

CONTACT INDUSTRY

HUB.

**YOUR DIRECT CHANNEL TO THE
AFRICAN CONTACT CENTRE INDUSTRY**

HOW CAN CIH HELP YOU?

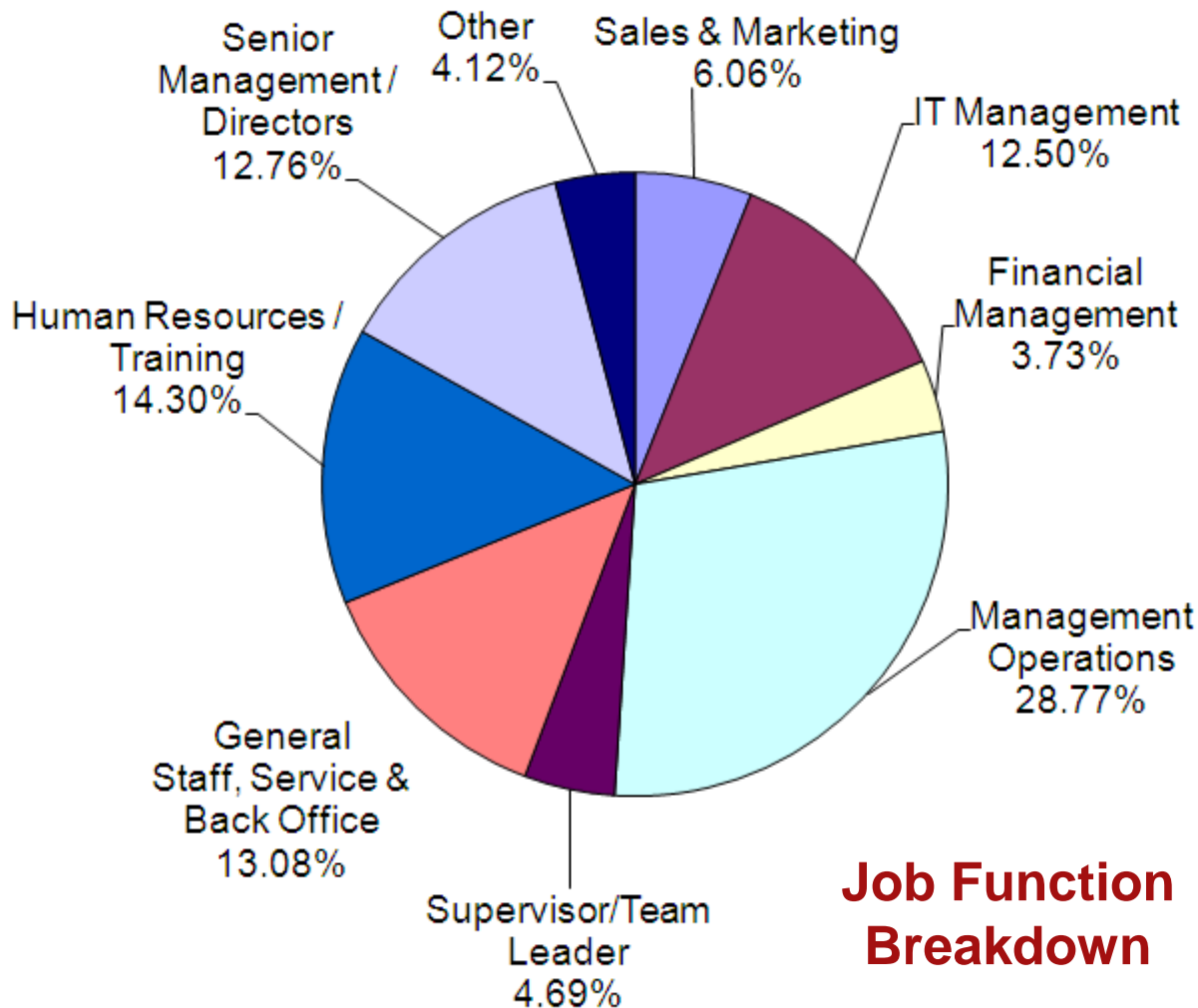
Through the CIH website and monthly newsletters, you will be able to connect with an audience who can directly and positively affect your sales.

Advertising with the Contact Industry Hub provides you with:

- Year-round exposure to a rich pool of qualified decision-makers
- Access to influential leaders among 1,500+ contact centres
- A massive marketing opportunity to create awareness and pipeline for your brand, products or services
- An extended market reach
- A high return on investment

Place your advertising where people can find you!

WHO WILL SEE YOUR ADVERTS?

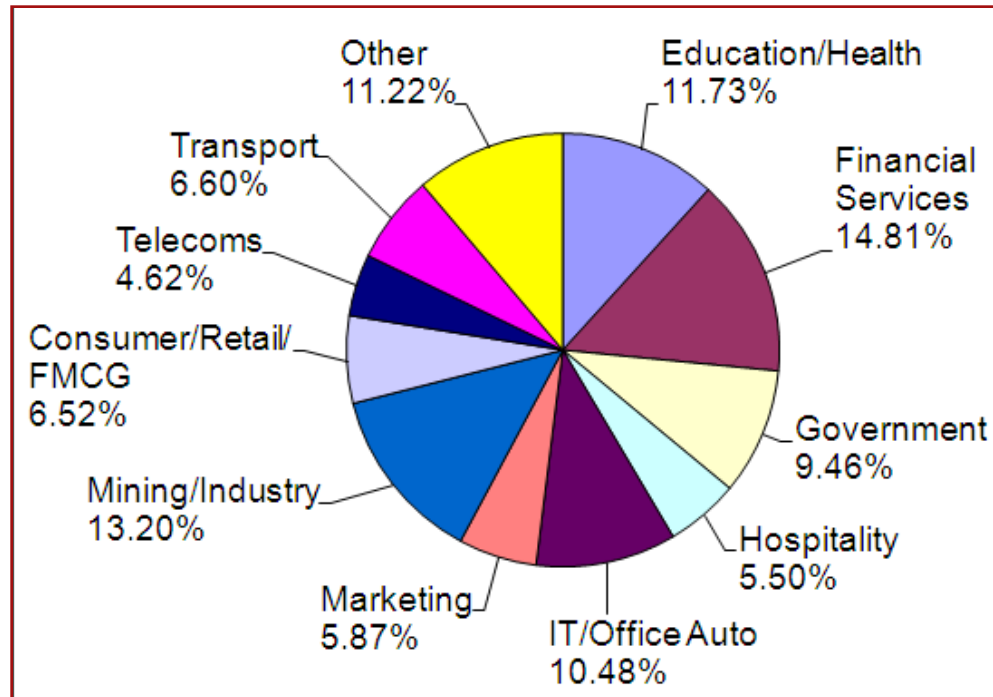
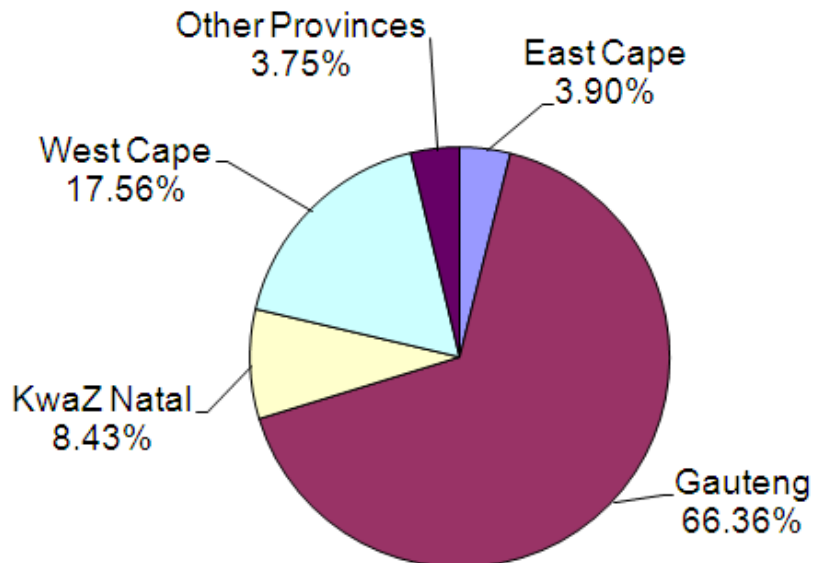


**Job Function
Breakdown**

CIH is targeted at the management layer of the contact centre industry, and has an established reader base. CIH is widely used by management and professionals to find out the latest industry news, research (technology, products, services and trends) and latest jobs.

WHO WILL SEE YOUR ADVERTS?

Geographical Breakdown



Industry Breakdown

CIH WEBSITE STATISTICS

Contact Industry Hub | A communication hub for the call centre industry in Africa - Windo

http://www.contactindustryhub.co.za/

File Edit View Favorites Tools Help

Contact Industry Hub | A communication hub for the c...

Username: [] Log in >> Register | Lost Password

CONTACT INDUSTRY HUB

A COMMUNICATION HUB FOR THE AFRICA

HOME REGISTER NEWS EVENTS OUTSOURCING SUPPLIERS CAREERS RESOUR

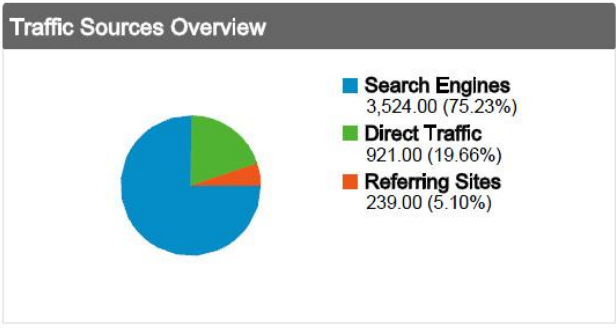
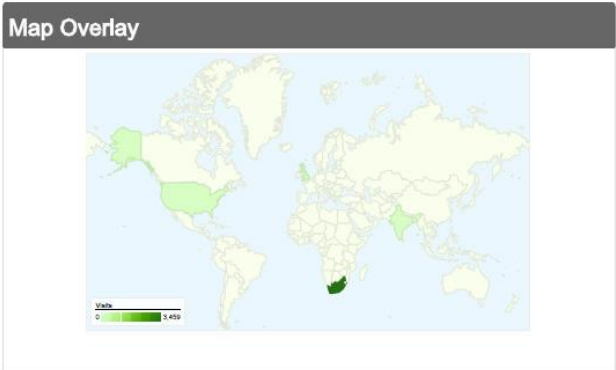
Participate in the C3Africa Contact Centre Technology Research Report

and get your copy free

2009 HUMAN CAPITAL FOCUS REPORT

A must-have for all strategists and decision-makers in the industry

ORDER NOW



ORACLE

CRM On Demand
Oracle Customer Over 4.6 Million

CONTACT CENTRE & ENTERPRISE SOLUTIONS

Contact Centre News

Do you know where your IT spend is really going?
2010-07-09 The IT environment is becoming increasingly complex, and with the emphasis firmly shifting towards greater accountability, improved efficiency and improved transparency, there is a growing need for organisations to reconsider their IT cost management systems.

Presence Social Media: how to integrate social networks into your Contact Center
2010-07-09 Presence Technology launches the Social Network solution to manage information from various social networks like Twitter, Facebook and Skype, and integrates it with the Customer Service Center.

O'Keeffe & Swartz chooses HP Networking in Converged Infrastructure Implementation
2010-07-08 The HP Networking solution offers us excellent value, superior performance and great scalability, and the Lifetime Warranty eliminates expensive support costs. Moreover, HP open standards-based technology supports our existing Mitel IP telephony, there are free software updates and the after-sales support is outstanding. You cannot put a price tag on that."

Call Centre Careers

TECHNICAL SUPPORT ENGINEER REQUIRED
Date posted: 2010-07-05
Requirements: Matric or equivalent; IT Technical Qualification or equivalent; Excellent business communication skills

FAIS ACCREDITED SALES CONSULTANTS REQUIRED
Date posted: 2010-07-05
Attractive Basic + commission (depending on experience)

2nd Level IT Engineer required
Date posted: 2010-07-05
Italian, French and Spanish Speaking candidates

[MORE JOBS>>](#)

Contact Centre Events

Ascentys Customer Service Course
22 Jul 2010 - 22 Jul 2010, Johannesburg
Customer service has become an overused term that very few truly understand. Customer Experience and

CLICK HERE TO ORDER YOUR COPY

Call centre research, consulting, and training. For more info visit www.c3africa.com

C3Africa group

CIH WEBSITE ADVERTISING OPTIONS



Leaderboard Banner



Half Banner



Skyscraper Banner




Square Banner

**CREATE A
STRONG
ONLINE
BRAND
PRESENCE
WITH A HIGH
VISUAL
IMPACT**

CIH MONTHLY NEWSLETTER ADVERTISING OPTIONS

Contact Industry Hub Home | Read this newsletter online | Invite a friend to subscribe | Contact Us



NEWSLETTER JUNE 2010

Example Newsletter Ad Placements

June has turned out to be a productive and busy month for Africa. South Africa opened the World Cup games and has done so with amazing spirit, goodwill and effectiveness drowning out the voices of pessimism and lifting the profile not only of the country but the entire continent. The country has also announced two major new BPO initiatives and has launched the second phase of the highly successful Momyatia skills development programme for the sector. East Africa BPO also looks set to benefit from a new Common Market Protocol. A lot more remains to be done, but for now we can celebrate a few successes. As the official World Cup slogan says: Ke Nako celebrate Africa's humanity. Ke nako means "It's

Roland Witham
Editor

LEADERBOARD (450 x 150 px)

SQUARE (150 x 150 px)

SKYSCRAPER (150 x 300 px)

BPO in East Africa to benefit from introduction of East African Common Market Protocol
Kenya moving towards a knowledge based economy [Read more...](#)

Developing ICT skills. T-Systems SA sponsors CIDA City Campus ICT Academy
Since 2006 Academy has provided 1000 individuals with certifications and 85% are employed [Read more...](#)

Southern Africa
Direct Channel Holdings and Mahindra Satyam BPO enter partnering agreement [Read more...](#)

New Telecoms outsourcing deal announced in South Africa
CellC announces partnership with Merchants to manage and operate the mobile operators customer contact centre [Read more...](#)

BPO in East Africa to benefit from introduction of East African Common Market Protocol
Kenya moving towards a knowledge based economy [Read more...](#)

Developing ICT skills. T-Systems SA sponsors CIDA City Campus ICT Academy
Since 2006 Academy has provided 1000 individuals with certifications and 85% are employed [Read more...](#)

Second edition of the national BPO remuneration survey opens for participation
Remuneration survey to assist in calculating the people cost of doing business in South Africa [Read more...](#)

FEATURED EVENTS

Technology report
6 July 2010 - 8 July 2010, Johannesburg
Whether you want to advance your own career or improve the performance of your team, the first step is having the power of knowledge, skill and then confidence. [More info...](#)

Customer Service Course
21 July 2010 - 22 July 2010, Johannesburg
Customer service has become an overused term that very few truly understand. Customer Experience and Customer Experience Management (CEM) on the other hand creates an emotional connection that means far more than being just Africa is Africa's only long standing dedicated exhibition and conference. [More info...](#)

This newsletter is brought to you by:
CONTACT INDUSTRY HUB.

CONTACT INDUSTRY HUB A Communication Hub for the African Contact Centre industry
Tel: +2711 656 9492, Fax: +27 11 656 9491, Postal: PO Box 60420, Benmore 2010
Email: info@contactindustryhub.co.za
Web: www.contactindustryhub.co.za

Our newsletter is received by over 5, 000+ opt-in subscribers, the majority of whom are in senior management positions in the contact centre industry.

CIH Newsletter advertising options include:

- Leaderboard Banner (450 x 100 pixels)
- Square Banner (150 x 150 pixels)
- Skyscraper Banner (150 x 300 pixels)
- End Banner (450 x 100 pixels)
- Sole Advertising Rights

**CONTINUOUS BRAND BUILDING AND
IMPACTFUL MARKETING**

CONTACT INDUSTRY
HUB.

CIH EMAIL BROADCASTS

Email advertising packages to the CIH database can help build your brand by showcasing your products or services to the largest audience of executives in the contact centre industry in Africa.

Email broadcasts are full-page branded advertisements sent to an audience of 5, 500+ contact centre professionals.

DISTRIBUTE WHITE PAPERS & CASE STUDIES
PUBLICISE AN EVENT
LAUNCH A PRODUCT
CONDUCT RESEARCH

Interactive Intelligence

"Are you...
 "I like your voice, are...
 "Mom, I am on an important business call and the lady doesn't care about what I have to say...
 "Are you looking to make...
 "Nope, well..."

Outrageous Interactions competition launched

In their quest to honour the hard-working and to inject a little humour into what can have been a long day, Interactive Intelligence has launched the Outrageous Interactions competition.

BLUE LABEL DATA SOLUTIONS

LEADERS IN QUALITY CONSUMER DATA

Increase your ROI with our enhanced data services, created to help your company significantly increase its sales effort's return on investment

SERVICES:

Our services include:

Targeted call processes, age, gender, province and more criteria to choose from.
 Database - update contact information on your database
 We ensure compliance with the Consumer Protection Act, ECT Act and Data Protection Act

Services - multi channel lead generation (SMS, MMS, Email, Adwords, SEO)

According to your requirements allows you to run targeted campaigns with significant ROI.

Eliminate waste to achieve optimal results
 Data that does not work for you
 Increase efficiency and customer satisfaction
 Through data that meets your requirements

Find out how you can benefit from our data services.

CONTACT INFORMATION

www.bluelabel.co.za
 021-2531

International Marketing Association

Blue Label is a subsidiary of the Blue Label Telecoms Group, primarily formed to service the data needs of its customers. Our overall strategy is evolved to encompass serving clients at South Africa. We offer a holistic approach which is not limited to the supply of consumer data.

Hosted Contact Centre – Your Agents, Your Premises, Our Telephony Platform

1stream
 Managed Technology Solutions

Hosting is the ideal way to get the best performance out of your agents.

Take advantage of the 'award-winning' 1Stream hosting platform offering:

- * ADD and multimedia
- * Full Compliance recording
- * Outbound Dialling - Predictive and Preview
- * Work Force Management

Better still, 1Stream offer our globally rated technology with:

- * No Capital outlay
- * Pay as you go - only pay for what you use
- * No Risk of buying expensive technologies that do not work for you
- * Guaranteed success through managed services

Hosting is the fastest growing global trend in contact centres.

Call 1Stream and find out how you can benefit from using the 1Stream hosted contact centre.
www.1stream.co.za | Tel: +27 (0)87 351 5253 | Sales: sales@1stream.co.za

1Stream won the National BPeSA award for Best Technical Innovation of the Year.

Despite stiff competition from other well established IT companies, 1Stream walked away with the BPeSA National award for Best Technical Innovation of the Year. Just one more reason why your company can benefit from using the 1Stream Hosted Contact Centre.

CONTACT INDUSTRY HUB.


CIH SUPPLIER LISTINGS

- The CIH Supplier Listings provides our readers with a one stop shop of information on suppliers and vendors.
- Premium directory listings are a solid, cost-effective tool that yields a high return on investment throughout the year. With the premium listing you have the opportunity to describe your company and products or services in detail.

**ENABLE YOUR COMPANY
TO STAND OUT AND BE
NOTICED MORE QUICKLY
WITH GREATER
FREQUENCY**

Call Centre Suppliers Directory

Call Centre Headsets

 **Sennheiser**
Sennheiser call centre headsets. Features such as ultra noise cancelling

Call Centre Suppliers Directory

Call Centre Outsourcing



Spescom DataFusion (Pty) Ltd
Spescom DataFusion specialises in business communication and customer interaction solutions. We provide world-class contact centre and enterprise telephony solutions and services to facilitate the management of high volumes of interactions, whether with customers or

Call Centre Suppliers Directory

Digital Voice Recording

 **NICE Systems**
NICE Systems (NASDAQ: NICE) is the leading provider of Insight from Interactions™ solutions and value-added services, powered by advanced analytics of unstructured multimedia content – from telephony, web, radio and video communications.
[\[Detailed Company Profile\]](#)
Tel: +27 11 462 53 62
Email [NICE Systems](mailto:NICE@nice.com)
<http://www.nice.com>

CONTACT INDUSTRY
HUB.

Automatic publication of relevant press releases

- Do you have a Press Release or Article you want to submit? Send it to editor@contactindustryhub.co.za

**ESTABLISH YOUR COMPANY'S
POSITION WITHIN THE MINDS
OF THOSE BEST POSITIONED
TO HELP YOUR BUSINESS
FLOURISH**

HOME REGISTER NEWS EVENTS OUTSOURCING SUPPLIERS CAREERS

ORACLE®

- Interaction Analytics
- Workforce Management
- Compliance Recording
- Quality Management
- Performance Management

Contact Centre News

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Call

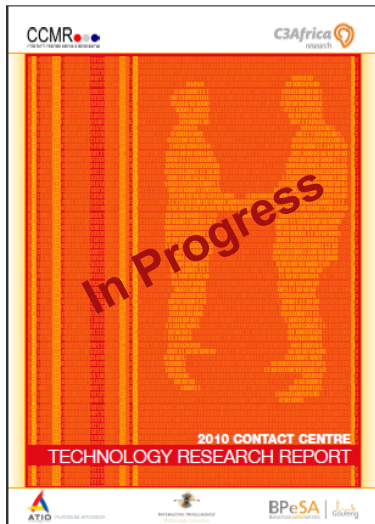
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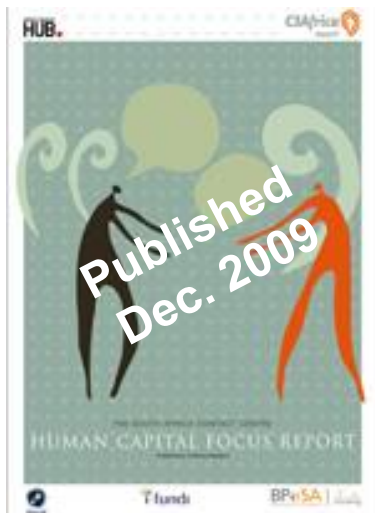
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CIH RESEARCH



- The 2010 South African Contact Centre Technology Research Report will provide users and vendors with unique and exclusive business intelligence, facts and figures on which to base marketing, purchasing and operational decisions.
- This is a great opportunity to create brand/product visibility and awareness among the contact centre industry. Save time, money and energy by targeting the key decision-markets from South Africa's contact centre industry in one publication.



- CIH conducts **bespoke research projects** on behalf of clients. For further information contact:
angela@contactindustryhub.co.za
+27 82 927 5946

CIH ADVERTISING RATES

Direct Marketing Campaigns	Detail	Cost - Ex. VAT
Client Satisfaction Survey	Development of survey, 10 questions, email to database, report development	Priced to specification
Email to entire CIH database	3 placement package	(R) 26,000
Email to entire CIH database	1 placement package	(R) 10,000
Creative development of emails	Cost per email	(R) 1,320
Content development of emails	Cost per email	(R) 1,400
HTML development of emails	Cost per email	(R) 1,610

Rates current from July 2010 through Dec 2010. Pricing that combines multiple services available on request.

CIH ADVERTISING RATES

CIH Online Advertising Banners - 3 months exposure	Detail	Cost - Ex. VAT
Home page - Leaderboard	650 x 100 pixels	(R) 10,000
Home page - Halfbanner (left or right)	320 x 100 pixels	(R) 7,500
Wholesale - Left / Right Square	150 x 150 pixels	(R) 20,000
Wholesale - Left / Right Skyscraper	150 x 300 pixels	(R) 24,000
Other individual page - Leaderboard	650 x 100 pixels	(R) 5,000
Careers - Leaderboard	650 x 100 pixels	(R) 10,000
News or Suppliers Page Leaderboard	650 x 100 pixels	(R) 10,000
News or Suppliers Page Left/right square	150 x 150 pixels	(R) 7,500

Rates current from July 2010 through Dec 2010. Pricing that combines multiple services available on request.

CIH ADVERTISING RATES

CIH Newsletter Advertising - 1 months exposure	Detail	Cost - Ex. VAT
Sole advertising rights - leaderboard, skyscraper and end banner	Leaderboard (450 x 150 pixels) Skyscraper (150 x 300 pixels) End Banner (450 x 150 pixels)	(R) 15,000
Leaderboard banner	450 x 150 pixels	(R) 10,000
Square Banner	150 x 150 pixels	(R) 3,500
Skyscraper Banner	150 x 300 pixels	(R) 5,000
End Banner	450 x 150 pixels	(R) 5,000

Rates current from July 2010 through Dec 2010. Pricing that combines multiple services available on request.

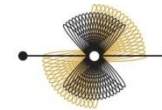
CIH ADVERTISING RATES

CIH Supplier Listing (12 months exposure)	Detail	Cost - Ex. VAT
<p>Premium Listing: Have your company listed at the top of the page in your category, above the free listings, with a link to your website. Visitors to the site can also click through to view a full page of info on your company, within the CIH site. Information included in the listing:</p> <ul style="list-style-type: none"> o Company Name, Profile, Logo and Description of Services o Address, Telephone number, Fax number, Email address o Link to your website o Your own page on the CIH website 	<p>1st Listing 2nd Listing Subsequent listings</p>	<p>(R) 2,500 (R) 1,875 (R) 1,250</p>
<p>Standard Listing: Placement above all free listings. Information included in the listing:</p> <ul style="list-style-type: none"> o 5 line company description o Address, Telephone number, Fax number, Email address o Telephone Number 		<p>(R) 625</p>
<p>Free Listing: Information included in the listing:</p> <ul style="list-style-type: none"> o One line company description o Telephone Number 		<p>(R) 0</p>

Rates current from July 2010 through Dec 2010. Pricing that combines multiple services available on request.

CLIENTS

Join an elite rank of clients in connecting with the South African contact centre industry!



CONTACT

Please call to discuss your advertising requirements

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- Roland Witham: Editor
Cell: +27 82 606 0314 editor@contactindustryhub.co.za