

# PREVIEW EDITION & MEDIA KIT

*Sponsorship and Advertising  
Opportunities for BPOs and Vendors*  
Ver 2.0 October 2025

## THE BUSINESS LEADERS' DEFINITIVE GUIDE **BPO & GBS TO SOUTH AFRICA 2026**

PUBLISHED BY



# Abstract

The Business Leaders' Definitive Guide: BPO & GBS to South Africa" is an insightful guide that delves into the compelling reasons behind South Africa's emergence as a premier destination for Business Process Outsourcing (BPO) and Global Business Services (GBS). The book explores the country's unique value proposition, highlighting its cost competitiveness, location maturity, skilled workforce, and advanced infrastructure. It also addresses the political, economic and energy landscape, offering strategic insights for navigating these complexities. With a focus on the future, the book outlines South Africa's growing digital and up-the-value-chain professional and shared services capabilities and its potential as a gateway to African markets, making it an essential read for decision-makers in the BPO/GBS industry.

# Authors



**Rod Jones** is a seasoned expert in the field of Contact Centres, Customer Experience (CX), and Business Process Outsourcing (BPO), with over 50 years of industry experience. As an independent consultant and strategic advisor based in Johannesburg, South Africa, Rod has been a key figure in shaping the local and global BPO landscape. His passion for the industry is reflected in his extensive reach, including numerous articles, eBooks, white papers and his popular podcast, "RodsPod". A recognised thought leader, Rod was honoured with a Lifetime Achievement Award by CXOutsourcers for his significant contributions to the global BPO and CX industries.



**Traci Freeman** is the Managing Member of Believe Consulting and brings nearly 30 years of leadership to the GBS, BPO, and CX sectors. A strategic advisor, she is recognised for ecosystem building, client engagement, and Impact Sourcing. Driven by a deep passion for bringing people together, fostering collaboration, and creating platforms for industry engagement, Traci curates high-impact events, roundtables, and strategic convenings that drive innovation and progress. Her work is underpinned by a strong commitment to advancing social impact across the sector and the African continent.

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## Foreword



They say that the more things change, the more they stay the same. Whoever came up with this phrase clearly didn't know the South African contact centre and BPO sector. It is rare to witness a national industry evolve to the extent that this one has over the past two decades. I (and many others) who have covered this space from a global angle would be remiss in finding many other destinations that have moved forward regarding their global positioning the way South Africa has.

My first visit to South Africa occurred in early 2004. I found an industry fragmented along provincial lines, with no global players and limited resources. Fast-forward 20 years, and oh how things have changed—today, South Africa's CX and BPO space is more vibrant than ever, fuelled by operators from around the world who work alongside local entrepreneurs who are disrupting not just the national landscape but that of the entire continent.

This book by Rod Jones and Traci Freeman encapsulates the history of South Africa's CX and BPO sector and, more importantly, its future. Any interested party looking to engage an outsourcer based in South Africa or a services provider aiming to enter this market needs to look no further than the following pages for the baseline they need to make an informed commercial decision.

Happy reading!

**Peter Ryan**

Principal Analyst, Ryan Strategic Advisory  
Montréal, Canada

**RYAN**  
**STRATEGIC**  
**ADVISORY**

[www.ryanadvisory.com](http://www.ryanadvisory.com)

## Endorsements



In *Why Outsource BPO to South Africa – 2025*, Rod Jones and Traci Freeman deliver an indispensable guide for anyone considering South Africa as a strategic BPO/GBS outsourcing destination. I have personally known Rod and Traci for two decades. I can testify to their vast industry experience and deep insights into South Africa's BPO/GBS sector. This book goes beyond standard analysis, uncovering the depth of South Africa's cost advantages, skilled workforce, deep domain expertise, and robust infrastructure that enable the country to serve various international source markets, including Australia, Canada, Europe, the United Kingdom, and the United States.

Rod and Traci expertly address the nuances and opportunities within the South African BPO/GBS market, presenting a well-rounded view of the country's robust support systems, impact sourcing initiatives, and strategic appeal for enterprises worldwide. His emphasis on resilience, social impact, and the industry's ongoing evolution underscores South Africa's value on the global stage.

As co-publishers of this edition, we are pleased to disseminate and share its valuable content with the global business community. For any BPO/GBS decision-maker or stakeholder, this book is not just a recommendation but a roadmap - a comprehensive resource equipping readers with essential tools to make informed, strategic decisions about leveraging South Africa's unique strengths and opportunities. This is a must-read for those seeking a true partnership that extends beyond borders and into the heart of one of the world's most dynamic outsourcing destinations.

Happy reading!

**Mark Angus**

CEO & Chief Strategist: Genesis GBS

Founding Partner: GBS.World

## The Business Leaders' Definitive Guide: BPO & GBS to South Africa



Over the past two decades, South Africa has worked tirelessly as a sector community to build its global brand as a desirable offshore destination. As the national trade body and industry association, BPESA is honoured to have played a pivotal role in supporting the emergence of a world-class destination for GBS and the BPO sector. The combination of talent, technology, and an unwavering commitment to delivering exceptional quality and value to international markets has positioned the country among the top-tier global delivery locations.

Why Outsource to South Africa by Rod Jones and Traci Freeman provides an insightful and comprehensive guide to understanding our country's unique advantages—from cost efficiency to high-quality service delivery, robust talent pipelines, and leadership in social impact.

BPESA is proud to support this valuable resource, highlighting the success stories and growth opportunities that make South Africa a preferred partner for businesses worldwide. It is an essential read for decision-makers seeking to harness the potential of South Africa's dynamic and resilient outsourcing ecosystem.

Regards

**Reshni Singh**  
CEO





This book is an excellent representation of the transformative power of the BPO sector in South Africa. As CEO of CapeBPO, I have witnessed firsthand the remarkable evolution of our industry and its profound impact on our economy, labour market and the citizens of the Western Cape through both the creation of direct and indirect career opportunities at scale.

It serves as an invaluable guide for organisations looking to understand and harness the potential of BPO services in South Africa. It highlights not only our competitive advantages but also the innovation and dedication that has become synonymous with our talented workforce and world-class service delivery, most especially within the CX-remit.

The insights shared will empower decision-makers to navigate the complexities of outsourcing and recognise our country, region and city's unique opportunities.

In a global industry and economic climate where agility and efficiency are paramount and the rapid pace at which digital transformation and technology is changing how traditional outsourced and offshored services are being delivered, the "Why Offshore BPO & GBS to South Africa" book underscores the country's position as a premier outsourcing destination. It provides a comprehensive overview of best practices, industry trends and the essential role of technology in optimising growth and performance.

I would definitely recommend anyone seeking to deepen their understanding of the BPO landscape in South Africa and stakeholders aspiring to leverage our industry's strengths for sustainable success to take a read through the pages.

Thank you for your commitment to promoting the BPO sector. I look forward to seeing this book's positive impact on our industry and beyond.

Regards,

**Clayton Williams**  
CEO

**CAPEBPO**  
FROM CAPE TOWN TO THE WORLD

# Introduction: Why Offshore BPO & GBS to South Africa

Reflecting on over 45 years of dedication to the South African and global BPO/GBS industry, my passion for bringing more business into Africa and South Africa via the BPO and GBS sector has only deepened. This passion stems from a profound belief in the potential of BPO/GBS to drive foreign investment, create jobs, and uplift communities through initiatives like Impact Sourcing.

In April 2021, South Africa was celebrated as the Most Favoured Offshore CX Delivery Location, a recognition from the annual Front

Office Omnibus Survey conducted by Ryan Strategic Advisory. This accolade was not a one-time achievement but a reflection of South Africa's consistent excellence in the global BPO/GBS arena. By 2024, South Africa had firmly established itself in the top three offshore customer experience (CX) delivery locations worldwide, tied for second place with the Philippines. This remarkable standing is a testament to the country's consistency, resilience, sophisticated infrastructure, the skill and dedication of its workforce, and the strategic interventions of key individuals and industry bodies like BPESA and CapeBPO.

The global business landscape continues to recognise the value South Africa offers. The country's BPO/GBS sector is not just about cost savings. Though it has up to 70% savings compared to English-speaking source markets such as Australia, the UK, and the US, it certainly delivers on that front. South Africa also offers superior CX outcomes, with a customer satisfaction rating that is 18% higher than peers



## The Business Leaders' Definitive Guide: BPO & GBS to South Africa

in India and the Philippines. This translates into tangible benefits for global brands, including higher first-contact resolution rates, increased customer retention, reduced cost of rework, and improved bottom-line profits.

Our motivation to write this latest edition of "Why Offshore BPO to South Africa" was further fuelled after being honoured with a Lifetime Achievement Award for significant contributions to the global BPO and CX industries at the annual 2024 CXOutsourcers Mindshare event in Atlanta, GA, in May 2024. This recognition reinforced my commitment to sharing the knowledge and insight I've gained over the decades to help businesses make informed decisions about investing in South Africa's BPO/GBS sector.

In this book, we delve into the compelling reasons why South Africa remains a leading global destination for global BPO and GBS operations and clients looking to outsource. From its strategic time zone alignment

and neutral accents to its strong focus on innovation and inclusive hiring practices, this guide equips decision-makers with the essential insights to capitalise on South Africa's strengths in their global strategies. Additionally, this book candidly addresses the less obvious but crucial realities and challenges, offering clear strategies to navigate these potential pitfalls effectively.

Traci Freeman and I have thoroughly enjoyed gathering the facts and curating the insights shared within these pages. We're deeply grateful to the many individuals who generously contributed their time and feedback to this Guide, and we hope you find real value in the information it offers.



**Rod Jones**

Lonehill, Johannesburg,  
South Africa.  
September 2025



THE BUSINESS LEADERS'  
DEFINITIVE GUIDE

# **BPO & GBS TO SOUTH AFRICA**

**October 2025**

# Media Kit

PUBLISHED BY



**GBS NEXUS**



**BPO2SA** is a platform dedicated to showcasing South Africa's Business Process Outsourcing (BPO) and Global Business Services (GBS) capabilities to the world.

We connect global businesses with South Africa's award-winning talent, robust infrastructure, and proven service delivery. This positions the country as a trusted hub for high-quality, cost-effective outsourcing.

Through our publications, events, and media platforms, we:



Highlight South Africa's competitive edge in customer experience, technology, and back-office services



Provide advertisers and sponsors access to industry leaders and influencers



Offer insights into trends and developments across the South African BPO & GBS landscape

To further this mission, we have launched The Business Leaders' Definitive Guide: BPO & GBS to South Africa. This comprehensive publication is designed to help international decision-makers explore the full potential of South Africa's outsourcing sector.

We invite advertisers, sponsors, and thought leaders to be part of this landmark guide and help shape the global narrative around South Africa's BPO opportunity.

**At our core, we believe South Africa is not just a destination for outsourcing. It is a global partner for growth.**

## Amplifying Your Brand Through BPO2SA

By participating in **The Business Leaders' Definitive Guide: BPO & GBS to South Africa**, your brand will be promoted across the full BPO2SA ecosystem.



The official BPO2SA website



The monthly Actionable Insights newsletter



The global GBS Nexus community and partner channels



The LinkedIn networks of Mark Angus, Rod Jones, and Traci Freeman, supported by targeted LinkedIn campaigns to UK and US-based companies



*These channels collectively reach thousands of global decision-makers, influencers, and industry professionals who are actively exploring outsourcing opportunities in South Africa.*

Being part of the guide is more than a placement. It is a strategic opportunity to amplify your brand across trusted platforms and contribute to positioning South Africa as a global partner for growth.





# Advertising that Reaches Decision-Makers



01

## Targeted Audience of Global Business Leaders

The BPO2SA Book is tailored specifically for high impact decision-makers, international companies exploring offshoring and outsourcing opportunities.



02

## South Africa's BPO and GBS Advantage

Reinforce South Africa's BPO and GBS Value Proposition to the global audience enhancing access to advertisers' services and offerings.



03

## Long-Term Value and Shelf-Life

Unlike fleeting magazines, this book serves as a reference guide with extended relevance, directories, case studies, and sector insights. It remains useful and valuable to prospects well beyond its publication date, delivering sustained brand exposure over time.



04

## Independent and Authoritative Platform

BPO2SA serves as an independent platform supporting the exposure, marketing and connecting of global buyers with the South African landscape and ecosystem. The positioning is underpinned by credibility, trust and influence; further supporting advertisers in exposure to the global market of buyers and partners.

# Sponsorship & Advertising Rates

| Category                                                | ZAR      | USD     | GBP    |
|---------------------------------------------------------|----------|---------|--------|
| Full Page Ad (Inside Front Cover)                       | R60,000  | \$3,800 | £3,000 |
| Full Page Ad (Inside Back Cover)                        | R50,000  | \$3,200 | £2,500 |
| Full Page Ad                                            | R32,000  | \$2,000 | £1,600 |
| Half Page Ad                                            | R20,000  | \$1,300 | £1,000 |
| Double Page Spread (DPS)                                | R58,000  | \$3,700 | £2,900 |
| Advertorial (Full Page)*                                | R38,000  | \$2,400 | £1,900 |
| Advertorial additional pages (Maximum 4 pages)*         | R20,000  | \$1,300 | £1,000 |
| Chapter Beginning Full Page                             | R45,000  | \$2,800 | £2,200 |
| Buyers Guide (Company contact + 4 lines text + QR code) | R5,250   | \$350   | £250   |
| Gold Sponsorship                                        | R150,000 | \$9,500 | £7,400 |
| Silver Sponsorship                                      | R100,000 | \$6,000 | £4,500 |

Prices exclude 15% VAT

\*Advertorial material to be provided in final, print-ready format.

\*Creative, design and layout services are available, subject to quotation.

\*Placement of special position advertising is subject to availability.



## Gold Sponsorship

- Chapter heading page branding (Selection, subject to availability)
- 2-page advertorial
- Buyers Guide listing
- 5 printed copies.
- Unlimited PDF downloads and leads via 'gated' facility
- 3 customised and branded social media posts
- Co-branded launch webinar with sponsor-nominated panelist

## Silver Sponsorship

- Full page advertisement
- Buyers Guide listing
- 1-page advertorial
- 3 printed copies.
- 2 customised and branded social media posts

**Booking Deadline:** 15 December 2025 | **Material Deadline:** 30 January 2026

## Advertising Specifications

- **Full Page Ad:** 210 × 297 mm (A4 portrait).
- **Double Page Spread:** 420 × 297 mm (A3 landscape across gutter).
- **Half Page Ad:** 210 × 148 mm (horizontal).
- **Bleed:** 3 mm on all sides.
- **Safe Area:** Keep text/logos 10 mm from trim edges.

## File Requirements

- **Format:** High-resolution Print-ready PDF.
- **Resolution:** 300 dpi minimum.
- **Colour:** CMYK only, edges.

## Material Delivery

Files can be delivered via email, or secure file transfer (WeTransfer, GoogleDrive, Smash etc.).





# ORCHESTRA.

BRAND SOLUTIONS

## **Partnering for Impact: Orchestra Brand Solutions**

To bring this publication to life, **BPO2SA** has partnered with **Orchestra Brand Solutions**, a bespoke marketing company

If you are interested in **advertising in The Business Leaders' Definitive Guide: BPO & GBS to South Africa**, please contact:

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**Thank you**