

# KURA

COMMITMENT TO EXCELLENCE



POWER<sub>OF</sub>ONE

KURA

SPONSORED BY

sigma ACADEMY



## KURA'S COMMITMENT TO EXCELLENCE

By focusing on their values, Kura aims to deliver industry-leading performance by building a culture that shifts the mindset from focusing on “things and stuff” to “people and behaviors,” a process they call “Crossing the Bridge.”

## INTRODUCING KURA

Kura is a global Customer Experience (CX) outsourcer with full omni-channel capabilities both onshore and offshore. Operating in the UK and South Africa, Kura's highly experienced customer advisors excel in customer service, sales, payment/debt support, complaints handling, and contact center software solutions. Kura serves a broad range of sectors, including utilities, financial services, telecoms, and retail, delivering world-class operational performance for some of the world's leading brands.

## COMMITMENT TO SKILLS DEVELOPMENT

Kura has sponsored a total of 111 learners: 69 employed and 42 unemployed. Recognising the fast-paced and ever-changing nature of the BPO industry, Kura's strategy revolves around ensuring their people are well-equipped with the necessary knowledge and skills to adapt and deliver customer service excellence.

## TRAINING STRATEGY

Kura's strategy includes mapping out required skills and identifying gaps at all occupational levels, involving all relevant stakeholders to ensure alignment with their vision and goals. They provide personalised training journeys to support individual career goals, combining classroom and virtual training delivered by qualified internal specialists and reputable service providers. Continuous evaluation is a

critical component of their strategy to ensure the effectiveness of training programmes and the application of newly acquired skills.

## PARTNERSHIP WITH SIGNA ACADEMY

Partnering with Signa has been instrumental for Kura in bridging skills gaps within the BPO sector. The learnerships offered have provided tailored classroom facilitation to meet their business needs, supported by a dedicated Facilitator who goes above and beyond. This combination of practical and theoretical outcomes has resulted in highly skilled, motivated employees who add significant value to the business. The programme has also helped build a skilled pool of potential employees from which employers can recruit, thereby contributing to a reduction in unemployment.

## IMPACT ON EMPLOYMENT

Kura acknowledges that unemployment remains one of South Africa's greatest challenges, particularly among the youth. Learnerships provide a dual benefit of fulfilling social obligations and adding value to businesses. These programmes offer opportunities to passionate individuals who may not have had access to certain skills or knowledge due to systemic social inequalities. This approach not only helps in closing the skills gap for disadvantaged employees but also allows companies to hire based on potential rather than just experience. Ultimately, these opportunities are crucial in integrating more young people into the economy and fostering company growth with a loyal workforce.

