

# Central America Call Center Report 2007

A Bilingual Ready Niche



A detailed Analysis of the Central American Contact Center Market

# Central America Call Center Report 2007 A Bilingual Ready Market

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## Overview

### Introduction

This report on the Central America Contact Center market complements the Zagada Institute's earlier published Caribbean Call Center Report and evaluates the advantages of Central America in relationship to the Dominican Republic, Mexico and Argentina in the nearshore, and India and the Philippines in the offshore markets. Site location costs and vendor capabilities are evaluated from the backdrop of telecommunication, political and bilingual agent education preparedness. The key challenges facing the Central America call center industry are outlined and gives U.S. and international companies a key sourcing and executive briefing document on the region.

### Scope

Provides a categorization of the region into three growth segments - Maturing (Panama, Costa Rica), Contending (El Salvador, Guatemala) and Emerging (Nicaragua, Honduras, Belize) from a quality provisioning perspective. Sizes the contact center market by number of domestic and internationally focused agent positions and operators in Central America from 2006 to 2007. Offers strategic recommendations to firms and outsourcers on how to capitalize on the Central America marketplace through the SphaeroAlliance.

### Highlights

- Central America domestic and internationally focused agents positions total in excess of 21,000 and will increase to 40,000 by the end of 2007.
- Overall annual growth in agent positions will increase by an average of 38% over the next 24 - month period.
- Key challenges facing the Central America Nearshore market include competition from neighboring nearshore markets, increasing bilingual agent density provision, and the need to increase economic growth rates.

### Key reasons to Purchase report

- Gain a full understanding of the key drivers and challenges defining the Central America call center nearshore market.
- Identify the strengths and long-term prospects of each country in the Central America nearshore market.
- Develop a Central America entry strategy by understanding the advantages and challenges of each country as a nearshore outsourcing destination suited to your needs.

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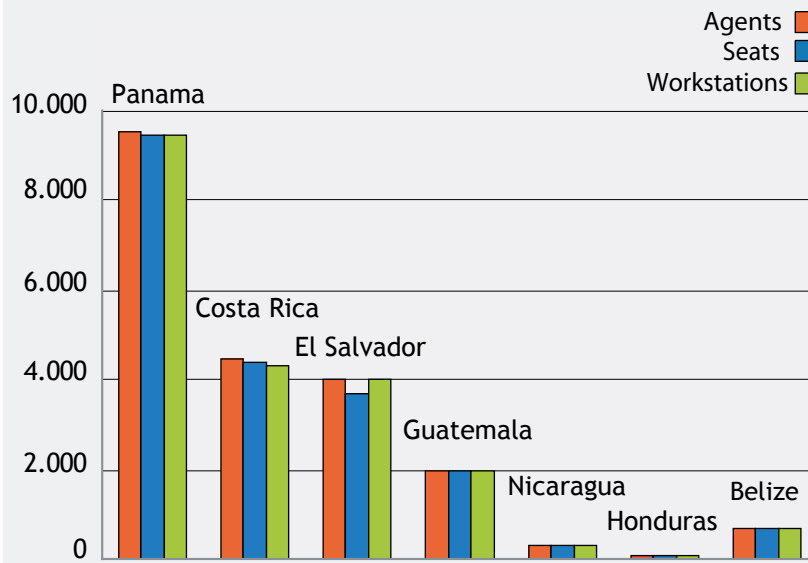
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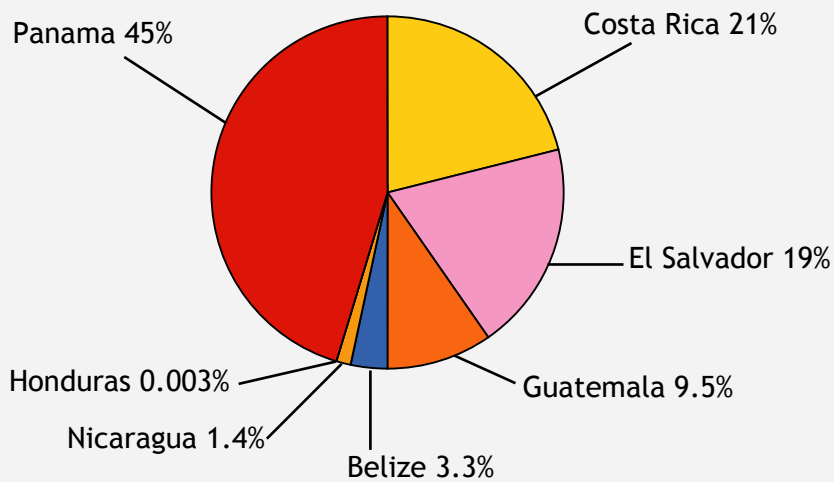
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**Figure 2. Agent, Seat and Workstations**



Source: Zagada Institute

**Figure 3. Percentage Share of Agents**



Source: Zagada Institute

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## **The Authors**

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

## **Zagada Institute**

The Zagada Institute is the research arm of Zagada Markets and is committed to research and applied thought focused on growth, business development and innovation related to Caribbean, Central America, Latin America and U.S. growth transformation.

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## **Contacting US**

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