



Seamless Service |  
Outstanding CX |

# PLANNING YOUR OFFSHORE OR HYBRID STRATEGY

---

What does that mean, what does it look like & how can you make it cost effective?

# YOU SPOKE. WE LISTENED. YOU WANTED

01

## EASE & CONVENIENCE

- o **Clear navigation** (in-person or digital)
- o **Fast and efficient service** (minimal wait times, quick responses)
- o **Omnichannel accessibility** (on app, website, phone, or chat)
- o **Flexibility of delivery**

02

## PERSONALISATION

- o Tailored recommendations based on customer history or preferences
- o Addressing the customer by name and remembering past interactions
- o Anticipating needs (e.g., sending reminders, suggesting upgrades)

03

## EMPOWERED AND FRIENDLY STAFF

- o Staff are **knowledgeable, proactive, and empathetic**
- o Employees are empowered to resolve issues without rigid scripts or excessive transfers
- o Genuinely warm and human interactions, (people do not want to be commoditised)

04

## CONSISTENCY ACROSS INTERACTIONS

- o Consistent tone, branding, and service quality across all channels
- o No need to repeat information when switching departments or agents
- o Reliable delivery on promises (e.g., shipping, availability, pricing)

05

## PROBLEM RESOLUTION IS FAST & FAIR

- o Easy to report problems (no jumping through hoops)
- o Quick resolution with clear communication
- o A sincere apology and compensation if necessary

06

## PROACTIVE COMMUNICATION

- o Timely updates (e.g., delivery, service outages, changes)
- o Follow-ups after a purchase or support interaction
- o Transparency when things go wrong

07

## EMOTIONALLY POSITIVE & MEMORABLE

- o The customer feels **valued, understood, and respected**
- o Interactions are pleasant and stress-free
- o Experiences that surprise or delight can create lasting loyalty



*Your Path to Delivery  
Starts Here*

# HOW CAN YOU DELIVER THESE VALUES IN A COST-EFFECTIVE MANNER?

## DEVELOPING YOUR OFFSHORE STRATEGY WITH BDM

### CLEAR BENEFITS

Cost savings equal...



Great customer experience



Immediate positive impact on monthly P&L.



Increase in EBITDA



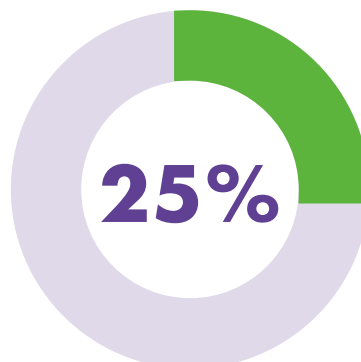
Increase in Business valuation

We all know that operational savings fall directly and positively to the bottom line.

### KEY ADVANTAGES TO OFFSHORING WITH BDM

Cost effective scalability:

With our highly cost-effective team you can make significant savings and/or launch a new initiative in a cost-effective manner.



That's the size of typical savings per employee and this is likely to increase with the ascension of minimum wage in the UK



The cost economies through your offshore strategy presents significant savings which is of course compounded by the number of agents and time, Over a 36 month period the savings (based on 50 agents) can be in excess of £1.4 million (which will fall straight to your bottom line), to put it another way, if you operate on 25% retained margin you will need to write £7 million of additional business to achieve the same result. A further benefit is that this represents a £7 million increase in EBITDA based on 5 multiples.



Low cost of living base provides opportunity for lower labour cost base while still paying competitive salaries

Good supply of skilled, educated and motivated agents

	CAPE TOWN	LONDON
Square miles	948 square miles	607 square miles
Cost of living	London minus 67%	
Size of economy	\$103 billion	\$565 billion
Overall population	5.06 million	9.84 Million
Growth of population	1.73%	0.95%
Working age population	4.77 Million	6.2 Million
Overall unemployment	19.4%	8.1%
Youth unemployment (16-24)	31.2%	17%
Economically active	28.6%	79.3%
GDP per head	\$8500	\$75000

This means a positive growth of the population and greater certainty of this commercial advantage continuing long term. It also means that there's a growing domestic market

High unemployment drives commitment to make jobs work knowing that there 'may not be another job around the corner'



# DATA REGULATION



Data use in South Africa is regulated by the POPIA law, (Protection of Personal information act (Act number 4 of 2013)



The law is broadly similar to GDPR.



For simplicity we work to GDPR which covered the requirements of POPIA.



Both GDPR and POPIA allow for cross boarder use of data providing adequate protection of the data is maintained and the respective laws are adhered to.



Our data sits on UK/European servers and is while is viewable across both office is not downloadable be either other than business Managers adequate protection of the data is maintained and the respective laws are adhered to.



# HYBRID APPROACH



On occasions data is required to be dealt with within the UK for reasons such as:

- Business preference
- Regulatory requirements
- Political requirements



However, data is often multi level, some parts of client requirements can be more sensitive than others.



It is possible to split data with:

- Some parts of the data set being dealt with from our offices in Burgess Hill United Kingdom
- Some parts of the data being dealt with in our SA Cape town offices.



This option enables all compliance, political and emotional considerations to be dealt with and to benefit from some of the cost advantages



One company (BDM CX) one relationship



If you choose the delivery of your customer service from the UK we can deliver a solution through our UK Burgess Hill contact centre.



# KEY ADVANTAGES TO OFFSHORING WITH BDM

01

A well-educated workforce

02

Available workforce

03

Ability to scale up or down to meet your business needs

04

A strong motive by employees to perform for continuous employment as the result of high unemployment levels

05

Inexpensive to UK business but good standard of living to employees because of significantly cheaper living costs.

06

Geographically diverse, politically diverse and technology diverse. That represents an unparalleled spread of risk

07

Office accommodation is available, people are available, and technology is ready, scaling can be achieved quickly and efficiently.

08

Significant investment in Fibre network and data center's for excellent connectivity

09

All transactions invoice and paid in 'sterling' NO exchange or currency considerations.

10

Agreements written in the laws of England & Wales.



# SUMMARY



Cost savings = Ultimate increase in EBITDA and Business valuation



Cost effective Talent



Time Zone alignment



Growing digital infrastructure



Good urban infrastructure



Contracts in the laws of England and Wales and payment in Sterling



Cost savings = Savings fall to the bottom line and increase business valuation



Skilled & educated workforce



Cultural and language compatibility



Strong SA Government support



Hi-bread solutions available for complex/ sophisticated business requirements i.e. UK & Cape town





Seamless Service,  
Outstanding CX

## PHONE

---

0330 159 2626

## EMAIL

---

[info@bdmcx.com](mailto:info@bdmcx.com)

## ADDRESS

---

**UK** | Greenacre Court, Station Road,  
Burgess Hill, West Sussex, RH15 9DS

**SA** | 2nd Floor, Wembley Square 1,  
Solan Street, Gardens, 8001, Cape Town