

FIFA World Cup catalyst for ICT industry growth

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The 2010 FIFA World Cup has been a catalyst for the information and communication technology (ICT) industry in South Africa; however, customer service delivery is critical for the event's success, says call centre technology company Inter-Active Technologies.

Inter-Active Technologies CEO **Brendan van Staaden** says companies need to manage an expected

increase in volumes in preparation for the 2010 FIFA World Cup, as an increase in demand across the board of the ICT sector is also expected to occur. He adds that the ability to consistently and reliably meet customer service demands during this phase will underpin an organisation's level of success.

"International visitors are going to arrive in the country with certain expectations regarding service levels.

"While there should be an [adequate] standard for infrastructure, bandwidth and technology in place, a less-than-

If you are going to achieve excellence in big things, you develop the habit in little matters. Excellence is not an exception – it is a prevailing attitude.

