

# **Asia Pacific Customer Care BPO Market Forecast to 2028 -Regional Analysis - by Solution (Onshore Outsourcing, Offshore Outsourcing, and Nearshore Outsourcing) and End User (BFSI, IT and Telecommunication, Retail and E-Commerce, Manufacturing, Healthcare and Pharmaceutical, Transport and Logistics, Media and Communication, Automotive, and Others)**

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## **Abstracts**

The Asia Pacific customer care BPO market is expected to grow from US\$ 6,044.52 million in 2023 to US\$ 9,260.66 million by 2028. It is estimated to grow at a CAGR of 8.9% from 2023 to 2028.

**Emergence of Technologies such as Artificial Intelligence and Cloud Computing in Asia Pacific Customer Care BPO Market**

Cloud computing today is a major force driving digital transformation across industries. It reduces management and operational costs. Cloud computing holds tremendous potential, and the notion of the cloud being limited to only IT functions has completely changed. It assimilates with other technologies such as artificial intelligence (AI), edge computing, and the Internet of Things (IoT). Artificial Intelligence (AI) as created a paradigm shift in almost all verticals, including the BPO sector. Consolidating operations in the BPO sector with AI has made processes more efficient and cost-effective. For example, AI can be used for BPO processes involving financial and account management, vocal recognition in customer service, analyzing big data for decision-making, and so on. Thus, the emergence of technologies such as AI and cloud

computing is bringing new trends in the customer care BPO market. Technological evolution, digital transformation, and the COVID-19 pandemic have led to increased integration of AI into customer care BPO services. The integration allows service providers to improve real-time communications with customers. AI has changed the way brands connect with customers, making it easier to create personalized experiences and nurture long-term relationships. Moreover, AI and cloud computing also bridge the gap between the high-volume, high-velocity data being generated and the ability to use these data to engage customers in real time. The integration of customer care services with AI helps BPO firms provide 24/7 support, along with resolving simple issues and personalizing their services. In sales businesses, it helps personalize and scale the sales process. AI-based speech recognition, virtual assistants, and interactive voice responses have substantially decreased the customer waiting time before reaching a customer care executive. In addition, furthering the role of AI-powered omnichannel routing allows for seamless switching between multiple channels, such as chats and voice calls, with executives always being ready to address customer queries or complaints. Smart BPOs integrated with AI help businesses in optimizing and automating their services, thereby making business processes less expensive, environmentally friendly, and more efficient.

## Asia Pacific Customer Care BPO Market Overview

The Asia Pacific region encompasses South Korea, India, China, Japan, Australia, and the Rest of Asia Pacific. Asia Pacific has long been the center of outsourced business process operations and has gained significant media traction over the years as a key location for BPO organizations. The region gained prominence because of earlier success experienced by the providers there. Asia has been outperforming in terms of offering exceptional BPO services for many organizations every year. The region's success in the BPO industry can be attributed to the availability of a skilled workforce at much lower costs. Employing contractual labor from sources outside an organization allows the firm to concentrate internal efforts on the company's core skills. Such a strategy balances the expense of in-house functions while improving the firm's bottom line. With rising cloud adoption and the growth of various industry verticals, the region is experiencing a tremendous rise in opportunities for outsourcing businesses, despite facing agile competition from other developing customer care BPO markets.

## Asia Pacific Customer Care BPO market Revenue and Forecast to 2028 (US\$ Million)

## Asia Pacific Customer Care BPO market Segmentation

The Asia Pacific customer care BPO market is segmented on the basis of solution, end user, and country. On the basis of solution, the Asia Pacific customer care BPO market is segmented into nearshore outsourcing, onshore outsourcing, and offshore outsourcing. The nearshore outsourcing segment registered the largest market share in 2023.

Based on end user, the Asia Pacific customer care BPO market is further segmented into oil & gas, IT & telecom, power & utility, and others. The IT & telecom segment registered the largest market share in 2023.

Based on country, the Asia Pacific customer care BPO market is segmented into China, Japan, India, South Korea, Australia, and the Rest of Asia Pacific. China dominated the market share in 2023.

Alorica Inc, Comdata SpA, Concentrix Corp, Foundever Operating Corp, Teleperformance SE, Telus International Cda Inc, TTEC Holdings Inc, and Webhelp Inc are the leading companies operating in the Asia Pacific customer care BPO market.

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