

Mexico Remains the Best Nearshore Value in the Americas



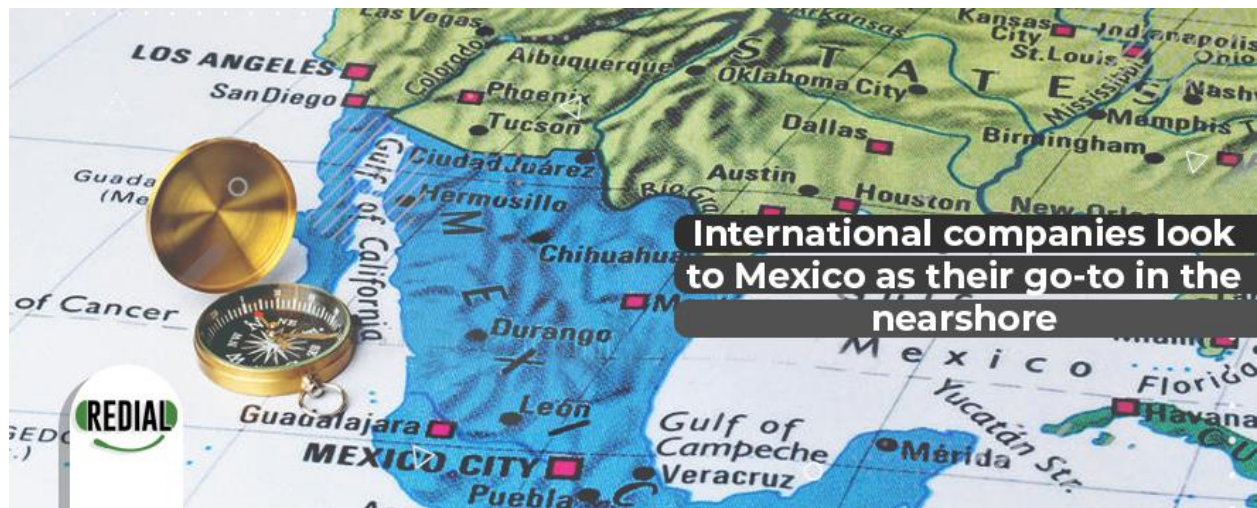
The contact center services industry is more prone to flavors of the month than even the most popular ice cream brand. In the view of Redial BPO, there is huge value in consistency. This is the case when it comes to Mexico as a delivery point for American consumers and the enterprises from where they buy goods and services. Of late, there have been rumblings that Mexico may have had its day, and that other CX destinations in the American nearshore are ramping up to take its place. So, let's be clear – Mexico, perhaps the most established contact center market in this hemisphere, is going nowhere except upwards.

As an American businessperson who has been operating in Mexico for a few years now, I understand that the current political situation on the southern side of the border may be a bit perplexing. The federal administration has made certain moves and pronouncements that range from distracting (who [won that plane?](#)) to [disruptive](#). That said, this is not exclusive to Mexico.

In fact, just consider that it was not too long ago that industry watchers were claiming that the [scandals of the former president of South Africa](#) and [declarations from the current president of the Philippines](#) would destroy the BPO sectors in each country. Last I checked the contact center sectors in both these locations were doing very well. Mexico's is too.

One of the reasons for Mexico's BPO resiliency is the country's legacy as a contact center delivery destination. Mexican CX operations have two decades or more experience in service delivery to US customers. This has helped develop a strong customer management industry, alongside one of the best industry promotion bodies anywhere in the world. International companies look to Mexico as their go-to in the

nearshore because CX is done to a high-quality standard. That is a hallmark of Mexican outsourcing.



The basis of this quality is rooted in language skills. I may be biased, but I challenge anyone to find the same level of English-fluency in large volumes elsewhere in the nearshore that can be sourced in Mexico. Redial BPO has been able to capitalize on this with its location in Tijuana, a major metropolis where bilingualism is part of the city's DNA. But, this dynamic is found throughout the country, which is why so many outsourcers have been able to set up shop here to service American clients. They do so at a cost that is significantly more affordable than in the US, but that is competitive with the rest of the nearshore, too.

You may get the sense that I am proud to operate in Mexico. I am. Redial BPO is excited to be servicing our clients from the Baja peninsula, both with agents in our two centers and from their own residences. We have made Mexico our base in the drive to deliver the best CX possible to our growing client base. We are also actively pursuing new options in northern Mexico from which to service our American clients. This makes good business sense and it helps with driving business continuity for our enterprise partners. As we see it, the possibilities that Mexico affords are endless from a customer management angle.



Don't just take my word for it. Mexico's popularity was quantified in the last Ryan Strategic Advisory Front Office BPO Omnibus Survey. Globally, enterprise CX decision-makers ranked Mexico as the 6th most popular offshore delivery destination in the world out of 50 country choices. In the US, Mexico was 5th most popular.

What the future holds for CX in 2021 and beyond is unclear. Consumer priorities are always changing, and outsourcers need to adapt. But, what is not changing is the requirement for solid, reputable, value-driven country options that can deliver for American end-users. Mexican CX is bigger than politics, and it is here to stay!