

DSG claims *Best Domestic Outsourced Contact Centre* award at BPeSA Awards 2016

Johannesburg, 17 October 2016 – Digital Solutions Group (DSG) – a market leader in on-demand customer experience management – received the accolade for *Best Domestic Outsourced Contact Centre* at the BPeSA 2016 national awards ceremony hosted in Cape Town over the weekend.

These awards connect the industry's leading achievers and creates a platform to recognise outstanding contributions, achievements and best practices within the local contact centre sector.

The company's CEO of on-demand customer experience, Brandon Meszaros, said: "This is a very exciting award for us, because as leaders in ODCX - and as a digital solutions company - we pride ourselves on finding the right solutions that bring a client's customers to the core of everything we do."

DSG represents one of the few local players that can offer an integrated suite of customer experience services to address the primary outcomes required by South African consumer facing brands, including; market research, lead generation, promotions and events, sales, customer experience management and loyalty programmes.

"We offer an integrated digital customer experience service that delivers measurable results for an 'always-on' world. Because, let's face it, in the connected lifestyles we live today - with the advent of the Internet and, in particular, social media - a customer's feedback is so much more impactful on a brand than it was 10 years ago. Therefore, the customer experience journey has to be a foundation pillar of any business and it needs to be tailored to each customer's preferred form of communication – which we achieve on behalf of our clients through unified, omni-channel, on-demand engagement and experience management. Customer-centric businesses that can evolve, despite continually changing customer interaction environments, will achieve long-term success," says Meszaros.