

Global BPO

Outstanding near-shore and bilingual support in Panama

OVERVIEW

PCCW Teleservices provides outsourced customer contact solutions that maximize the value and reduce the cost of each inbound and outbound interaction. Our multilingual global network provides clients with a wide range of flexible and diverse outsourcing alternatives. The Republic of Panama, located nearby in Central America, is fast becoming the location of choice for experienced outsourcing clients who have taken advantage of all that Panama has to offer – for both English and Spanish outsourcing initiatives.

NEAR-SHORE SOLUTIONS

As businesses look to increase revenue, control costs, and enhance customer loyalty, effective customer contact strategies are vital. The case for outsourcing is already well established in many business sectors.

A recent Gartner Inc. report, “Multi-Site Contact Centers: Considering Offshore Sourcing as a Strategic Component,” highlights the compelling benefits of customer contact outsourcing. By developing a portfolio approach – that is, a mix of domestic and offshore – companies can reap the greatest customer contact solution benefits. Near-shore, a subset of offshore, refers to non-domestic locations within reasonably close geographic proximity. Some of the immediate benefits of near-shore locations are:

- Reasonable travel distances;
- Close or shared time zones; and
- Interdependent economies and cultures.

PCCW Teleservices has developed the people, processes and technology solutions required to make the near-shore decision both profitable and successful for our clients.

THE BENEFITS OF PANAMA

Located in Colon, Panama, PCCW Teleservices’s state-of-the-art customer interaction center offers clients complete bi-lingual Inbound and Outbound Sales, Customer Care, Technical Support and Business Process Outsourcing solutions. Panama offers several valuable benefits to our clients, including:

- Highly Americanized culture due to the lengthy U.S. presence associated with the Panama Canal.
- Stable political situation and dollar-based economy.
- Nonstop flights from several U.S. cities.
- Located in the Eastern U.S. time zone.

THE HISPANIC MARKET

The Hispanic market potential is vast, but a specialized expertise is required to succeed in reaching this lucrative market. Unlike many other immigrant groups, Hispanics are retaining a stronger bond to their culture and language. Studies show that nearly 70% of Hispanic households are Spanish language

GLOBAL FOOTPRINT



Panama is the new strategic location for telecommunications in Latin America due to growth as a technology hub with the best Fiber Optic Connection in Latin America.

Telecom Report



dominant, though many Hispanics readily switch between Spanish and English. The U.S. Hispanic population is comprised of many regional sub-groups, so cultural sensitivity is important for building relationships.

LEARN MORE

Bilingual fluency with native language speaking skills and a higher education aptitude increases trust...a key contributor to customer contact success within the Hispanic market. PCCW Teleservices’s proprietary recruiting and training practices are designed based on proven success factors in marketing to the Hispanic population.

Call us today at 1.800.856.6768 or visit www.pccwteleservices.com to learn more about why our Panama center is the right decision.