



**east london idz**  
business streamlined

# A HUB TO UNLEASH **BPO POTENTIAL**

WELCOME TO ELIDZ – YOUR GATEWAY TO BPO/GBS EXCELLENCE



# UNVEILING BPO/GBS EXCELLENCE IN ELIDZ

In today's dynamic business landscape, harnessing the power of business process outsourcing (BPO) and broader global business services (GBS) is no longer just an option but a strategic necessity.

This decision has the potential to profoundly influence the trajectory of your organisation.

The ELIDZ's Value Proposition showcases the unique opportunity for businesses to thrive in a cost-effective, talent-rich, and strategically positioned hub for BPO/GBS.

## WHY THE ELIDZ?

The ELIDZ is much more than just a geographic location; it's an ecosystem meticulously crafted to empower BPO/GBS operations.

*Discover why the ELIDZ is a key player and the preferred destination for achieving excellence in BPO/GBS.*

### COST SAVINGS THAT DRIVE SUCCESS

In the surrounding environs of the city of East London

**72%**

cheaper than European source markets, offering businesses an exceptional cost advantage.

A contact center agent earns approximately

**R5 263.33**

**Per month (€ 282)**

compared to €1,698 in Europe.



# EUROPE AND EAST LONDON COMPARISON

Outsourced Role	Europe	East London
<i>Europe East London</i>	£ 1698 per Month	R5 267,51 per Month (£ 282)
<i>Contract Center Supervisors</i>	£ 3747 per Month	R12 019,55 per Month (£ 644)
<i>Quality Assurance</i>	£ 3083 per Month	R9 927,44 per Month (£ 532)
<i>Contract Center Manager</i>	£ 4720 per Month	R28 628,12 per Month (£ 1534)



## 72%

Lower salaries compared to the US market, East London is an emerging powerhouse of cost-effective **BPO/GBS** operations.



## 17%

Lower than the national average in South Africa. When compared to other local cities.

## A WEALTH OF TALENT AND OPPORTUNITIES

At the heart of ELIDZ's BPO/GBS value proposition are its people, opportunities, and a commitment to sustainable growth.

### A Diverse and Skilled Workforce

East London boasts an addressable B2 English talent pool of over 7,500 potential BPO workers, with 178,600 first- and second-language English speakers.

This abundant and diverse workforce provides a compelling skills pipeline for successful BPO/GBS operations.

### Academic Excellence Feeding the Pipeline

East London is home to over 9,300 university students studying at the university level. They represent the future workforce for the BPO/GBS sector.

Additionally, with four prominent universities and 21 private colleges in the Eastern Cape, the pipeline of talent is continuously nurtured.



## Unparalleled Infrastructure & Access

The infrastructure at the ELIDZ is designed to cater to the specific needs of the BPO sector, ensuring reliability and seamless operations.



### **The Hub of Industrial Excellence**

East London is the second-largest industrial sector in the Eastern Cape province, offering proximity to other industries and enhancing opportunities for synergistic partnerships.



### **Unmatched Connectivity**

The ELIDZ enjoys fiber internet access with speeds ranging from **5 MBPS to 2 GBPS**, ensuring you stay connected at all times.

The East London International Airport connects you to major hubs around the country, facilitating accessibility for your business.

## Sustainability and Innovation

The ELIDZ is not just about business; it's about responsible and ethical business practices.



### **Championing Sustainability**

The ELIDZ adheres to green business policies, and it champions Environmental, Social, and Governance (ESG) best practices. It's also home to numerous skills development initiatives, including merSETA and Mercedes Benz Learning Academy.



### **Strategic Location**

Situated just six kilometers from the city's port, two kilometres from the National Highway and 4 kilometres from the East London Airport, the ELIDZ enjoys strategic access to transportation, making it an ideal location for BPO operations.

# TAILORED FOR BPO EXCELLENCE

The ELIDZ offers a diverse range of facilities and services to ensure that your BPO operations flourish.



## Diverse Service Offerings

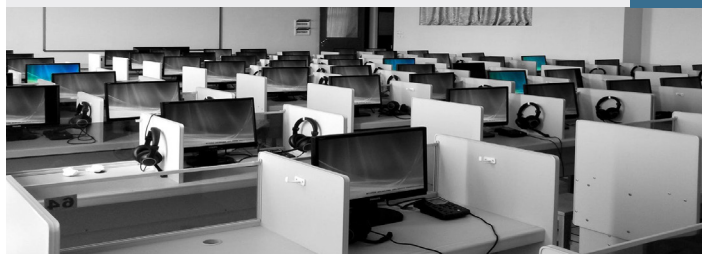
Currently, East London offers a wide range of BPO/GBS and contact center services.

**68%** of these services are attributed to inbound and outbound calls, showcasing the breadth of opportunities.



## Flexible Workspaces

The ELIDZ BPO park is spread across **26,000 square meters** and offers six fenced sub-zones, each designed to cater to specific industry needs.



LOCATION:

**East London Industrial Development Zone, East London**



TOTAL BUILDING AREA SIZE:

**26 000 m<sup>2</sup>**



CALL CENTRE & BPO SPACE SIZE:

**14 973 m<sup>2</sup>**



DISASTER RECOVERY BUSINESS COMMUNITY AREA SIZE:

**6 104 m<sup>2</sup>**



SEAT CAPACITY:

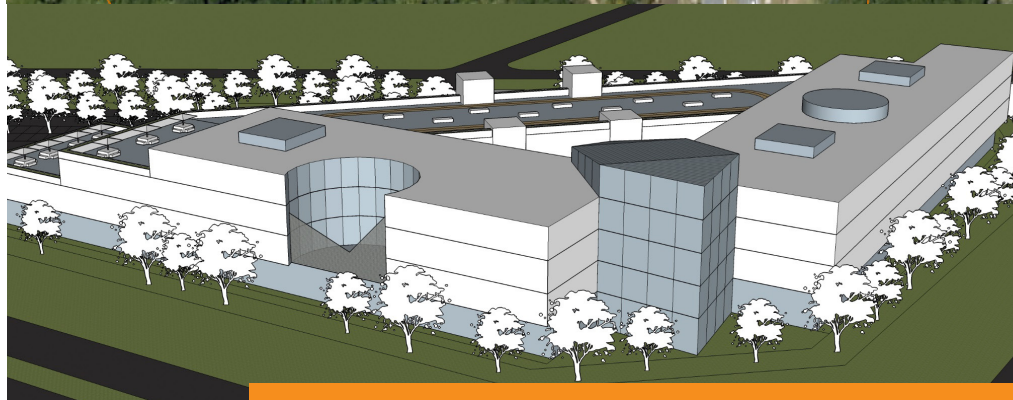
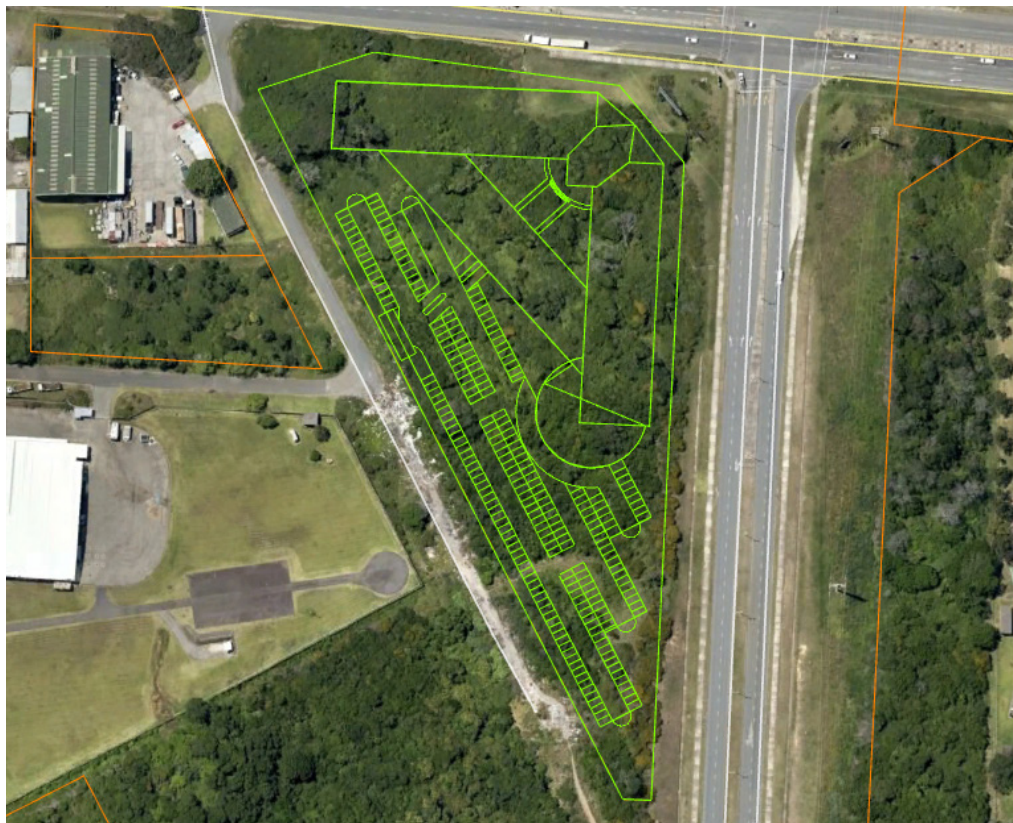
**3 000 m<sup>2</sup>**



ADDITIONAL SEAT CAPACITY FOR BUSINESS CONTINUITY:

**1 000 m<sup>2</sup>**





## << CURRENT BPO CLIENTS

✓ PILOTED BPO CLIENTS



# JOIN THE SUCCESS STORY

The ELIDZ Value Proposition is more than just words; it's an invitation to be part of a thriving community of businesses and a legacy of success



## **A Hub for Growth**

*ELIDZ is currently home to 14 projects under construction through the dtic SEZ Fund, unlocking private-sector investment of R3.4 billion.*



## **Driving Industry Innovation**

*With the ELIDZ being the manufacturing site for the Mercedes-Benz C-Class model, it presents unique BPO/GBS opportunities in the automotive vertical industry.*



# GET IN TOUCH WITH US

You are invited to explore the limitless potential of the ELIDZ through this value proposition. Embark on a journey toward BPO excellence.

For enquiries, partnership opportunities, or to learn more about how we can support your BPO endeavors, please get in touch!



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