



# ROZ BROOME

Roz Broome Consulting (Pty) Limited

## PROFILE

Roz identifies and designs business transformation initiatives within the Contact Centre arena.

Roz, personally, has worked with Global OSP's and understands the complexity in offshoring business and the risks this decision presents. She has experience in travelling internationally and assisting in the due diligence that is necessary for the Client and the OSP to successfully transition the business.

Her experience enables her to see the Client's business from the customer's point of view. Often this is at variance with the processes and procedures within the business.

Her latest project was to assist a local business to position itself to enter the International BPO Market.

She is sensitive to the team dynamics necessary within the business to ensure success and to achieve business objectives.

Her passion is to help create a strategy that can be understood and makes real sense to every person in the business.

Roz is at her best when she works with a team of energetic young people and her skill is to build a team that understands the purpose of what they are doing with the freedom to be innovative to deliver beyond customer expectations.

## CONTACT

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## HOBBIES

Travelling  
Walking and Hiking  
Beadwork  
Reading

## EDUCATION

### **MBA – Henley Business School**

Henley-on-Arden  
United Kingdom

### **CONSULTING EXPERIENCE**

#### **Roz Broome Consulting (Pty) Limited (Managing Director) June 2015 to Present Date**

Using the skills acquired in running her own BPO company Roz worked with Global Business Services Companies and South African in-house Contact Centers, assisting in streamlining operations as well as strategic planning.

She has been instrumental in transitioning new business into South Africa through playing a strategic role within the Transition team and as liaison between the Client and the Outsourced Service Provider.

Domestically she has worked with a range of clients and provided input that varied from strategy design to streamlining the existing business operations. The Clients varied from Global BPO players such as Webhelp and WNS to local companies in the logistics and Medical Aid to a Non-Profit Organization that enables disadvantaged Youth to enter the employment arena.

The most recently completed project is:

#### **Capability Global BPO (Consultant, COO and Special Projects Officer March 2018 to July 2019 – Consultant Role**

Assisted in preparing the response to USA e-commerce company. Formed part of the Site Visit team that ensured the deal was concluded.

Worked with the Client and International Project Manager to ensure the timelines were met and client was updated weekly via slide decks and GANTT charts that formed the basis of the weekly project meeting. Agreed with Client the Statement of Work.

Clearly understood the deliverables and the financial implications of non-delivery in terms of the 10-month Ramp to end of year peak. Recruited leadership team, assisted in infrastructure build and successful on-time and within budget implementation. Glide Paths were identified and tracked, KPI's put in place for all levels of the business. Ongoing and interactive relationship built with client. Ensured trainers were accredited.

Managed all client visits, trainers from overseas and Client Executive Team visits. This varied from arranging airport pick-ups, hotel arrangements, transport to and from site and corporate entertainment of the visitors.

#### **August 2019 to December 2020 – Chief Operating Officer Role**

##### **Strategic Focus**

Worked with CEO to craft a strategy and set up a 5-year plan for the new business which included goals, financial requirements, targeted international countries and types of clients most compatible with the prevailing and aspirational skill sets and financial targets.

## SKILLS

Adaptable thinking  
Change Management  
Focus  
COPC Framework knowledge  
Defining and achieving goals  
Building cohesive Teams  
Project Priorities  
Deep understanding of Contact  
Centre Industry  
Working Memory

Identified how to grow the business, leveraging international experts and where to place budget to research potential markets and provide appropriate exposure and most probable success rating.

Formed part of the Executive Team interacting with international influencers to grow the business.

### **Operational**

Matched structure with business requirements of Clients.

Successfully transitioned 100% of staff for Client A to "Work from Home" prior to COVID-19 Lockdown.

Updated Business Continuity Processes and designed new Remote Working Policies covering use of Assets and Privacy requirements. Remotely managed changed processes and channel changes necessitated by extent of Pandemic within the USA.

Set up a new USA client during lock-down – all working from home and trained remotely. Once restrictions eased the Client changed requirements to Work from Office.

Sites had been kitted out with COVID screens and all protocols were in place to adhere to industry and government COVID Regulations. This enabled the transition of staff back to the office smoothly.

This led to a blended operation with a Work from Home component and Work from Office, dependent on Client requirements and COVID risk management protocols.

All the deliverables such as structure, ratios of staff to leadership, KPI's, reward and penalty tracking, glidepaths were monitored and met. Managed risk such as threat of COVID-19 by section, floor in building, per site and per client.

Set up a second site to minimize the risk and cater for the expansion the new business had created. Went live with the second site location in August 2020 whilst still in partial lockdown.

Grew this new business to 850 employees.

### **January 2021 to May 2021 COPC Support**

Supported project to prepare for COPC Baseline Audit conducted in February 2021. This covered liaising with COPC Auditors, defining interview process, dates and times of the interviews, technical support. Attended interviews, feedback sessions and identified Leaders to undergo COPC accreditation.

Formed part of the project team to set up for Accreditation in March 2022.

Roz is not an accredited COPC implementor but has a sound working knowledge of the Four Pillars, the step change that can be achieved and the extent of the work required for implementation.

This understanding assisted the team in breaking down the steps, drawing up processes, communicating and arranging training to position the Operations, WFM, QA, Training and HR Teams initially for the Baseline Audit.

The feedback from COPC has positioned the Project and Operations team to understand the gaps and the remedial actions required for a successful audit in March 2022.

Her knowledge originally stemmed from her own BPO business that implemented the COPC framework albeit some years ago.

She has a clear understanding that COPC is essential to achieving the consistency that International Clients require when dealing with an Outsource Service Provider.

At that stage Roz had supported her Client in the set up the business, had a structure in place with competent management and had the Operation on the road to gaining COPC accreditation.

She finished up her project with this Client at the end of June 2021.

Prior to this 3-year project Roz was involved in shorter projects with a selected range of Clients.

An overview of the Clients and the type of initiatives is summarized below.

## **CLIENTS**

### **June 2015 to June 2019**

Global BPO Companies with Operations in South Africa

WebHelp

WNS

Domestic BPO with International Business

Call Force

Domestic In-House Operations

Medscheme

Imperial Logistics

Non-Profit Organization

Harambee Youth Employment Accelerator

### **Types of Initiatives handled for Clients**

Transition New Business from UK to South Africa (2 initiatives) including travelling to UK for due diligence process and then forming part of the transition project team.

Form part of Global project team short-listed for Airline tender – U.K.

Manage Tactical Contact Centre – S.A.

Coach Executives and other leaders in businesses – S.A.

Craft a business strategy – S.A.

Streamline processes – S.A.

Design a "Back to Basics" intervention.

Set up new Contact Centres – work with Executive Team, Designers Operations, IT and Facilities Managers.

Part of Team interacting with Government to promote BPO, feasibility and gap analysis in Kigali, Rwanda. Site selection for proposed Centre.

Evaluate and audit existing operations – S.A.

Travelled to Dubai to go through audit process with an existing Contact Centre.

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