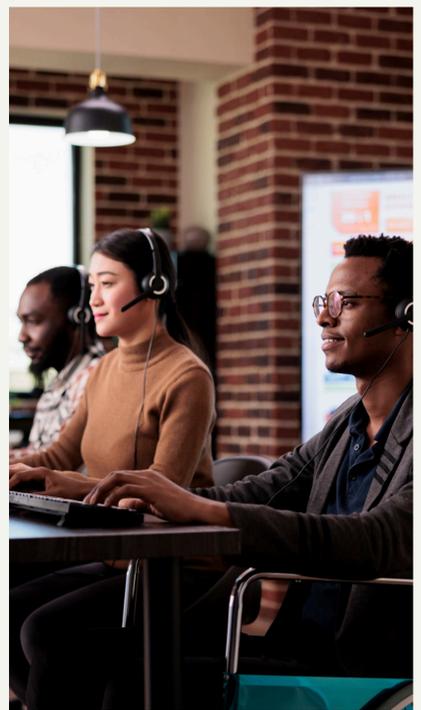


## Industry Expertise

**Comprehensive Training:** Years of training and experience can contribute to exceptional customer experiences, and South African teams have just that. The national education system focuses on vocational training. Its Continuing Education and Training Act of 2006 aims to promote additional training opportunities for students and equip them with the necessary skills to enter the labor market.

South Africa has a growing labor force. Its critical economic drivers include transport, energy, manufacturing, and tourism. As of the second quarter of 2024, the country's labor participation rate was 60.6 percent.

South Africa boasts a diverse academic landscape, producing graduates with knowledge in various business sectors. The country is home to prestigious institutions like the University of Cape Town (UCT), Nelson Mandela University, and Cape Peninsula University of Technology (CPUT).



## Outsourcing Performance

**Innovative Outsourcing:** With its tech-forward and competent labor force, South Africa is becoming one of the top outsourcing destinations globally. Setting up a team in South Africa is an excellent choice for businesses looking to maximize their growth.

**Government Support:** The South African government supports the growth of the country's BPO industry. Expanding to this geo will guarantee your business consistent, long-term growth.

The country's BPO market is expected to reach \$3.6 billion by 2027. Popular BPO services include customer support, information technology (IT), financial services, and human resources. The country's BPO sector comprises over 270,000 skilled professionals in six cities. The Department of Trade Industry and Competition has planned to grow this number by 250,000-500,000 by 2030.

American and British pop culture and media are also quite popular in the region. Most citizens are familiar with Western lifestyles and culture. South Africans also celebrate most Western holidays, closely matching American and British calendars, enabling a more cohesive collaboration with partners based in said countries.

## Operational Requirements

**Cost Savings:** Expanding your outsourcing business to South Africa can bring several benefits. For one, the country has lower labor costs. Operating in South Africa will help you allocate your resources better and focus more on growing your business.

**High Connectivity:** South Africa's recent switch to the SEACOM fiber-optic network has strengthened the country's internet and telecommunications network. As a result, you will have no problem collaborating and staying aligned with your team.

With a highly skilled workforce, South Africa is an outstanding site for efficient outsourcing operations. Another advantage of the country is its strategic location. Its proximity to European countries makes South Africa an ideal nearshore outsourcing site. Furthermore, its time zone difference in the US allows for 24/7 support capabilities, a perfect quality for businesses looking to drive operational efficiency and provide after-hours support.