

TTEC in Africa: Driving innovation with impact

Strategic partnerships are key to successful CX innovation in Africa

Africa has emerged in recent years as a strong, cost-effective contact center outsourcing location, with a skilled workforce and rapidly evolving tech infrastructure. As a leading global CX (customer experience) technology and services innovator for leading brands around the world, TTEC has a long-term commitment to grow in Africa.

We have cultivated deep relationships with local and federal governments, educational institutions, NGOs, and other strategic partners to expand in South Africa, Rwanda, and Egypt with a strategic focus on [Impact Strategy](#) and **Digital Innovation**.

Our Impact Strategy is an expansive, multidimensional, CX operational model with a defined framework and system of measurement that guide investments in emerging areas to drive economic vibrancy benefiting employees, their families, and their local communities.

TTEC's Impact Innovation Lab adds a technology layer to our Impact Strategy by providing technology resources and training to develop tech-savvy, highly skilled local talent to enhance CX productivity and quality.

Innovation collaboration

TTEC is searching for strategic enablement partners to co-create solutions - specifically to help accelerate the growth of Impact Innovation Labs in Egypt, Rwanda, and South-Africa. Our goal is to create 10,000 new jobs there by 2030. The expansion will help stimulate job creation in the communities we serve whilst at the same time developing digital skills as we equip new recruits with best in-class AI solutions that improve speed-to-competency, knowledge retention, and maximise performance.

We are looking for partners who are committed to digital skills creation in Africa and are willing to invest seed funding into pilot programs for select global brands seeking to access new labor markets in Africa. By combining TTEC's strategic BPO expertise with key collaboration partners, we can unlock shared value, positive impact, and broad technology adoption while driving social impact in underserved communities.

TTEC Impact Innovation Lab partners:

- Take a partnership-centered approach
- Provide seed funding in pilot programs
- Share a passion for experimenting and pioneering new and disruptive technologies
- Co-invest in solutions and propositions
- Jointly build a knowledgebase and evidence base
- Drive social impact through shared solutions

TTEC's Impact Innovation Lab Objectives

Create **AI-enabled BPO solutions** for leading global brands

Co-create innovative, technology-driven solutions with clients and partners

Test and learn in a live setting to **refine differentiated solutions**

Leverage our world-leading Impact model to **drive both technology innovation and social impact**

Stimulate high-value job creation through an innovative technology-enabled offering

Join us as we cultivate the future of business and economic vibrancy in Africa and beyond.

Become a TTEC Impact Innovation Lab strategic partner to grow digital innovation with impact.