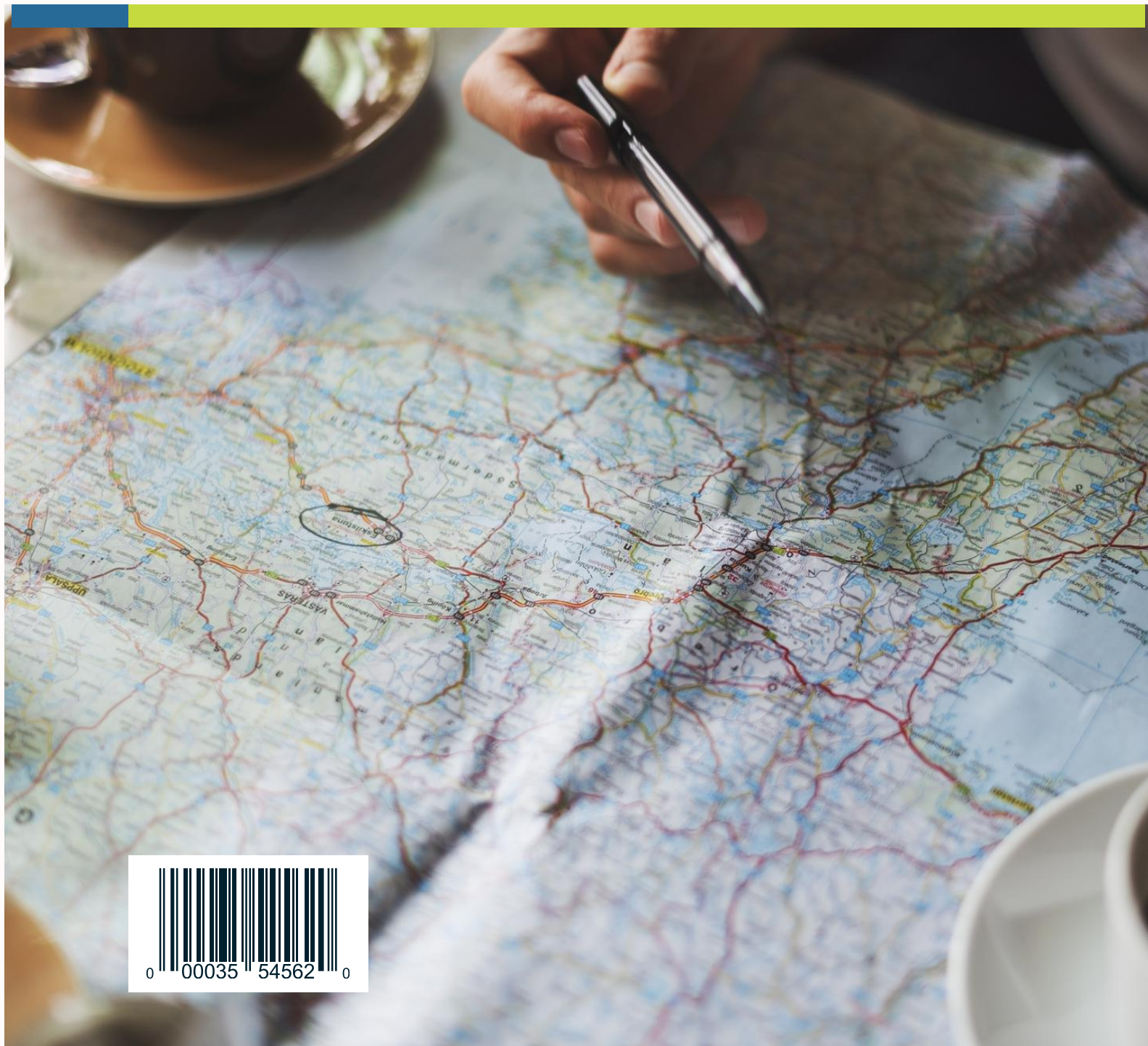


CX BEYOND BORDERS



EXPLORING TOP OUTSOURCING LOCATIONS

2025

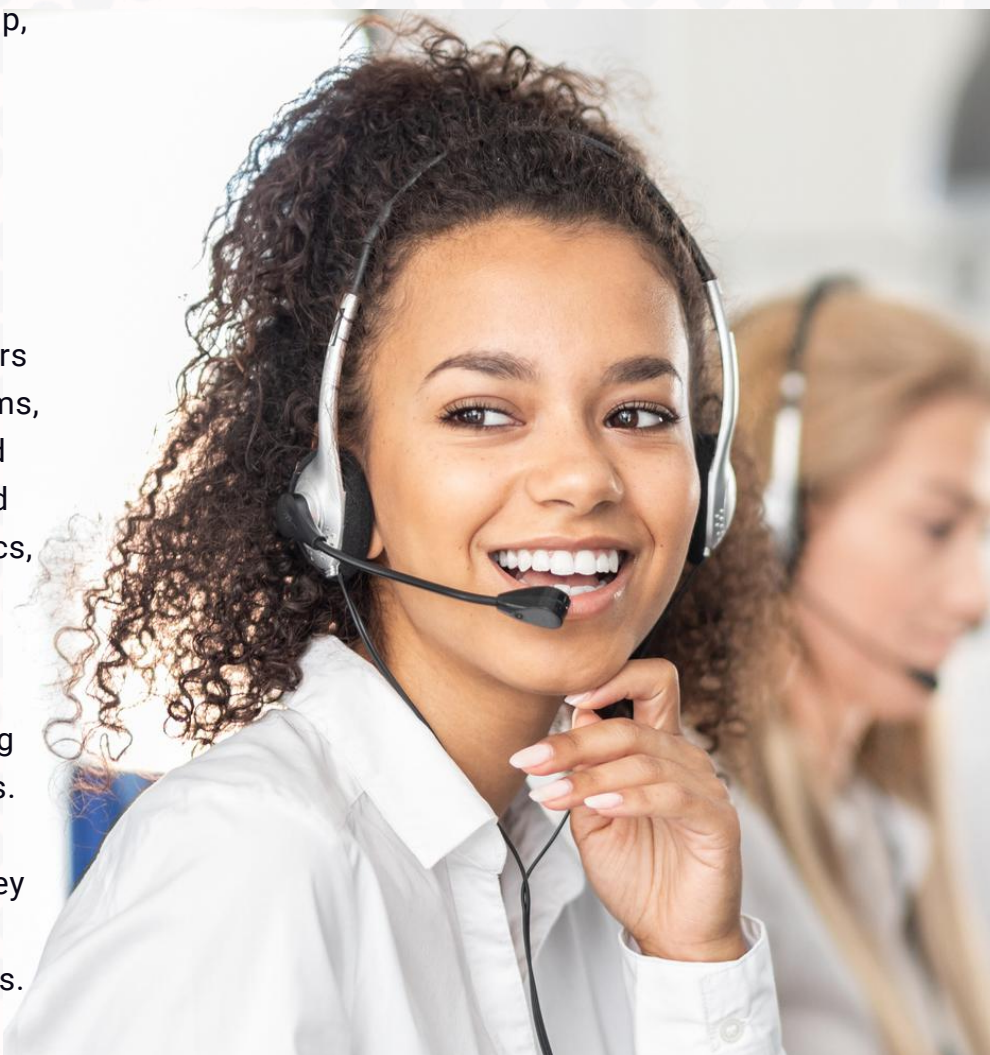


Introduction

Finding skilled talent to support customer experience and sales initiatives is a growing challenge. Outsourcing has become a critical strategy to bridge this talent gap, enabling companies to tap into specialized expertise, reduce costs, and reach their goals faster.

The right Business Process Outsourcing (BPO) partner offers seamless omnichannel platforms, extensive customer service and sales experience, and advanced technologies like Voice Analytics, AI, and Machine Learning.

Global BPO partners provide geographic diversity, scheduling flexibility, and language options. This free e-book will guide you through top geographies and key factors to consider when choosing partners and locations.



CX BEYOND BORDERS

EXPLORING TOP OUTSOURCING LOCATIONS

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ABOUT AVANTIVE SOLUTIONS

Uncover the most cost-effective locations with skilled talent and world-class infrastructure. This expertly curated guide reveals the best outsourcing hubs to help you find the perfect fit for your business needs.





A vibrant culture, a highly educated talent pool, and close geographical proximity to the United States make Mexico an ideal outsourcing location for many programs.



With many major universities, Mexico has a highly educated bilingual workforce who have a strong cultural affinity with the United States making it effortless for agents to connect with customers. Their proximity to the United States also creates easier travel for face-to-face meetings. Mexico offers well-developed infrastructure, including a strong telecommunications network and state-of-the-art, modern facilities.

REASONS TO CONSIDER MEXICO

- Time zones aligned with the United States and Canada
- Competitive labor rates
- Close proximity to the United States with direct flights from many major cities
- Highly-educated, passionate bi-cultural workforce



GUADALAJARA



Avantive Solutions operates in Guadalajara, known as Mexico's "Silicon Valley." The city has a strong technology sector and robust infrastructure.

Our site is located in a business area that offers reliable public transportation for employees and ease of travel for clients with numerous flights from the United States to Mexico daily.

This modern building offers lots of natural light, spacious stations, and onsite amenities. Employees here have exceptional English language skills.

Avantive Insights

Capacity: 260 seats with expansion space readily available

Languages: Spanish & English

Industry Expertise: Healthcare & Life Sciences, Automotive, Home Security, Petcare, Telecommunications

Avantive Insights

Capacity: 60 seats

Languages: Spanish, English

Industry Expertise:
Telecommunications & Media



MEXICO CITY

We operate in Mexico City, renowned as the nation's capital, which is synonymous with a high quality of life. The city's dynamic cultural scene contributes to an enriching environment that nurtures creativity and innovation. The ever-expanding array of modern amenities in the city elevates its appeal to top-tier talent seeking a thriving work-life balance. Our beautiful office is also within walking distance of public transportation.



It is also the largest city in the country and has a large highly skilled, bilingual workforce that is well-suited for contact center operations. Many of our agents have spent time in the United States and are known for their high-quality English and cultural affinity to American consumers.





India has been an outsourcing hub for decades because it's a cost competitive, tech-savvy country with high rates of English and European language proficiency.



- Up to 60% lower cost compared to operations in the US or UK
- Over 20 years of IT and BPO experience
- Large English-speaking population
- India has one of the largest shares of the global outsourcing industry

REASONS TO CONSIDER INDIA

India has been a world leader in IT services and outsourcing for decades. Their government supports the industry's growth with tax exemptions and the Digital India program devoted to providing infrastructure and resources. It's an ideal location for outsourcing back office support services, lead generation, and Quality Assurance as a Service (QAaaS.)

The country has a large English-speaking population that is very computer literate and it's common for employees to have advanced degrees from top universities.

This combination of factors makes it a top choice to outsource your operations, with up to 60% lower cost compared to the United States or the United Kingdom.



NOIDA



Avantive Solutions has operated in Noida for nearly 15 years and we've built an experienced workforce with low attrition.

Noida is part of the capital region and is well connected to Delhi International Airport which has direct flights to the United States and almost all major European countries. Our location also has easy access to multiple forms of public transit and has many onsite amenities for employees. The building is part of a prominent IT park with a very reliable internet connection and a continuously running power backup system. This gives us the flexibility to provide service 24/7, 365 days a year.

Avantive Insights

Capacity: 60 seats

Languages: English and all major European languages

Industry Expertise: Quality Assurance as a Service, Digital Marketing Services, Financial Research



High rates of English fluency and investments into infrastructure have made South Africa an attractive destination for outsourcing.

REASONS TO CONSIDER SOUTH AFRICA

South Africa has become a very attractive destination for outsourcing due to its large English-speaking population, affordable labor costs, and technology.

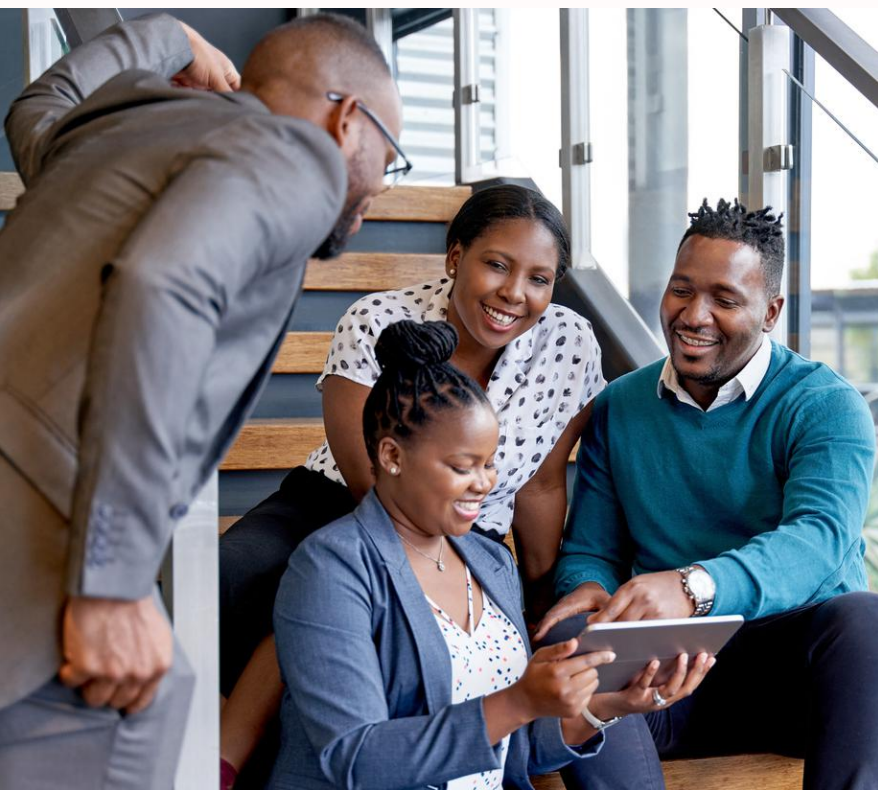
The government's taxation incentives and the country's lower cost of living make it more financially competitive than some other countries that were previously popular outsourcing hubs.

It is one of the most advanced countries when it comes to Artificial Intelligence and Machine Learning. Its government even created its own AI task force and invested millions into improving infrastructure that ensures reliable internet and telecommunications services so that it can compete with other nations on a global stage.



- Up to 45% lower costs than the United States, United Kingdom, and Australia
- Millions of dollars invested in infrastructure improvements for reliability
- Large talent pool of fluent English speakers known for their high empathy levels





Avantive Insights

Capacity: Over 1,000 seats

Languages: English

Industry Expertise:

Telecommunications & Media,
Retail, Health & Life Sciences,
Fintech, Utilities, Travel &
Hospitality

CAPE TOWN & JOHANNESBURG

We work in South Africa because of the large pool of young, trainable talent that excels at customer service, sales, and lead generation. Additionally, they have a cultural affinity with the United States and United Kingdom and are experts in financial services, telecom solutions, and back-office channels.

South Africa's time zone allows for overlapping working hours with many countries, but the facilities and infrastructure also support scalable 24x7x365 outsource operations for businesses that require it.

Our offices are conveniently located near public transportation and close to international airports for visitors.





The American workforce is one of the most educated in the world and the country is highly accessible with a variety of climates to ensure business continuity.

REASONS TO CONSIDER THE UNITED STATES

Onshore support can have higher costs compared to offshore solutions, however, for some brands the benefits remain unmatched. America has a large pool of educated workers, reliable transportation networks, and advanced technology infrastructure.

Operations can adjust to a variety of climates to ensure business continuity, which is particularly useful if your company relies heavily on seasonal peaks.

The United States can also cover

multiple time zones and a wide range of on-call hours.

In addition to eliminating cultural, lingual, and holiday schedule obstacles, onshore partners can meet geographic mandates for businesses that must adhere to specific compliance and data security regulations.

- Over 90% of people age 25 and older have completed secondary school or higher levels of education (United States Census Bureau)
- Advanced technology infrastructure



TULSA, OKLAHOMA

Avantive Insights

Capacity: 150 seats with expansion space readily available

Languages: English and Spanish

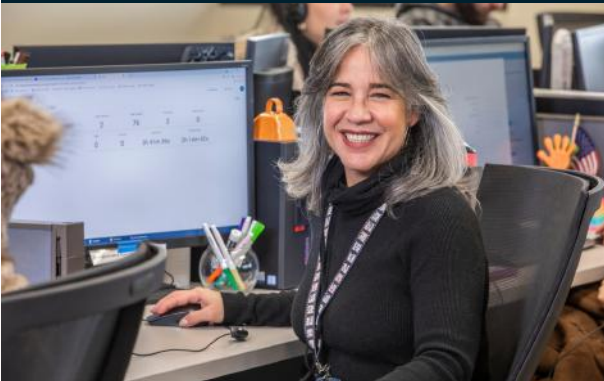
Industry Expertise: Healthcare & Life Sciences, Telecommunications & Media, Petcare, and Financial Services

The Avantive Solutions corporate headquarters are located in Tulsa, OK, a short distance from the airport. The Central Time Zone allows us to provide coverage for multiple time zones and calling ranges.

Our Corporate Office provides a variety of convenient amenities for employees.

The diverse talent pool in Tulsa offers agents with a balanced and consistent speech pace that makes customers feel at ease.

For companies that require US-based support, Avantive Solutions has numerous certifications and compliance certificates in areas such as healthcare and financial services.





Avantive Insights

Capacity: Unlimited

Languages: English, Spanish, French Canadian, Mandarin, and more

Industry Expertise:

Healthcare & Life Sciences,
Telecommunications & Media,
Energy & Utilities, and Financial
Services

GLOBAL WORK AT HOME

Utilizing global work-at-home employees allows companies to access a larger pool of talent and greatly expands coverage and language capabilities. With the right equipment and training, programs can create a successful remote environment that fosters productivity and improved customer experiences.

Avantive Solutions provides all employee equipment and implements comprehensive training and coaching from our corporate site so all agents are properly equipped to handle their responsibilities.

Leaders use Microsoft Teams to conduct group and individual meetings, and agents have access to secured shared folders. Our established work at home network allows for the flexibility to create a fully remote or hybrid campaign.



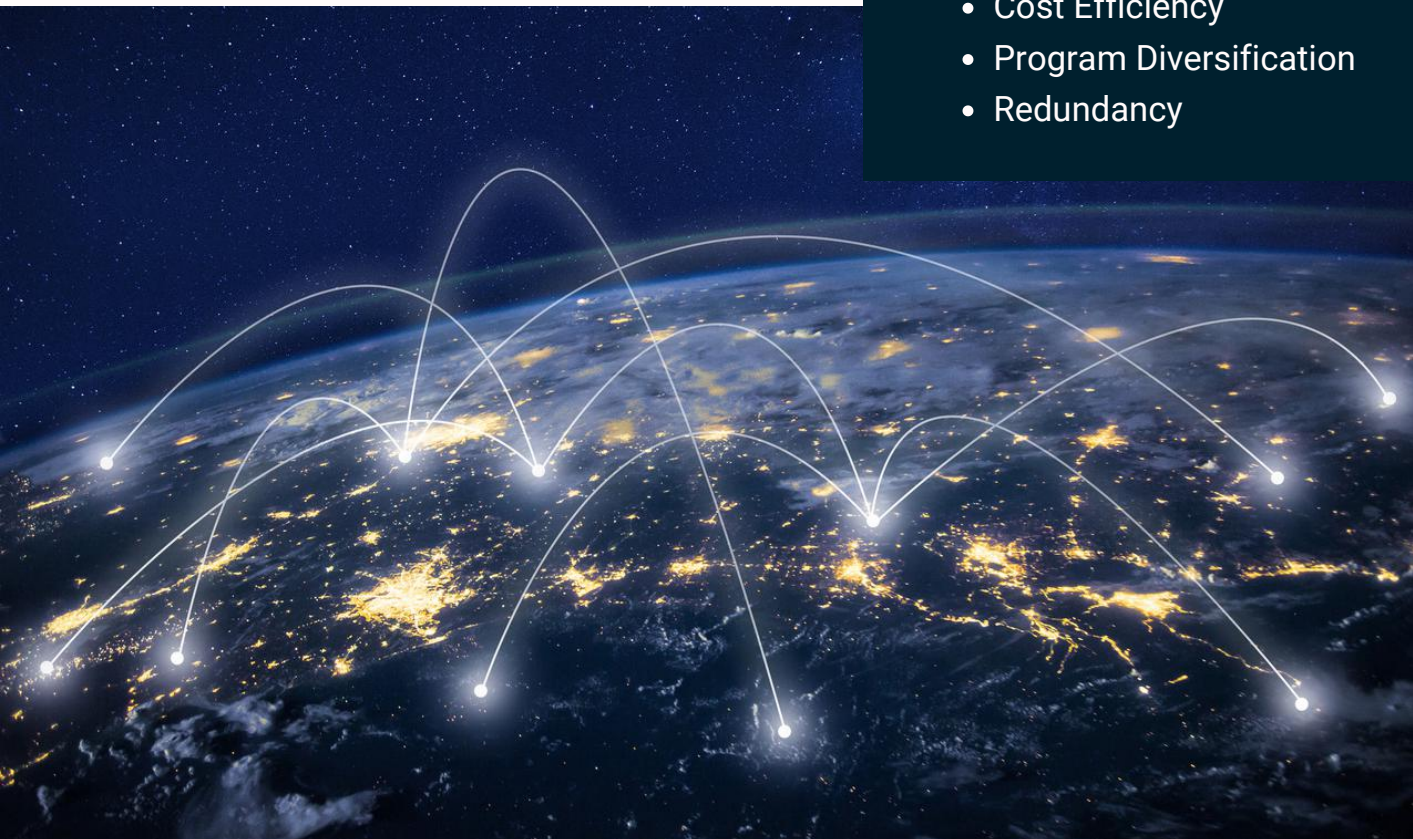
BLENDSHORING

Blendshoring is a strategic outsourcing model that integrates multiple global locations within a single vendor relationship, ensuring the best geographic fit for service delivery. This approach optimizes performance by leveraging regional strengths, cost efficiencies, and specialized expertise. By blending talent, technology, and infrastructure across diverse locations, businesses can create a seamless, high-performing customer experience. With the flexibility to adapt and scale,

blendshoring tailors solutions to meet unique business goals and evolving market demands. Through a thorough discovery process, it ensures seamless service excellence while maximizing efficiency, reducing operational risks, and enhancing overall customer satisfaction.

Here's how our blendshoring approach benefits your business:

- Skill Alignment
- Cultural Fit
- Language Proficiency
- Cost Efficiency
- Program Diversification
- Redundancy



Avantive Solutions is a purpose-led, global digital transformation leader specializing in designing, building, and delivering innovative customer experience (CX,) strategic sales, and digital marketing solutions. Our enterprise-centric technology solutions provide actionable insights and drive desired outcomes through advanced data analytics, artificial intelligence (AI), and machine learning (ML) platforms. We partner with the world's most recognized brands in healthcare and life sciences, petcare and animal health, communications and media, and more to drive measurable results.

www.AvantiveSolutions.com

Ready to see what we can do for you?

Email: sales@avantivesolutions.com

