These figures tell an important story about Cape Town’s value proposition to the global sourcing markets, highlighting the city’s and South Africa’s ability to sustain its growth rate over an extended period (almost five years now).

One key pillar of the South African GBS value proposition is the depth of talent amongst our youth. Their English language skills, ability to connect emotionally with customers, the way they take accountability for the outcome of each interaction and their intrinsic customer-centricity distinguish South Africa from most competing English Language speaking GBS service delivery locations.