

Tijuana at the Heart of the American Nearshore



The pandemic has forced contact center decision-makers to rethink their established strategies. Moving into 2021, once tried-and-tested delivery strategies will be pushed aside in favor of newer approaches that enable more flexibility and quality. CX managers have seen that putting all their capacity in a single location on the other side of the world is highly impractical. The future belongs to nearshoring, and this trend is being realized faster than anyone would have previously thought, especially in those cities that are very close to home.

Let's start by considering how offshore preferences are shifting. Something that I hear on the ground frequently is that US companies don't want all their workstations in far-flung overseas locations. Instead, they are actively looking for sites closer to home. And why wouldn't they? Traveling 24 hours to get to a delivery point is exhausting and frustrating. If the CX facility was a short flight or even a drive away, that makes a major difference in managing travel. Couple that with the language skills and commercial/cultural empathy for American end-users that are found in the American nearshore, and it quickly becomes apparent that the days of offshoring are numbered.

Yet, as any savvy contact center outsourcing knows, the American nearshore is immense. In some cases, you could spend 6 hours or more traveling from the US to a location. **This is why I believe that so many companies are looking to Mexico as the logical alternative to their contact center needs.** Mexico's proximity to the USA means real overlap between its citizens in all things pop culture, commercial products and even family. Moreover, the bilingual English / Spanish skills in Mexico are as strong in quality as they are large in numbers. Mexico pioneered nearshore support for US

consumers, and I would argue that as an industry it has set the CX bar to the highest levels.



The great thing about Mexico is that it is a massive country, both in geography and in population. Contact centers can be housed in so many places, and this decentralization makes it a sustainable option. [Redial BPO recognized this when it set up shop in Tijuana](#), a city that has a dynamic outsourcing sector with plenty of room to grow.

With operations in Tijuana for 4 years, I can personally attest that this is the easiest nearshore city to access from the US. Going from San Diego into Tijuana is literally like crossing the road, made even faster with a Global Entry card. [Tijuana is bicultural and bilingual, which means better results for end-users in the USA](#), as agents have an instinctive sense of how to deliver the best customer service. And, as mentioned, Redial BPO is excited to be part of the city's rapidly growing contact center community. In recent months we have expanded into a second site, and we are really pleased to see other providers in the city growing too. A healthy local industry benefits employment and generates better outcomes for clients.



There is no question that the nearshore is the place to be for US contact center delivery, and Mexico is leading the way. Redial BPO could not be happier to have Tijuana as its hub for all things CX. We look forward to welcoming new and existing clients, and we hope to host them for a visit to Tijuana in 2021.