

# Believe Consulting

Gathering, Connecting and Balancing the Dots

## Traci Freeman - Managing Member, Believe Consulting

### Areas of Focus:

- Impact Sourcing
- Marketing
- Research
- Quality Standards
- Client / Investor Engagement
- Country BPO Strategy – Demand Stimulation

Traci is an accomplished professional with a proven track record, working with diverse sectors and trade associations, philanthropic organizations, non-profit organizations, and private firms across multiple sectors. With over two decades of experience in the digital, Global Business Services (GBS), Business Process Outsourcing (BPO), and Customer Experience (CX) domains, Traci has demonstrated expertise in various B2C, B2B, and H2H interactions. Her focus has been on CX, GBS, BPO, Quality Standards and Impact Sourcing marketing, sector research, crafting and supporting country service delivery and BPO strategies, and investment facilitation. Traci has successfully managed numerous sector-led projects, events and awards from conception to delivery.

Having spearheaded global demand stimulation and marketing initiatives for the South African national trade body and sector association BPESA, driving growth, sustainability and economic upliftment for individuals and the sector, the country is now an established and desirable offshore location for the global BPO community.

She led the 'Digital Jobs Africa' initiative as the South African country representative for the Rockefeller Foundation, resulting in the globally adopted Impact Sourcing approach to connecting individuals from marginalized communities into employment and career opportunities within the BPO sector. This is a key connection to a meaningful and focused global social impact (DEI(B) and ESG).

Supported the establishment and growth of CXOutsourcers, the global CX BPO Mindshare group, providing a platform and event for collaboration and knowledge sharing within the CX BPO community.

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Focused on quality and industry standards; introduced COPC (Customer Operations Performance Center) standards into South Africa in 2001, conducting local and international audits for a range of operations including captive and BPO providers. Actively involved in setting industry standards and quality benchmarks, serving as part of the SA BPS (Business Process Services) standards creation team and holding roles such as SABS Technical Standards team for Contact Centres with the South African Bureau of Standards (SABS), sector representative for global Consumer Organisation – COPOLCO for the ISO BPO application committee and global ISO convener for the ISO 18295 Customer Contact Centre Service standards Parts I & II.

Traci possesses a strong commitment to driving positive social impact and believes that the BPO, CX, and services sector can significantly influence the socio-economic trajectory of individuals, families, communities, and countries.

Affiliations include;

- Partner, CXOutsourcers - CX BPO Mindshare group
- Impact Sourcing Africa Chapter Lead
- Board Member, ICCCA (Independent Contact Centre Consulting Association)
- Member, IAOP Centre for Social Impact
- Founding Member, GT&BSC (Global Technology and Business Services Council)
- Advisory Board Member, Impact Sourcing Alliance
- Member, CCConsult Network (Contact Centre and CX Consultants)

Contact Details

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