

Squaretalk Partners with CCSA to Strengthen CX and Outsourcing Capabilities Across Africa

JERUSALEM, ISRAEL, March 4, 2026 /EINPresswire.com/ -- [Squaretalk](#), an AI-powered communication platform with sales automation capabilities, has announced a strategic collaboration with [CCSA](#) (Call Center Solutions Africa), a technology-driven customer experience provider.

The partnership combines Squaretalk's cloud contact center solutions with CCSA Africa's operational expertise, ensuring both local businesses and global companies expanding into the region can deliver reliable, high-quality customer engagement at scale.



Squaretalk's AI voice agents, predictive dialer, omnichannel capabilities, and real-time analytics empower CCSA Africa's highly trained customer experience teams to deliver better performance, greater scalability, and measurable results across inbound and outbound operations. For companies looking to establish a presence in African markets or those with diverse customer bases, CCSA's English and French-speaking agents ensure culturally aligned, effective communication.

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By combining Squaretalk's advanced software with CCSA's strong regional expertise, we're helping businesses expand faster, operate smarter, and build meaningful connections with their customers.”

Isaac Levy, Squaretalk's Head of Business Development

“Africa's importance for customer operations is increasing exponentially,” said Isaac Levy, Head of Business Development at Squaretalk. “By combining our advanced contact center technology with CCSA's strong regional expertise, we're supporting businesses to expand faster,

operate smarter, and build meaningful connections with their customers.”

Duncan Njue, Director of CCSA Africa, also highlighted the importance of the partnership: “We are making outsourcing to Africa simpler and more dependable. By combining Squaretalk's

robust technology with CCSA Africa's people, processes, and quality control, global businesses can run high-performance customer engagement from Africa with confidence. Locally, African firms gain the same operational technology stack used by leading teams globally."

About Squaretalk:

Squaretalk is an AI-powered platform that combines voice, WhatsApp communication, and sales automation in one interface. It enables in-house or decentralized teams to support their current clients and easily reach new ones, improve communication efficiency, and significantly reduce costs and agent turnover. The Squaretalk platform is user-friendly, secure, and designed to meet unique requirements. It seamlessly integrates with business tools like Zoho Phonebridge, Salesforce, Pipedrive, HubSpot, Freshworks, Freshdesk, Zendesk, Sedric.ai, KeyIVR, and more.

Become a Squaretalk partner at <https://squaretalk.com/partners/> or write to us directly at partners@squaretalk.com.

About CCSA:

CCSA Africa is a Nairobi-based customer experience and sales outsourcing partner helping growth-focused global organisations convert more leads and serve customers across channels. The company provides trained, supervised agents to manage phone, WhatsApp, email, social, and CRM follow-up—covering lead qualification, appointment setting, sales closing, reactivation, and customer support. It also provides contact center software and set-up advisory for businesses across Africa, helping teams choose the right tools, implement workflows, and launch efficiently. CCSA's approach is KPI-driven and quality-assured, giving clients a scalable operation without the overhead of building it alone.

Learn more about CCSA at <https://www.callcentersolutionsafrica.com/> or send your business inquiries to hello@callcentersolutionsafrica.com.

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