

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)

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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.

Contents

1. INTRODUCTION

- 1.1 Study Scope
- 1.2 The Insight Partners Research Report Guidance
- 1.3 Market Segmentation
 - 1.3.1 South America Customer Care BPO Market - By Solution
 - 1.3.2 South America Customer Care BPO Market - By End User
 - 1.3.3 South America Customer Care BPO Market- By Country

2. KEY TAKEAWAYS

3. RESEARCH METHODOLOGY

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

4. SOUTH AMERICA CUSTOMER CARE BPO MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 South America PEST Analysis
- 4.3 Ecosystem Analysis
- 4.4 Expert Opinion

5. SOUTH AMERICA CUSTOMER CARE BPO MARKET - KEY MARKET DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Rising Focus of Organizations on Ensuring Greater Customer Satisfaction
 - 5.1.2 Huge Cost Benefits Conferred by Outsourcing Customer Care Services
- 5.2 Restraint
 - 5.2.1 Concerns Regarding Data Security and Privacy
- 5.3 Opportunity
 - 5.3.1 Progressive IT and Telecommunications Sector
- 5.4 Future Trend
 - 5.4.1 Emergence of Technologies such as Artificial Intelligence and Cloud Computing
- 5.5 Impact Analysis of Drivers and Restraints

6. CUSTOMER CARE BPO MARKET - SOUTH AMERICA ANALYSIS

6.1 South America Customer Care BPO Market Overview

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

7. SOUTH AMERICA CUSTOMER CARE BPO MARKET ANALYSIS - BY SOLUTION

7.1 Overview

7.2 South America Customer Care BPO Market, By Solution (2022 and 2028)

7.3 Nearshore Outsourcing

7.3.1 Overview

7.3.2 Nearshore Outsourcing: Customer Care BPO Market - Revenue, and Forecast to 2028 (US\$ Million)

7.4 Onshore Outsourcing

7.4.1 Overview

7.4.2 Onshore Outsourcing: Customer Care BPO Market - Revenue, and Forecast to 2028 (US\$ Million)

7.5 Offshore Outsourcing

7.5.1 Overview

7.5.2 Offshore Outsourcing: Customer Care BPO Market - Revenue, and Forecast to 2028 (US\$ Million)

8. SOUTH AMERICA CUSTOMER CARE BPO MARKET ANALYSIS - BY END USER

8.1 Overview

8.2 South America Customer Care BPO Market, By End User (2022 and 2028)

8.3 IT and Telecommunication

8.3.1 Overview

8.3.2 IT and Telecommunication: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)

8.4 BFSI

8.4.1 Overview

8.4.2 BFSI: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)

8.5 Retail and E-Commerce

8.5.1 Overview

8.5.2 Retail and E-Commerce: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)

8.6 Manufacturing

8.6.1 Overview

8.6.2 Manufacturing: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)

8.7 Transport and Logistics

8.7.1 Overview

8.7.2 Transport and Logistics: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)

8.8 Healthcare and Pharmaceutical

8.8.1 Overview

8.8.2 Healthcare and Pharmaceutical: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)

8.9 Media and Communication

8.9.1 Overview

8.9.2 Media and Communication: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)

8.10 Automotive

8.10.1 Overview

8.10.2 Automotive: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)

8.11 Others

8.11.1 Overview

8.11.2 Others: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)

9. SOUTH AMERICA CUSTOMER CARE BPO MARKET - COUNTRY ANALYSIS

9.1 Overview

9.1.1 South America Customer Care BPO Market Breakdown, by Country

9.1.1.1 Brazil Customer Care BPO Market, Revenue and Forecast to 2028

9.1.1.1.1 Brazil Customer Care BPO Market Breakdown, By Solution

9.1.1.1.2 Brazil Customer Care BPO Market Breakdown, By End User

9.1.1.2 Argentina Customer Care BPO Market, Revenue and Forecast to 2028

9.1.1.2.1 Argentina Customer Care BPO Market Breakdown, By Solution

9.1.1.2.2 Argentina Customer Care BPO Market Breakdown, By End User

9.1.1.3 Rest of SAM Customer Care BPO Market, Revenue and Forecast to 2028

9.1.1.3.1 Rest of SAM Customer Care BPO Market Breakdown, By Solution

9.1.1.3.2 Rest of SAM Customer Care BPO Market Breakdown, By End User

10. INDUSTRY LANDSCAPE

- 10.1 Overview
- 10.2 Market Initiative
- 10.3 Merger and Acquisition

11. COMPANY PROFILES

- 11.1 Comdata SpA
 - 11.1.1 Key Facts
 - 11.1.2 Business Description
 - 11.1.3 Products and Services
 - 11.1.4 Financial Overview
 - 11.1.5 SWOT Analysis
 - 11.1.6 Key Developments
- 11.2 Concentrix Corp
 - 11.2.1 Key Facts
 - 11.2.2 Business Description
 - 11.2.3 Products and Services
 - 11.2.4 Financial Overview
 - 11.2.5 SWOT Analysis
 - 11.2.6 Key Developments
- 11.3 Telus International Cda Inc
 - 11.3.1 Key Facts
 - 11.3.2 Business Description
 - 11.3.3 Products and Services
 - 11.3.4 Financial Overview
 - 11.3.5 SWOT Analysis
 - 11.3.6 Key Developments
- 11.4 Foundever Operating Corp
 - 11.4.1 Key Facts
 - 11.4.2 Business Description
 - 11.4.3 Products and Services
 - 11.4.4 Financial Overview
 - 11.4.5 SWOT Analysis
 - 11.4.6 Key Developments
- 11.5 TTEC Holdings Inc
 - 11.5.1 Key Facts
 - 11.5.2 Business Description

- 11.5.3 Products and Services
- 11.5.4 Financial Overview
- 11.5.5 SWOT Analysis
- 11.5.6 Key Developments
- 11.6 Teleperformance SE
- 11.6.1 Key Facts
- 11.6.2 Business Description
- 11.6.3 Products and Services
- 11.6.4 Financial Overview
- 11.6.5 SWOT Analysis
- 11.6.6 Key Developments
- 11.7 Webhelp Inc
- 11.7.1 Key Facts
- 11.7.2 Business Description
- 11.7.3 Products and Services
- 11.7.4 Financial Overview
- 11.7.5 SWOT Analysis
- 11.7.6 Key Developments
- 11.8 Alorica Inc
- 11.8.1 Key Facts
- 11.8.2 Business Description
- 11.8.3 Products and Services
- 11.8.4 Financial Overview
- 11.8.5 SWOT Analysis
- 11.8.6 Key Developments

12. APPENDIX

- 12.1 About The Insight Partners
- 12.2 Word Index

List Of Tables

LIST OF TABLES

Table 1. South America Customer Care BPO Market - Revenue and Forecast to 2028 (US\$ Million)

Table 2. South America Customer Care BPO Market, Revenue and Forecast To 2028 - By Country (US\$ Million)

Table 3. Brazil Customer Care BPO Market, Revenue and Forecast to 2028 - By Solution (US\$ Million)

Table 4. Brazil Customer Care BPO Market, Revenue and Forecast to 2028 - By End User (US\$ Million)

Table 5. Argentina Customer Care BPO Market, Revenue and Forecast to 2028 - By Solution (US\$ Million)

Table 6. Argentina Customer Care BPO Market, Revenue and Forecast to 2028 - By End User (US\$ Million)

Table 7. Rest of SAM Customer Care BPO Market, Revenue and Forecast to 2028 - By Solution (US\$ Million)

Table 8. Rest of SAM Customer Care BPO Market, Revenue and Forecast to 2028 - By End User (US\$ Million)

Table 9. List of Abbreviation

List Of Figures

LIST OF FIGURES

- Figure 1. South America Customer Care BPO Market Segmentation
- Figure 2. South America Customer Care BPO Market Segmentation - By Country
- Figure 3. South America Customer Care BPO Market Overview
- Figure 4. South America Customer Care BPO Market, by Solution
- Figure 5. South America Customer Care BPO Market, by Country
- Figure 6. SAM: PEST Analysis
- Figure 7. Expert Opinion
- Figure 8. South America Customer Care BPO Market Impact Analysis of Drivers and Restraints
- Figure 9. South America Customer Care BPO Market - Revenue and Forecast to 2028 (US\$ Million)
- Figure 10. South America Customer Care BPO Market Revenue Share, By Solution (2022 and 2028)
- Figure 11. South America Nearshore Outsourcing: Customer Care BPO Market - Revenue, and Forecast to 2028 (US\$ Million)
- Figure 12. South America Onshore Outsourcing: Customer Care BPO Market - Revenue, and Forecast to 2028 (US\$ Million)
- Figure 13. South America Offshore Outsourcing: Customer Care BPO Market - Revenue, and Forecast to 2028 (US\$ Million)
- Figure 14. South America Customer Care BPO Market Revenue Share, By End User (2022 and 2028)
- Figure 15. South America IT and Telecommunication: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)
- Figure 16. South America BFSI: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)
- Figure 17. South America Retail and E-Commerce: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)
- Figure 18. South America Manufacturing: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)
- Figure 19. South America Transport and Logistics: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)
- Figure 20. South America Healthcare and Pharmaceutical: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)
- Figure 21. South America Media and Communication: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)

Figure 22. South America Automotive: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)

Figure 23. South America Others: Customer Care BPO Market- Revenue and Forecast to 2028 (US\$ Million)

Figure 24. South America: Customer Care BPO Market, by Key Country - Revenue (2022) (US\$ Million)

Figure 25. South America Customer Care BPO Market Breakdown, by Country, 2022 & 2028 (%)

Figure 26. Brazil Customer Care BPO Market, Revenue and Forecast to 2028 (US\$ Million)

Figure 27. Argentina Customer Care BPO Market, Revenue and Forecast to 2028 (US\$ Million)

Figure 28. Rest of SAM Customer Care BPO Market, Revenue and Forecast to 2028 (US\$ Million)

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