

Contact Centers

The **Colombian contact center industry** is one of the largest and most developed in Latin America. The quality of the available human resources and infrastructure make **Bogota** one of the most attractive cities in the region for this industry.

What Investors are Saying

"**Colombia** is a country where it is possible to offer quality services. There are highly professional managers and it is possible to serve the U.S market".

Luis del Olmo, General Director of Avanza.

"(...) The key is to offer added value to our customers, assuring that no other latitude could do a better job than **Colombia**. That was IBM's goal in 2005 when it decided to centralize in **Bogota** the ibm.com Sales Center, which would serve Latin America's Spanish-speaking clients. Today, with more than 200 people, **Bogota** is one of 12 regional IBM sales centers in the world, offering added values ranging from sales to consulting. **Colombia** has an extraordinary technological infrastructure in telecommunications, convenient time zone, and privileged geographical location which, in addition to the country's positive economic development and the existing labor regulations, make it an excellent alternative to consolidate an international operation in one place in an efficient way".

Daniel Ramirez, Sales Director IBM Center Spanish-Speaking Latin America.

Why Locate in Bogota?

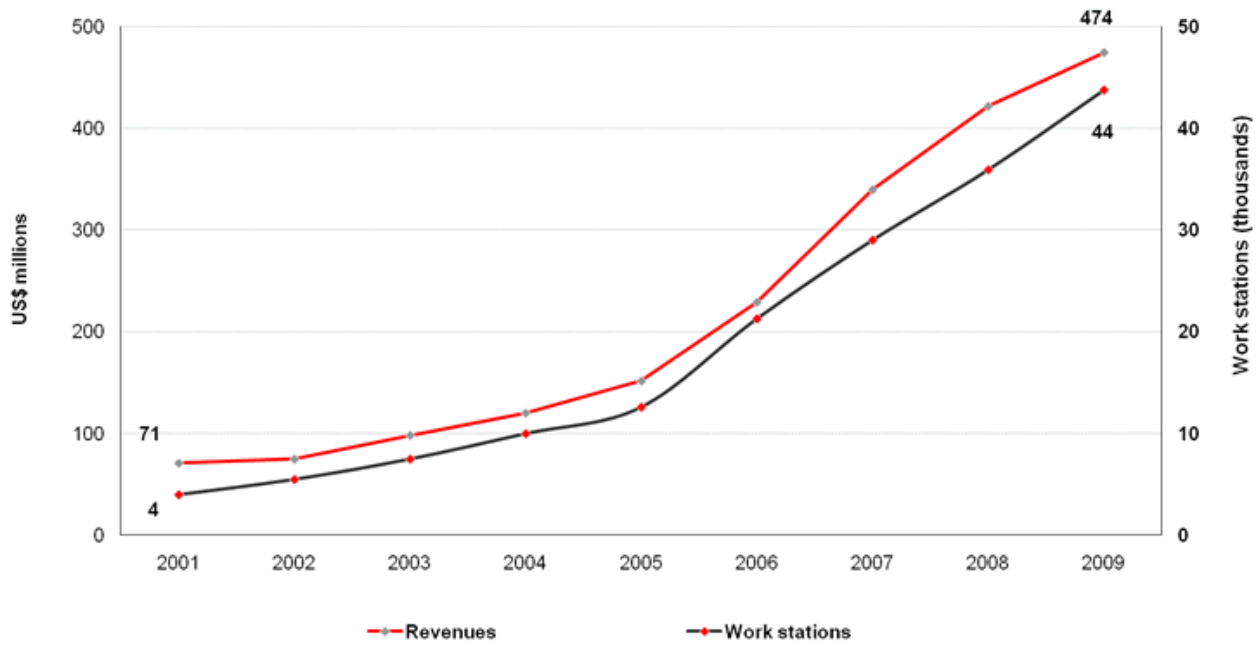
- **Bogota** has a population of 7.3 million; including the metropolitan area, the population amounts to 9.4 million, allowing the scalability of any **BPO** or **contact center operation**
- Every year 67,000 higher education graduates are added to the 3.8 million strong **workforce**
- **Bogota** is located on a sophisticated telecommunications node and has sufficient office and work space available at competitive prices
- **Bogota** has top quality human resources, telecommunications and **IT services**
- **Bogota** has a complete offering of professional **services** for the **contact center industry** including a robust **IT** value chain
- **Colombia** and **Bogota** offer tax **incentives for investments**, such as the Special and Permanent Free Trade Zones with a preferential corporate tax rate of 15%

The Contact Center Sector in Bogota

- Both the city and the country have a consolidated **contact center industry**, with more than 15 years of experience and still a large potential for growth
- **Colombian contact centers** process close to three million calls a day, of which 62% are in-bound

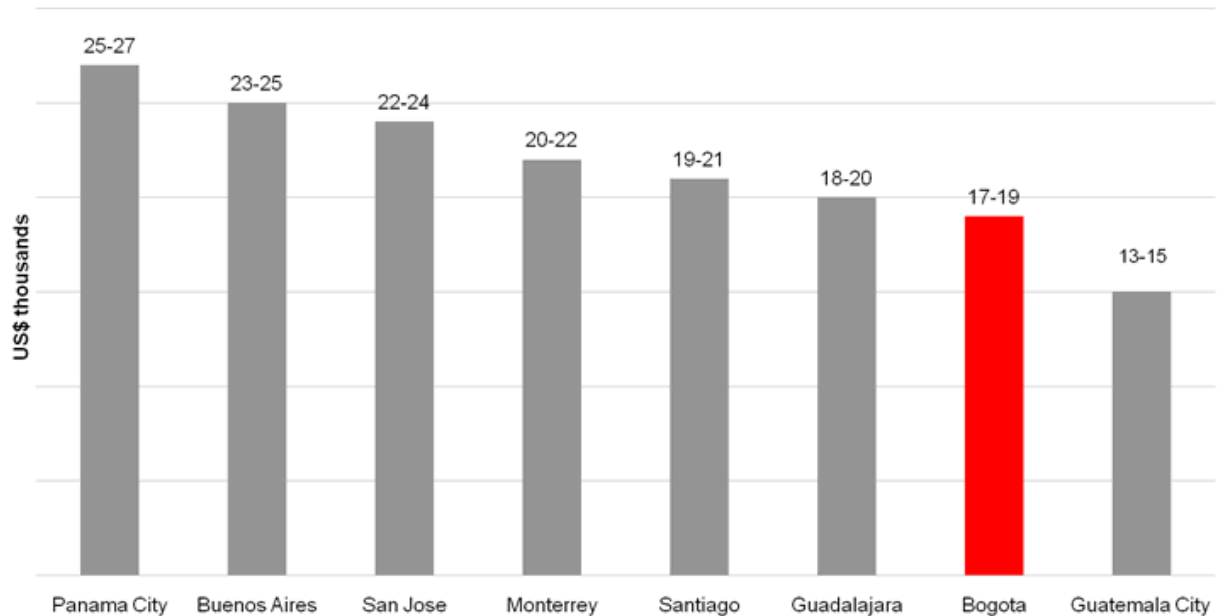
- In 2009, the **colombian call center industry** generated more than US\$474 million in revenues, and employed more than 58,000 agents in 43,000 seats
- In **Bogota**, there are specific training programs, designed to meet the needs of **companies** in the **outsourcing industry**
- **Bogota** offers “**Talk to the World**”, an intensive English language training program (600 hours/ 14 months duration) designed specifically for students and employees from the **offshore services sector**

Colombia’s Contact Center Revenues and Work Stations (2001-2009)



Source: Invest in Bogota, Colombian Call Center and BPO Association

Direct annual operating cost* per FTE** for Spanish Contact Center services, 2008



* Ongoing costs only: excludes margins/markups, centralized corporate overhead, initial investments, set-up costs and travel costs

** FTE: Full time employee

Source: Everest Research Institute, 2009

Major Players Located in Bogota Multinational Companies



- ACS (US) established **operations in Bogota** in 2007; currently has 1200 agents
<http://www.acs-inc.com/>



- More than 5,000 agents serve Latin America from Allus' (US) **Bogota** offices
<http://www.allus.com/>



- Atento (Spain) currently employs 6,900 agents in more than 4,600 positions
<http://www.atento.es/>



- In 2009 Avanza (Spain) established **operations in Bogota** where it serves Latin America and

Spain; it currently employs 1,200 agents

<http://www.avanzasa.es>



SITEL

- Sitel (US) has more than 2,000 agents in **Bogota** serving more than 30 **corporate** clients

<http://www.sitel.com/>



Teleperformance

- Teleperformance (France) recently acquired the local **contact center** Teledatos; it employs more than 7,000 agents and serves Latin America and Spain and supports **operations** in 5

languages

<http://www.teledatos.com/>

[os.com/](http://www.teledatos.com/)



unisono

- This **contact center** (Spain) established in 2008 **operations** in the city. **Bogota** is its second international operation and employs 450 agents

<http://www.unisono.es/>

Captive Centers



citibank

- From **Bogota** more than 800 Citibank (US) agents provide service to corporate clients in 12 Latin American countries and for personal banking clients in Spain

<http://www.citibank.com/>



IBM

- 250 IBM (US) professionals **located in Bogota** provide sales and support for Latin America

<http://www.ibm.com/>



hp

- Hewlett Packard (US) has over 300 bilingual professional agents in **Bogota** for sales and customer care activities

<http://www.hp.com/>

Domestic Companies



- From **Bogota**, Bilateral's 400 bilingual agents provide English only support to the US market
<http://www.bilateral.com.co/>



- More than 4,000 agents serve Latin American clients from **Contact Center Americas'** offices in **Bogota**
<http://www.contactcenteramericas.com/>



- Over 800 agents serve Latin American clients from Millenium's offices in **Bogota**
<http://www.millenium.com.co/>



- Over 1,400 agents serve Latin American clients at **Outsourcing's** offices in **Bogota**
<http://www.outsourcing.com.co/>



- Over 1,500 agents serve Latin American clients from Interactivo's **Bogota** operations
<http://www.interactivo.com.co/>

Invest in Bogota has extensive knowledge of this **sector**. If you require greater detail, please contact any of the agency **Investment** Officials in charge.

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