

# Welcome to TTEC Rwanda

Progress from the start with Impact Innovation Lab



Africa has emerged in recent years as a strong, cost-effective outsourcing location, specially for French and other European companies, offering an skilled workforce and rapidly evolving tech infrastructure. It's also a place to start fresh with innovative contact centre technology and operations built from the ground up.

We've chosen Kigali, Rwanda as the perfect place to launch the **TTEC Impact Innovation Lab** where we combine our commitment to delivering social impact and economic vibrancy with our expertise in utilising technology to enhance productivity and quality.

TTEC has a long-term commitment in Africa, having cultivated deep relationships with local governments. We work with local Impact partners to target marginalised communities and equip them with crucial Digital CX skills to support today's contact centre needs and develop a long-term career path. At the foundation of this is our commitment to clients to create a strategic partnership that delivers great results, excellent customer experiences, and a joint dedication to uplifting the broader community in which we operate.

We've developed a contact centre staffed by highly skilled, digitally savvy, motivated employees well-versed in AI and CX to deliver meaningful results to clients. The technologies we use ensure that these staff members have **reduced time-to-competency**, **deliver enhanced CSAT results**, and have **higher tenure and retention**.

Innovation and multilingual support will be the cornerstones of TTEC Rwanda's operations. With access to a vast pool of bilingual speakers (400,000 French and English), this site can support customer service, tech support, IT and other digital innovation with multilingual support and voice with expansive back-office services. As a result, clients can expect higher quality outputs at a lower cost – while delivering lasting social impact that contributes to their ESG priorities.

TTEC works seamlessly across 6 continents and comply with various regulatory and privacy schemes (GDPR, CCPA, HIPAA, the Rwanda Data Protection and Privacy Law and other applicable laws). Data transfers to Rwanda from the EEA are possible using EU Model Contract Clauses as published by the European Commission. As a business processor outsourcer (and data processor), we comply with contractual requirements in the agreements with our clients and follow our clients' privacy policies related to the collection and use of client personal data.

## Why Rwanda

- Ranked as the 6th safest country in the world
- Ranked 38th for ease of doing business globally, 2nd in Africa
- Kigali is ranked safest city in Africa
- Ranked 10th in the technical help desk support category (2022 GBS World Competitiveness Index)
- Ongoing government investment in infrastructure and digital worker skills development



## TTEC Impact Innovation Lab solutions include:

**Conversational analytics**

**AI-enabled training**

**Real-time coaching**

**Next-gen QA**

**Real-time voice translation**



## Make an impact and deliver outcomes

Rwanda is one of the flagship locations for TTEC's Impact Strategy, an expansive, multidimensional, long-term commitment with a defined framework that guides investments in emerging areas to drive economic vibrancy benefiting employees, their families, and communities.

## 7 pillars of TTEC's Impact Strategy

TTEC's Impact Strategy helps companies create positive social and environmental change through their operations and supply chains. This boosts their brand reputation and attracts customers, employees, investors, and partners who share similar values. It also increases profitability by opening new markets, building customer loyalty, attracting top talent, and reducing long-term risks and costs.



### Impact Locations

Establish work locations that enhance employee well-being and community growth.



### Impact Education

Collaborate with local institutions to develop training programmes for in-demand roles like customer service, technical support, and sales.



### Impact Sourcing

Implement strategies to eliminate barriers faced by marginalised job seekers.



### Impact Careers

Build a sustainable workforce through competitive pay, robust benefits, and career development.



### Impact Community

Prioritise local suppliers for catering, transportation, and other procurement needs.



### Impact Measurement

Develop long-term key performance indicators to measure and report our social impact.



### Impact Investing

Work with clients to unlock additional investment to amplify our social impact.

## Get to know TTEC Rwanda

Contact us today to learn more about opportunities to visit Rwanda and support your CX programmes that leads with Impact Innovation.



## About TTEC

TTEC (pronounced T-TEC) Holdings, Inc. (NASDAQ:TTEC) is a leading global CX (customer experience) technology and services innovator for AI-enhanced digital CX solutions. Serving iconic and disruptive brands, TTEC's outcome-based solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next-gen digital technology, the company's TTEC Digital business designs, builds, and operates omnichannel contact centre technology, CRM, AI, and analytics solutions. The company's TTEC Engage business delivers AI-enhanced customer engagement, customer acquisition and growth, tech support, back office, and fraud prevention services. Founded in 1982, the company's singular obsession with CX excellence has earned it leading client, customer, and employee satisfaction scores across the globe. The company's over 60,000 employees operate on six continents and bring technology and humanity together to deliver happy customers and differentiated business results. To learn more visit us at [ttec.com](https://ttec.com).