

Blecher's Latest Venture Offers Hope

Revolutionary new call centre and educational academy in downtown Johannesburg to enrich lives of South African youth

WORKPLACE STAFF

THE FOLKS who brought free education to South Africa with the creation of the Maharishi Institute, CIDA City Campus and The Branson School of Entrepreneurship are once again introducing an innovative concept to the country.

This time, Dr Taddy Blecher and business partners and associates are revolutionising outsourcing by coupling it with a unique education institution.

Called Invincible Outsourcing, the initiative combines consciousness-based education and a state-of-the-art technology hub with business process outsourcing (BPO) services.

With the launch of a 225-seat call centre and a large data-capture facility in the Joburg CBD on May 28, Invincible Outsourcing says it aims to enrich the lives of thousands of young South Africans over the next 10 years.

For the first time, young South Africans unable to access tertiary and vocational educational programmes will be able to "learn and earn", putting themselves through their studies.

They will be self-funding the last part of high school, 25 core

life and professional-skills courses in a two-year foundation programme, and business degree or vocational studies, all the while providing basic support to their families during the time they are involved in the initiative.

Part tertiary and vocational education, part technology training and part entrepreneurship in action, Invincible Outsourcing combines three business models into one.

The model is the brainchild of Blecher, a pioneer in the field of providing access to tertiary education to so-called "disadvantaged" youth, Dr Richard Peycke, and a team of leading experts in consciousness-based education.

In a nutshell, young people who due to personal circumstances cannot afford to further their education, can enrol for studies with Invincible Outsourcing free of charge.

Once they reach a certain level of education, they begin working in the call centre in an entry-level position. As their skills and education increase, they move up the ladder.

In this way, students generate income for themselves as well as for the Invincible Outsourcing call centre and its educational branch – the whole initiative and its people are thus self-sustaining.

They are also consciousness-based which means everyone learns and practises Transcendental Meditation and yoga to ensure low stress levels, positive attitudes and a healthy and productive environment.

Blecher believes companies and organisations will benefit from using the services of the Invincible Outsourcing call centre.

The advantage for the companies is reduced staff turnover in an industry perpetually training staff, and agents that are continually growing their skills base.

The commercial offerings of Invincible Outsourcing include customer contact (both inbound and outbound), data capturing, market research and helpdesk support.

To ensure the offering is globally competitive, Invincible Outsourcing offers a full service covering two-way telephone, fax, e-mail, SMS and instant messaging supported by some of the best technology available.

"Customer satisfaction is everything to us," says Blecher. "We realise that this project will live or die on its ability to deliver superior service at a price that is hugely attractive for local and offshore clients.

"This requires the most highly trained agents who are passionate about what they do, using the latest and most reliable technology

turnover in a solution that helps thousands of deserving young South Africans access education and skills development.

"We believe this is a meaningful step forward for South Africa as an outsourcing destination.

"We are deeply indebted to our sponsors who have helped us create this vision."

Datec Educational and Technology Trust has donated the technology infrastructure for the call centre.

"We are proud to be associated with this innovative 'learn and earn' concept, which highlights our commitment to growing our future youth and encouraging the business minds of tomorrow," says Datec chairman Prof Wiseman Nkuhlu.

According to Blecher, Invincible Outsourcing will prove that even relatively uneducated South Africans struggling to find a future will achieve the highest levels of customer-service excellence, and higher levels of education and financial opportunity.

"Thanks to our technology partners, cutting-edge curriculum and consciousness-based education we know we can deliver on this and put our country firmly back on the global outsourcing map," he says.

Interested young people are invited to attend Invincible Outsourcing's open days on Saturdays August 1 and August 8 between 8.30am and 1pm. Issues regarding applications, admission requirements and how it all works will be explained, and they will also be given a chance to view the premises.

Invincible Outsourcing's physical address is 9 Ntemi Piliso Street, corner Marshall Street, in the Joburg CBD.

● For more information visit the website www.invincibleoutsourcing.org or e-mail: info@invincibleoutsourcing.com

“It highlights our commitment to growing our future youth”

solutions, plus with all the required back-up and systems engineering in place.

"We can offer this outsourcing service at a cost saving of up to 40 percent because of the innovation we've developed through combining a unique post-secondary educational institution, a BPO centre, and an exceptional technology backbone, provided by Presence, Inovo, ECN, Datec, and Cisco," Blecher explains.

"Our unique model means unrivalled customer service, massive training and development for the industry and the lowest staff