

Always-On Support for an Always-On Contact Centre

How Netsurit helped **Ignition Group** scale securely across borders while maintaining high availability, compliance, and operational resilience for a 24/7 CX environment.



Overview

Ignition Group is a Durban-founded customer experience and contact centre services business established in 2002. Serving both local and international clients, the organisation delivers a wide range of CX models — from customer service and sales to risk-based and seat-based operations.

As Ignition's international footprint expanded rapidly, the business faced increasing pressure to modernise its IT operating model. Netsurit partnered with Ignition to strengthen its technology environment — enabling scalable infrastructure, stronger governance, and reliable support for a 24/7 global operation.

The Challenge



Ignition's **internal IT team** managed infrastructure, administration, and support, but accessing **specialised skills for rapid growth** and international expansion became increasingly difficult.



Operating a **24/7 contact centre** meant even small disruptions could impact **productivity and revenue**, requiring a highly reliable IT environment.



Running a **DCI-compliant contact centre** required strict governance over **user access, policies, and security configurations**, where errors could introduce operational risk.

The Solution



Microsoft expertise at scale

Netsurit provided access to a broader pool of **specialist Microsoft expertise** across infrastructure, governance, and platform management.



High-Availability Environment

A **highly redundant IT environment** was implemented to support Ignition's uptime requirements and ensure operational continuity.



24/7 support and operational readiness

Netsurit delivered a **24/7 managed services model**, enabling rapid escalation and operational support across South African and US environments.

Results That Matter



Netsurit enabled **rapid integration of a newly acquired US business**, supporting a distributed team of more than **140 employees**.



A responsive support model helped **reduce downtime** and enabled **faster issue resolution**.



Improved configuration management and policy oversight **reduced compliance risk** in a regulated operating environment.



Ignition and Netsurit teams adopted a **collaborative problem-solving approach**, improving visibility, alignment, and decision-making.

"When we acquired a business in the US, Netsurit helped us deploy and take over the organisation far faster than we could have on our own. In a 24/7 operation, it's reassuring to know that if there's a problem — even at one in the morning — the Netsurit team will rally and get services back up."

Daryl Firmani
CX IT Director
Ignition Group

