

# Argentina Executive Call Center Report 2007

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An Actionable Analysis



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Argentina Executive  
Call Center Report 2007  
“heart of innovation and care”

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## OVERVIEW

This executive report on the Argentine contact center BPO market is the first in Zagada's South American series covering Brazil, Mexico and Chile. This is the first city - evaluation report using Zagada's *Cultural Domain Acuity Model (CDAM™)* for ranking the quality of customer care delivery. The series also compliment Zagada's Central America Call Center Report 2007. The Argentine executive report is a must read for senior corporate executives. It offers strategic guidelines, decision making cost estimates and economic handlers. Corporate buyers, vendors and investors are able to compare and evaluate Buenos Aires, Cordoba and Rosario for better site selection and investment. **Purchase now.**

## HIGHLIGHTS

- Argentina has the highest number of bilingual agents serving U.S and European clients.
- Buenos Aires, Cordoba and Rosario have 94 % of contact centers and agents.
- Cordoba has the highest per capita software university graduates in Latin America.

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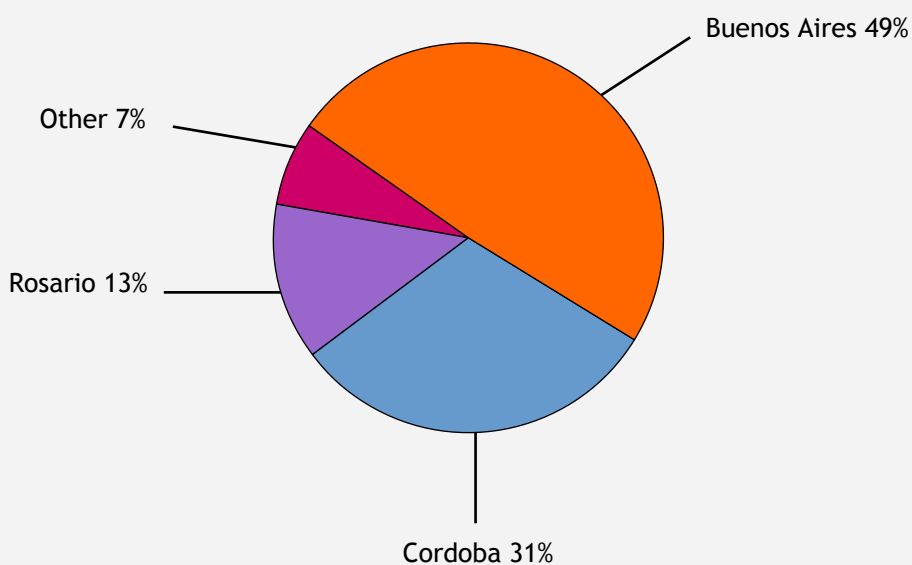
- Gain a full understanding of the key drivers and challenges.
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Figure 3. Cultural Domain Acuity Model (CDAM™)



Source: Zagada Institute

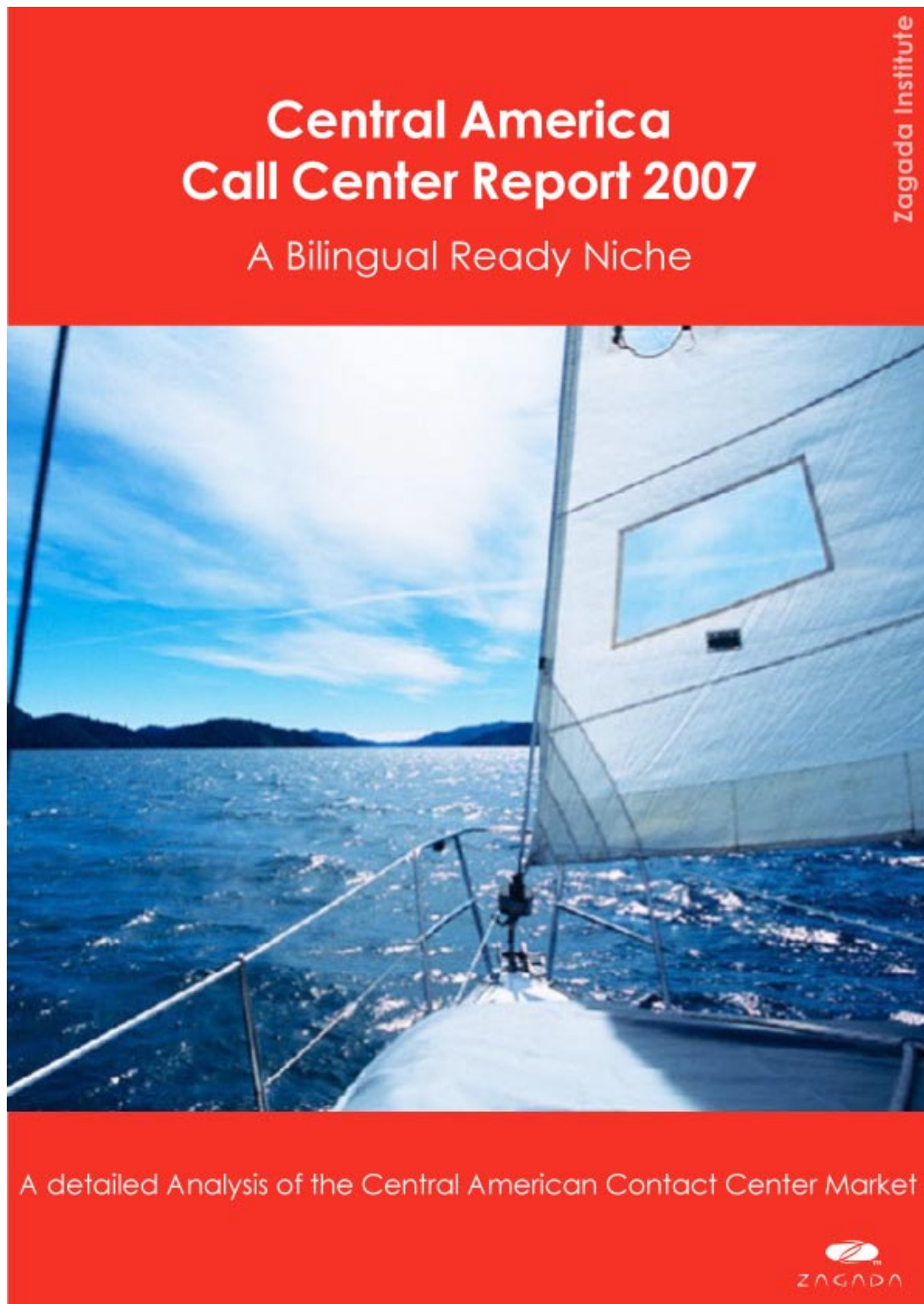
Figure 2. Percentage Share of Agents 2007



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## The Authors

The report was researched and written by a Zagada team lead by Philip Dickenson Peters.

## Zagada Institute

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