

A photograph of a call center environment. In the foreground, a woman with her hair in a bun, wearing a pink shirt and a headset, is smiling and looking back over her shoulder. In the background, other call center agents are visible, also wearing headsets and working at their desks. The image has a blue overlay.

More Than Just Cost Savings:
Outsourcing With a Shared
Vision and Goals



Managing the costs of a contact center often leads companies to consider outsourcing. Along with costs, a major consideration in choosing an outsourcing provider is maintaining the high level of quality and seamless service that an in-house contact center provides. As a result, companies are increasingly discovering the benefits of outsourcing partners in Belize, where neutral accents and a commitment to professionalism are celebrated.

The decision to outsource business tasks often begins with cost savings, but once it's been decided that outsourcing is an effective way to reduce costs, it simply opens the door to many more decisions. While it may be tempting to choose the outsourcing partner with the lowest prices, there's more than just price to consider. A contact center that does not offer the same level of professionalism as your company, or that does not have the necessary language proficiency can end up costing a company more in the long run.

Reasons for Outsourcing Contact Center Activities Outside the United States

While a company may have unique reasons for seeking an opportunity to outsource their contact center activities, most share common themes:

- › Freeing up talented resources to work on core strategy business objectives
- › Accessing the expertise of a team that's trained to handle both inbound and outbound contact center activities
- › Freeing up funds that can be invested in growth of the business, or shared with shareholders
- › Services that can save a U.S. company 50% over their internal call center operation investments, and as much as 70% compared to 3rd party U.S. based outsource call centers

There has been recent nationwide attention to the minimum wage, with some states and large metro areas passing legislation guaranteeing a higher minimum wage. These events have pushed outsourcing to the top of the agenda for many U.S. companies considering ways to preserve profit margins. The pressure to raise the minimum wage is often felt most by companies with call center employees,

warehouse employees and production workers. Among these, contact center employees present the best opportunity for outsourcing.

For instance, according to the "Location Intelligence Report" from Site Selection Group, California will see the greatest increase, changing from \$9.00 in 2014 to \$15.00 by January 2023; while in Portland, Oregon, the expected changes will render the minimum wage there higher by \$5.65 per hour. Several states, including Maine, Colorado, Arizona and New York, will increase the minimum wage by more than \$4.00 per hour. Many more states will increase their minimum wage by at least a dollar per hour.

These changes have a major impact in how companies decide where to build new branches or locate their headquarters, and it's also making an impression on how they make outsourcing decisions.

When it comes to contact center operations, many companies are finding that nearshoring is a preferable option to

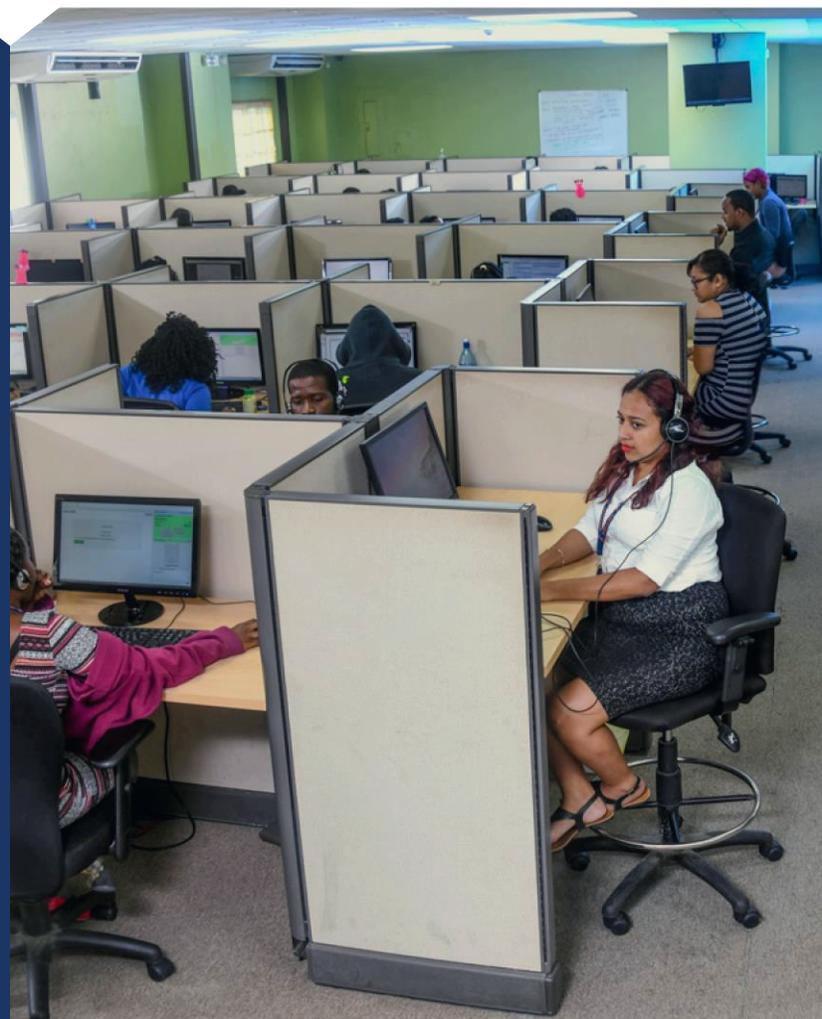
offshoring. Rather than investing in an outsourcing partner in India or the Philippines, they are finding opportunities to invest closer to home with a nearshoring option. Not only does it provide cost-savings, but when selecting the right country, it also helps the company ensure they are offering their customers a uniform experience with English-speaking assistants.

In a recent analysis from Site Selection Group, “Global Call Center Location Trend Report,” a shift to nearshoring was found to be a measurable trend, with nearshore destinations in Latin America and the Caribbean demonstrating significant growth, with 16,429 jobs and 35 projects announced.

Nearshoring also provides the opportunity for the outsourcing partner to collaborate with the company with more ease and convenience, with locations in the same or a similar time zone. This has the added benefit of eliminating the need for many night-shift employees, which often leads to burnout and higher turnover among contact center staff. When an in-person meeting is necessary, nearshoring

makes it easier to travel to meet with an outsourcing partner. Such meetings can be instrumental in strengthening partnerships and encouraging a shared vision on projects.

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The Benefits of Outsourcing to Belize

Belize is quickly gaining attention as a rising outsourcing star in the Caribbean and Central American region. Located on the Yucatan peninsula between Mexico and Guatemala, Belize recognizes its unique advantages as an outsourcing resource. Not only is the business process outsourcing industry growing in the private sector, but the Government of Belize has also recognized it as a priority industry for Belize's economic growth.

There are many reasons why companies seeking an outsourcing partner should begin their search in Belize — the ability to provide English-first speaking, educated contact center employees and the service-oriented, friendliness of the culture is just the beginning. The advantages of choosing a Belize-based company for outsourcing include:

An English-first country

Belize is rich with all the qualities a company is seeking for the ideal nearshore outsourcing partner. It's one of the fastest-growing countries in Central America, with an educated, English-first speaking population and reliable telecommunications infrastructure. Belize is the only country in Central America where English is the first language.

Dual languages

Spanish is taught in some primary schools and all secondary schools as a second language. In Belize, bilingualism is common, with more than 51% of the population speaking Spanish, and the literacy rate is around 80%. The majority of the people in Belize speak English or Spanish. As a result, many contact center representatives speak more than one language.

A focus on education

Education is prioritized in the Belizean culture, with the majority of students transitioning from the equivalent of high school into an associate's degree program. There are over

8,000 graduates each year at the high school and associate's degree levels.

A talented employment pool

There are currently approximately 4,000 contact center employees in Belize. While tourism and sugar and banana exports remain the primary industries in the country, contact center jobs are becoming highly sought-after positions. The Belizean labor force is young, with 21 as the median age of workers.

Accessibility for business partners

There are times when a face-to-face meeting is beneficial, and travel times to Belize are only less than three hours from Miami, Atlanta or Houston. Once arriving in Belize, rental car facilities and taxi services make it easy and convenient to travel to a specific destination. In addition, a Belizean partner offers convenient timing for collaborating over phone calls or video conferencing, because Belize is located in the Central and Mountain time zones.

Reliable infrastructure

Belize boasts reliable electricity and telecommunications infrastructure. Belize is connected through the ARCOS and TELMEX fiber optic networks, which offer abundant redundancy and consistent and dependable uptime. There are constant efforts to further improve the existing network structure to improve reliability and costeffectiveness. In addition, Belize has invested in a domestic fiber optic network that connects primary cities and towns, while also working to

Protel is owned and operated by proud Belizeans. A flexible, agile approach to



Why Protel Is the Ideal Nearshore Outsourcing Partner

reasons why Protel stands out as the premier business partner in Belize. Protel is also a PCI Certified facility offering data security at a time when companies are increasingly concerned about whether or not their information is safe. More of the unique advantages of working with Protel include:

Employee training

Protel's training program is an extensive, full-time program and nesting period that can last up to three weeks. Besides general contact center skill training, each employee receives a training program that is specifically developed and tailored to the client's program requirements. Even after training is completed, employees are monitored for quality and program adherence, with 14 agents assigned to each team lead, and a quality analyst.

Tailored solutions

Each Protel client enjoys a program designed specifically for their business needs. This includes an aggressive and competitive pricing structure designed to deliver their clients the best possible return on investment and a focus on the client's brand identity. Dedicated teams help deliver the uniform, high-quality service that acts as an extension of the client's organization. Protel also offers a flexible time schedule to meet each client's needs.

reduce telecom tariffs for the purpose of encouraging development in Belize.

Affordability

Salaries for contact center employees are between 60 and 80% lower than salaries in the United States, and Belizean contact center companies enjoy an attrition rate of only 5%. The average outsourcing cost is \$9.00-\$15.00 per hour.

Quality service

Protel employees are intent on making every customer and client experience a great one. Twice each month, Protel conducts calibrations with both clients and employees to ensure that every

contact is consistently meeting client's standards of excellence. To secure strong brand identity and seamless service to customers, Protel proudly offers a flexible, tailored set of solutions to every client with whom they partner.

Neutral accents

While other offshore outsourcing providers may create challenges as a result of language barriers, Protel's staff is carefully selected to offer neutral English accents. As part of the recruitment process, candidates go through a voice and accent assessment to determine the neutrality of their accents.

Supporting technology

Protel is proud to utilize green technology solutions, as well as the highest quality and most advanced technology to provide professional services to clients in their contact center environment. Hosted contact center solutions have the flexibility to provide inbound or outbound services individually, or in a blended format with email and chat routing, according to specific client needs. The Protel network is protected by firewalls, routers and virtual private network controls. The entire network is placed on a Smart UPS system from Tripp lite, providing one hour of uninterrupted power in the event of a power outage. In addition, Protel's technology is protected by a backup generator that stands ready at all times in case of a power outage.

Well-equipped facility

Protel's headquarters in Belize City is professional and welcoming, and the large, concrete building faces the Caribbean Sea, offering beautiful views to employees and visitors. The company is equipped with employee locker rooms, three training rooms, conference rooms and a nice reception area. The facility also has room to grow, with space to expand up to 500 additional seats.



Protel provides high-quality, high-value contact center outsourcing services at a cost-competitive rate.

Benefits include:

Locally owned and operated company, giving Protel the ability to offer the best rates for outsourcing services.

Rates tailored to client's needs and options are offered beyond a simple flat, hourly rate.

Services that can save a U.S. company **50%** over their internal call center operation investments, and as much as **70%** compared to third party U.S.-based outsource call centers.

A **30%** savings over other Central and South American call centers.

Conclusion

Belize offers all the advantages of offshoring, but with the added benefits of neutral accents, accessible travel and cost advantages. Once a company has determined that nearshoring is the right approach for their outsourcing needs, their search is sure to land them at Protel, where a friendly and professional environment, paired with flexible, tailored client solutions make them the clear choice for outsourcing.

Protel answers the challenges of cost savings and seamless service to customers, but they offer something more: a partnership in which Protel acts as an extension of the company. From dedicated representatives to a focus on a shared vision for success, Protel offers an experience that does more than simply replace an on-site call center. Protel takes service to the next level and becomes an invaluable partner in achieving ambitious business objectives.



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