

An aerial photograph of a tropical beach. The left side shows a sandy beach with several palm trees and the roofs of buildings with green and blue corrugated metal roofs. The right side shows the clear, turquoise water of the ocean. A white diagonal line separates the image from the text on the right.

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A CLOSER  
LOOK AT

# LaCa

A Snapshot of Top CX  
Outsourcing Destinations in  
Latin America & the Caribbean

# INTRODUCTION

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Looking for new CX outsourcing locations? Or want to minimize risk by diversifying your outsourcing portfolio, but with sites that are not only closer to home... they're also breathtaking to visit?

**You might want to consider the Latin American & Caribbean region, also known as LaCa.**

These destinations are only a short flight away from most major U.S. cities, and they offer everything you need to deliver authentic, on-brand customer experiences - from wide talent pools of multi-skilled, multilingual workers with a flair for hospitality, to modern facilities and reliable IT infrastructure, as well as business friendly environments.

**Learn more about Destination CX and the various benefits of the LaCa region, with our Closer Look at LaCa booklet.** A quick guide to all the business benefits that the nearshore has to offer...

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CX Outsourcing in

# Jamaica



# CX OUTSOURCING QUICK FACTS

**Ranked #2** in Nearshore Americas'  
**Top Ten BPO Value Destinations**,  
Jamaica offers some of the most  
cost-effective BPO services, with a  
large, educated labor pool of fluent  
English speakers who have a  
strong cultural affinity to North  
American markets.



# PEOPLE & CAPABILITY



Official Language:  
**ENGLISH**



Total Labor Pool:  
**1.9 MILLION (2022 EST.)**



Ranked #1 in Graduate Skillsets  
**CARIBBEAN REGION (WEF)**



Strengths:  
**STRONG ENGLISH  
PROFICIENCY AND CULTURAL  
AFFINITY TO U.S. MARKETS**



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# INFRASTRUCTURE & COMMUNICATIONS

- Airports: **4**
- Fibre Routes: **3 plus 300 Community Access Points**
- Mobile Speed: **Ranked #2 in Caribbean (ookla, 2022)**
- Information Security Laws: **Cybercrime Act of 2015/ Data Protection Act of 2020**

# EASE OF DOING BUSINESS



Time Zone:  
**UTC-5 (Aligned with  
Eastern Standard)**



Flight times:  
**1.5 hours from Miami/  
4 hours from New York**



Ranked as **#1 Caribbean  
location for doing  
business (Forbes)**



Ranked **#2 in Nearshore  
Americas' Top Ten BPO  
Value Destinations (2023)**





# itel JAMAICA

Known for its legacy in hospitality and tourism, Jamaica is one of the leading outsourcing destinations for BPO and CX delivery services.

Our two main locations include a large four-building seaside facility in **Montego Bay**, with **spectacular views of the Caribbean Sea, the city center, and the nearby mountains**. This state-of-the-art facility is designed with a modern aesthetic and interior styling, and features vibrant wall art and décor, as well as indoor and outdoor social spaces, and a large cafeteria with an open-air seaside terrace.



# itel JAMAICA

While our new 90,000 sq. foot “Chalmers” facility can be found in the heart of Kingston, **nestled in a bustling city of commerce with a young, growing workforce.** Featuring ultramodern spaces with organic touches that reflect the natural beauty of the Caribbean, this purpose-built facility is an oasis within the city, ensuring optimal employee comfort, while housing up to 1,140 employees, with room to grow.

**Want to learn more about outsourcing to itel Jamaica? Contact Us!**





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CX Outsourcing in

# **Saint Lucia**

# CX OUTSOURCING QUICK FACTS

Saint Lucia was not only voted one the most beautiful islands in the Caribbean, it's also a leading outsourcing destination, eager to grow their BPO industry.

Top tier brands are tapping into Saint Lucia's pool of young, fluent, tech savvy workers who, because of the focus placed on post-secondary education, have the skills and sophistication to serve global commerce, coupled with some of the lowest turnover rates in the industry.



# INFRASTRUCTURE & COMMUNICATIONS

- **Airports: 2**
- **IT Infrastructure: Saint Lucia Internet Exchange (SLIX) ensures high speed data transfers**
- **Mobile Speed: Ranked 52 out of 180 countries for mobile data speeds (Ookla, 2023)**
- **Information Security Laws: Electronic Crimes Act of 2009**

# EASE OF DOING BUSINESS

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Time Zone: **UTC-4**  
(**Eastern Daylight Savings**)



Flight times: **3.5 hours from Miami/**  
**4.5 hours from New York**



**Recognized as Best Island to Invest**  
(European Business Magazine, 2018)



**Rated one of the lowest-risk**  
**locations to outsource – 124th**  
**riskiest** (World Risk Index, 2020)



Saint Lucia offers many benefits, from a growing BPO sector to a largely untapped workforce of skilled and enthusiastic job seekers.

itel's reputation as an employer-of-choice on the island makes this a wonderful place to source specialized, highly skilled talent capable of delivering world-class customer experiences.

Retrofitted from old factory shells, and redesigned the "itel way", this facility features an open-air campus-like feeling, with a dedicated People Resources and Culture support center and training facilities. It also has a large cafeteria and unique chill spaces.

# itel SAINT LUCIA



# itel SAINT LUCIA

In Vieux Fort, you'll find our innovative, four-building facility, set in a tropical paradise.

Located only two minutes from the international airport, our site is easily accessible for client visits. In fact, our clients love this location so much, since the launch of our first Saint Lucia site in 2020, we have expanded our facilities three times to support increasing demand.

**Want to learn more about  
outsourcing to itel Saint Lucia?  
Contact Us!**





CX Outsourcing in

# Honduras



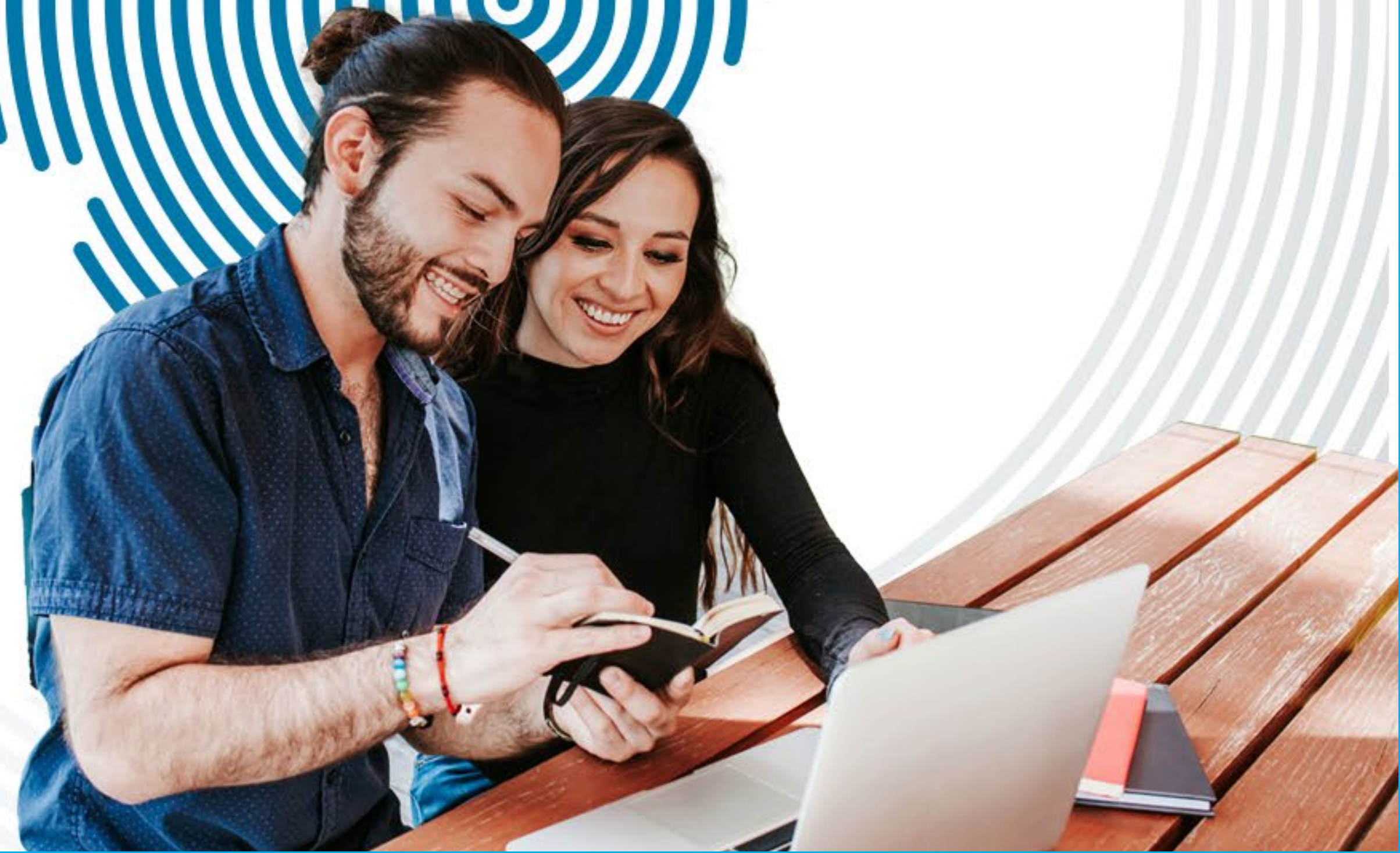
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# CX OUTSOURCING QUICK FACTS

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Honduras has attracted considerable attention in recent years due to having the **youngest** labor force in Latin America, and the largest number of bilingual schools in Central America.

Honduras produces over **10,000 Spanish/English bilingual graduates per year**, many who are trained in technical and contact center skills.



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# PEOPLE & CAPABILITY



Official Language:  
**Spanish**



Total Labor Pool:  
**4.61 million (2022 est.)**



**Central American Technology University produced 4K graduates trained in contact center skills (2017)**



Strengths:  
**Large young population, bilingual Spanish/English capabilities.**

A woman with long dark hair and glasses is sitting cross-legged on a large, intricately carved stone pillar. She is wearing a blue denim jacket over a purple shirt and blue jeans. She holds a black smartphone in her right hand and points towards it with her left hand. A yellow laptop is open on her lap. The background is a soft-focus landscape with green trees and a brick wall. Overlaid on the scene is a complex digital network of blue and red lines and dots, resembling a data visualization or a globe with data points. The 'itel' logo is in the top left corner.

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# INFRASTRUCTURE & COMMUNICATIONS

- Airports: **4**
- Telecom Infrastructure: **3 submarine cables guarantee highest redundancy in LATAM**
- Mobile Speed: **Ranked 83 out of 180 countries for mobile data speeds (Ookla, 2023)**
- Information Security Laws: **Transparency and Access to Public Information Law (2006)**

# EASE OF DOING BUSINESS

**itel**



Time Zone: **UTC- 6**  
(**Central Standard Time**)



Flight times: **2.2 hours from**  
**Miami/4.2 hours from New York**



**Highest increase in competitiveness**  
**in the LATAM region**  
(Global Competitiveness Report, 2019)



**Rated as one of the fastest growing**  
**economies in Latin America**  
(World Bank, 2019)



# itel HONDURAS

If you're looking for bilingual Spanish/English talent, Honduras provides one of the best outsourcing locations in which to scale your bilingual support channels.

U.S. companies will find that the local culture is heavily influenced by American brands, which makes it an excellent location to find the most passionate brand ambassadors.

Committed to expanding its technology and BPO sector, Honduras has recently launched state-of-the-art, sustainable Business Parks in key locations.





# itel HONDURAS

Located in the Altia Smart City, in San Pedro Sula, you will find itel's customer experience center, located right at the heart, close to major arterial routes, and some of the country's top universities, which makes sourcing bilingual graduates easier.



## itel

Altia not only offers inspiring, modern workspaces in a high-tech facility, but also convenient lifestyle amenities right next to workspaces, such as shopping and banking sites, which makes this location an attractive place to work and visit.

**Want to learn more about  
outsourcing to itel Honduras?  
Contact Us!**



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CX Outsourcing in

**Guyana**





## CX OUTSOURCING QUICK FACTS

Guyana is a BPO destination that doesn't always get the attention it deserves. It can offer **up to 50% cost savings** and is the **only Latin American country to boast English as its official language.**

With several world class universities, a **high literacy rate**, and significant investments in telecom infrastructure and IT/Communications training, it is **the perfect destination** for back-office support.

# PEOPLE & CAPABILITY

- ▶ Official Language:  
**ENGLISH**
- ▶ Total Labor Pool:  
**289,260 (2022 EST.)**
- ▶ Tied with Canada/Netherlands  
for #1 global position  
**EDUCATIONAL ATTAINMENT  
FOR WOMEN (WEF)**
- ▶ Strengths:  
**HIGH ENGLISH PROFICIENCY,  
INCREDIBLE COST SAVINGS,  
HIGHLY EDUCATED POPULATION**



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## INFRASTRUCTURE & COMMUNICATIONS

- 🕒 Airports: **3**
- 🕒 Fibre Routes:  
**Two \$50 million fibre optic submarine cables installed in 2017 & 2019**
- 🕒 ICT investments:  
**\$96.1 billion to upgrade telecoms and communication infrastructure**
- 🕒 Information Security Laws:  
**Cybercrime Act of 2018**

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# EASE OF DOING BUSINESS



Time Zone:  
**UTC-4 (Eastern  
Daylight Savings)**



Flight times:  
**4.5 hours from Miami/  
5.5 hours from New York**



**Ranked #83 out of 180  
on Anti-Corruption Index  
(IT, 2020)**



**Ranked #2 Globally - Top 10  
Countries with Highest GDP  
Growth (IMF, 2023)**

# itel GUYANA

Guyana is a lesser-known outsourcing “gem”. It’s a great destination for customized service experiences, back-office support, and a location where we see major potential for business growth.

In 2021, we acquired a local BPO, investing over \$4 million to expand and develop the facilities, making sure it reflects our dynamic internal culture. Located in Guyana’s capital city of Georgetown, our operations occupy several floors in a 7-story high-rise, amid the hustle and bustle of the city’s retail and financial services sector.



# itel GUYANA

Close to major transportation hubs and universities, this location gives us effortless access to the city's 200,000 working age inhabitants, most of which are fluent English speakers.

Guyana's largely untapped labor pool of eager and highly educated job seekers is what makes this destination the ideal place to grow your CX operations, while enjoying significant cost savings.

**Learn more about outsourcing to itel Guyana.  
Get in touch with our team.**



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CX Outsourcing in

# Belize



# CX OUTSOURCING QUICK FACTS

Though a relative newcomer, Belize should not be overlooked as a CX outsourcing destination. It's the only Central American country with English as its official language. It boasts a well-educated young labor force with neutral dialects, and a strong affinity for U.S. media and brands, which makes Belizeans ideal candidates for contact center work.

Belize also enjoys some of the lowest attrition rates in the industry, as job seekers value opportunities outside traditional sectors like tourism or agriculture.





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# PEOPLE & CAPABILITY



Official Language:  
English



Total Labor Pool:  
195,596 (2023 est.)



Ranked #13 globally in Government  
Spending on Education (UNESCO, 2021)



Strengths:  
Strong English proficiency, record low  
attrition, affinity for U.S. brands



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# INFRASTRUCTURE & COMMUNICATIONS

- **Airports:**  
**4 major airports/ 1 international (BZE/PGIA)**
- **IT Infrastructure:**  
**Belize Telemedia Fiber Optic Network**
- **Mobile Speed:**  
**Belize DigiCel, winner of Speedtest Awards for mobile network speed (2018)**
- **Information Security Laws:**  
**Belize Data Protection Act, 2021**

# EASE OF DOING BUSINESS

itel



Time Zone: **UTC-6**  
(**Eastern Daylight Savings**)



Flight times: **2.1 hours from Miami/**  
**4.5 from New York**



**Ranked #1 Value Destination for**  
**Business Process Outsourcing**  
(Nearshore Value Index, 2023)



# itel BELIZE

Belize is gaining notice as a promising value destination for CX outsourcing. With a focus on technical training in tertiary schools, it's the perfect location to access high-quality talent, especially in the digital services and tech sector.

Our brand-new, 40,000 sq. foot customer experience delivery center in Belize City is in a prime location, only a 15-minute drive from the international airport.





# itel BELIZE

This modern, spaciouly designed facility can house up to 800 employees and features vibrant social spaces and comfortable production floors that enhance our employees' wellbeing and productivity.

With central access to all main thoroughfares, we can connect to a labor pool of over 60,000 people - many of which are graduates of Belize's world-class technical schools, giving you access to a young energetic workforce with a high competency for data science and technology.

**Learn more about outsourcing to itel Belize.  
Get in touch with our team.**

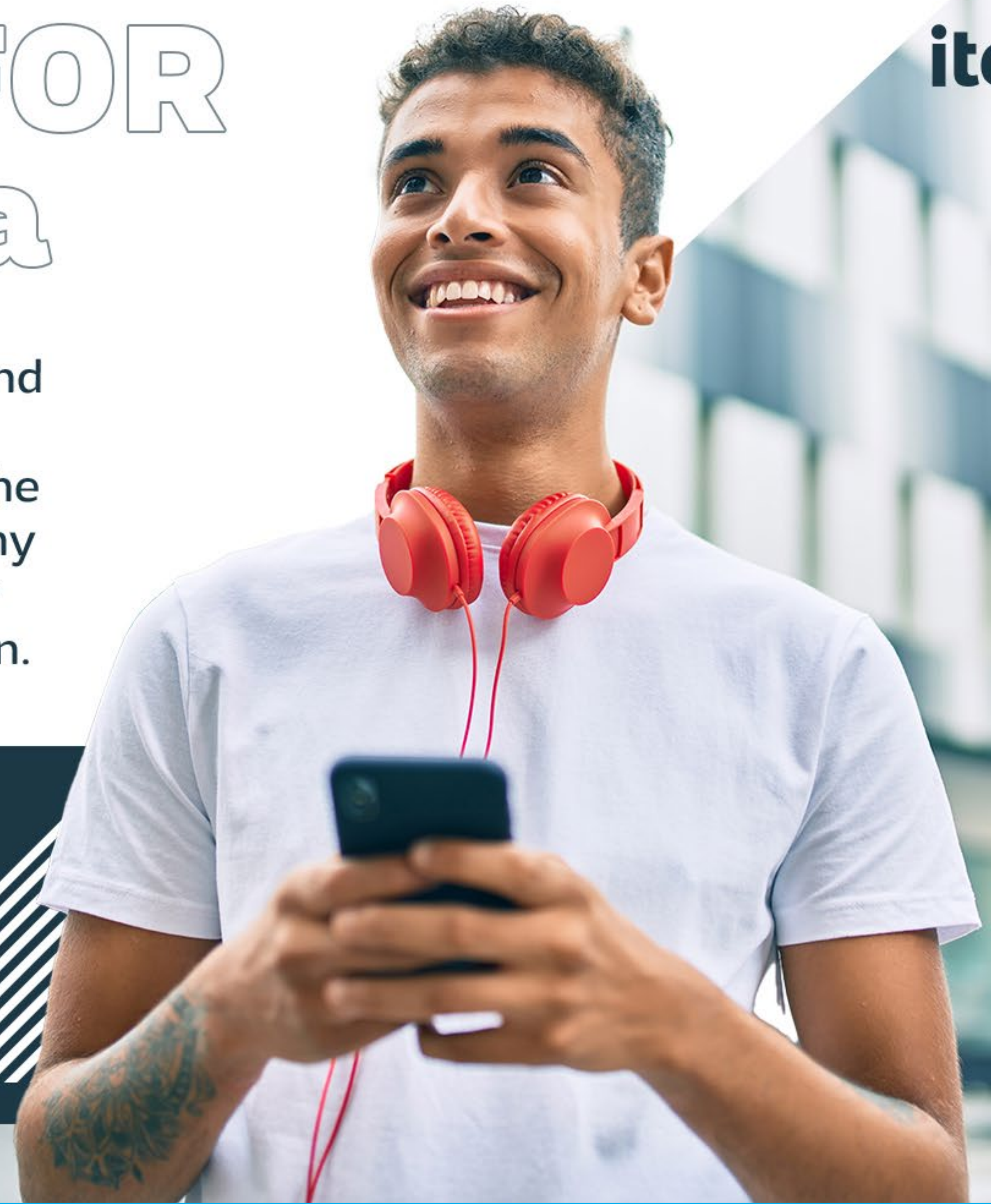
# THANK YOU FOR VISITING LaCa

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We hope you enjoyed your quick tour of LaCa, and all that Latin America and the Caribbean has to offer. Hopefully, you now have a better idea of the benefits and strengths of Destination CX and why it presents such a compelling reason to consider the nearshore as your primary CX delivery region.

**Can you see yourself outsourcing to one of these beautiful locations, much closer to home?**

**Contact our team.**





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# ABOUT US

Itel is an award-winning customer experience partner that specializes in nearshore and onshore CX delivery in service locations across the Caribbean, Latin America, and the U.S.

Through a combination of voice and non-voice solutions, strategic planning, and CX innovation, we help clients build brand authentic experiences and long-term relationships with their customers, all delivered through a flexible, geo-diverse delivery model that can evolve with your business.

**Contact Us to Learn  
More About itel**



**Mark Marion**  
International CX

