

# The transition to the buffalo city essay

[Business](#), [Industries](#)



In the meantime, client demand and the desire to earn incomes had led the two to offer part-time outsourcing services, using English call centre infrastructure and facilities rented from a disaster recovery (DR) company. In June 2008, having achieved success in the rented facilities, the two were considering best to ensure that they made the transition to the Buffalo City centre successfully.

Critical comment from the industry suggested that the fully-owned option. Requiring an enormous investment, was a huge risk, especially for first-time operators. They did not want Healthy to end up in the graveyard of failed South African contact centre companies.

(See Exhibit 1. ) Background on Healthy Holism and Gnashing had each been in the information and communication technologies (ICT) industry for over a decade, and their experience ranged from programming, through systems development and management, to project management. Their combined experience encompassed banking, retail, FMC, electrification and government, in companies that included First National Bank, MINT, Virgin Mobile and. N Holmium's case, the Leased British Sky eradicating\_ They had seen the opportunity presented by the TOT incentive (see Exhibit 2), and decided to start their contact centre. B The name Healthy, a Xhosa word meaning ' prosper' I , signified their intention for the company. They wanted it to prosper, and to bring prosperity to others as well. Holms and Enmeshing were committed to the Buffalo City venture, and intended to invest upwards of R5 million in establishing the centre.

The company's goal was to have at least 400 agent positions after three years. FMC - Fast moving consumer goods. Strictly speaking, contact centers offered all contact media including telephone. Fax, e-mail. SMS etc. While call centers offered a telephonic service only.

The industry as a whole. However. Was called the call centre industry. And research and literature used ' call centre' as the generic term.