

# Phenomenal growth drives search for talent

GLOBAL Telesales Cape Town - a subsidiary of Lufthansa German Airlines - is a leading service provider for the airline industry. With more than 400 employees, it serves clients such as Lufthansa, Swiss International Airways, Austrian Airlines and other travel-related industries in five different languages and handles around 2million customer events per year.

It was one of the first international service centres established in South Africa. What started more than 10 years ago as an overflow call centre evolved to a leading part of Lufthansa's global network with eight service centres worldwide.

Managing director Birgit Thue-mecke explains, "People are the pulse and the backbone of the company. To deliver outstanding

customer service we have to motivate and engage with our staff, employ talents with the right skill and mindset, and provide them with the right training."

To drive engagement and loyalty, the company has established a successful reward and recognition programme and also implemented internationally recognised training and development tools. The GTS Academy, for example, is a training portal tailored to the individual needs of each employee.

Apart from a competitive salary package and the usual legislated benefits, GTS has put additional remunerations into place. Employees enjoy flight discounts for themselves and their families, 21 vacation days annually and two-thirds of their medical-aid contributions. There is also a provident fund and

life and disability insurance.

Thue-mecke says GTS Cape Town which could double its business in the next few years. In line with changing customer needs, it is diversifying its service portfolio significantly into a multi-media service environment, as well as expanding its operation to encompass new services.

"Due to our phenomenal growth, we constantly need new talent." She says. "People who are successful at GTS have that 'can-do, want-to-do' passion and enjoy what they do. To make it in this demanding environment, a potential employee must be proactive, adaptable and curious. Working for us means working within a young, international and vibrant team with 70 percent of the staff being under the age of 35 years."

