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## Podcast

# Latin America: The Next India?

## BPO Trends Podcast Summary

### Podcast Participants:

Peter Ryan, Analyst, Datamonitor

Ann Harts, Corporate Real Estate Officer, Sitel

Host: John Moran

### Introduction:

For many years, India has received a great deal of media attention as a global business process outsourcing location. More recently, however, trends suggest Latin America is emerging as the next major outsourcing force. But a few questions remain: why Latin America; why now; and what are the rewards for businesses considering outsourcing their customer care to the region? Join Host John Moran, Datamonitor Analyst Peter Ryan and Sitel's Corporate Real Estate Officer Ann Harts as they explore the reasons for Latin America's emergence as the world's next major outsourcing hub.



**Ann Harts**



**Peter Ryan**



## Interview Questions and Summary:

1. Datamonitor and Sitel both contend Latin America is emerging as the next major business process outsourcing force. In your opinion, what factors are driving this trend? Why now?
  - Latin America will complement the global BPO markets. (Harts)
  - The keys to Latin America's emergence as a BPO force include availability of a skilled labor pool, portability of commercial real estate and increased liberalization of domestic economies. (Ryan)
  - Local Latin American governments view BPO as an integral part of their economic growth. (Harts)
2. How does Latin America compare with traditional outsourcing hotspots like India?
  - Latin America compares very favorably with India as a BPO hub. (Ryan)
  - Each BPO hub (i.e., Latin America, India, Philippines, etc.) will continue to service a diverse array of global markets with varying skill sets. (Harts)
  - Many Latin American countries are working to foster multilingual skills (i.e., English, Spanish and Portuguese) and accent neutralization. (Harts)
3. Which countries in particular should we keep our eyes on and what makes them ripe for growth?
  - Latin American countries to keep our eyes on include Brazil, Chile, Colombia, Nicaragua and Panama (Harts)
4. What benefits do companies stand to gain by moving their customer care services to countries like Brazil, Colombia and Nicaragua?
  - The region offers unique ability to provide dynamic multilingual contact center services for a huge range of global markets. (Harts)
  - The benefits of Latin America-based outsourcing include a close proximity to U.S. businesses, similar business culture with that of the U.S. and a quality labor pool. Additionally, Spain-based companies can leverage excellent Spanish-speaking skills (Harts and Ryan)
  - Many Latin American countries would like the world to know they are stable and desirous of new business opportunities. (Harts and Ryan)
5. Please describe some of the obstacles that stand in the way of a vibrant business process outsourcing industry in the region? What can be done to mitigate these obstacles?
  - Major obstacles include public perception problems, the lack of government census data and communications skills in some parts of Latin America. These obstacles may be mitigated by the continued cooperation of local governments. (Harts)
6. So, what does the future look like for the Global business process outsourcing industry?
  - Latin America's BPO market is burgeoning and will continue to do so as long as local governments remain stable and continue to invest in infrastructure. (Ryan)
  - Latin America has a strong foundation for BPO opportunities and investment. (Harts)
  - The region offers tremendous opportunities for Sitel's clients. (Harts)

