

South America 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)

<https://marketpublishers.com/r/S01373CE6A6CEN.html>

Date: July 2023

Pages: 107

Price: US\$ 3,000.00 (Single User License)

ID: S01373CE6A6CEN

Abstracts

The South America customer care BPO market is expected to grow from US\$ 1,210.99 million in 2023 to US\$ 1,556.20 million by 2028. It is estimated to grow at a CAGR of 5.1% from 2023 to 2028.

Huge Cost Benefits Conferred by Outsourcing Customer Care Services in South America Customer Care BPO Market

The BPO sector has flourished with profit businesses, nonprofit organizations, and government bodies outsourcing a range of tasks to service providers. Customer care BPO solutions confer cost benefits to customers in several ways. For instance, in training or recruiting cos, the outsourcing does not require staff training as it involves hiring third-party service providers who already have skilled workforces; this reduces training or recruiting costs. Similarly, in Infrastructure savings, companies outsourcing their processes do not need to spend extra money on infrastructure or on adding new equipment to their facilities. A BPO service provider or independent contractor has all the supplies and equipment needed to get the job done. Thus, lower cost of operations is the biggest advantage associated with outsourcing. As outsourcing service providers

are specialized in the services they offer, they can often accomplish the tasks at much lower costs than non-specialists. Thus, outsourcing is an excellent way, particularly, for businesses with limited resources to reduce their overhead costs. Thus, huge cost benefits conferred by outsourcing customer care jobs bolster the customer care BPOs market growth.

South America Customer Care BPO Market Overview

SAM includes Brazil, Argentina, and the Rest of South America. This region features a highly motivated workforce and ever-increasing English language proficiency levels. Hence SAM has been increasingly chosen as an attractive destination for outsourced call centers from Canadian and US companies. Increasing internet penetration, technological developments, and heightened digitalization of businesses positively impacted the region's economies. As per International Telecommunication Union, the internet penetration rate in Peru reached 71% in 2021, while the penetration rate in Ecuador reached 81.3% in early 2023. The dynamic economic scenario has led the region's government enterprises, businesses, and consumers to adopt upcoming technologies. Such factors constantly increase the attractiveness of setting up call centers in the region.

South America Customer Care BPO market Revenue and Forecast to 2028 (US\$ Million)

South America Customer Care BPO market Segmentation

The South America customer care BPO market is segmented on the basis of solution, end user, and country. On the basis of solution, the South America 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 South America 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 South America customer care BPO market is segmented into Brazil, Argentina, and the Rest of South America. Brazil 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 South America customer care BPO market.

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