

# Why Tijuana the Best Option for Nearshore

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Tijuana is the fourth largest city in Mexico, sharing the largest land border in the world with the United States and California, with an approximate crossing of 120,000 vehicles, 63,000 pedestrians and 6,000 trucks per day.



### LARGE RECRUITMENT POOL

With a rapidly growing population, colleges offer English as a Second Language as a requirement for graduation and technical education focused on providing world recognized customer service

### TALENTED PEOPLE

Currently inside the Baja region it is estimated that there are thirty thousand people employed in the nearshore call center industry.

### A BILINGUAL AND BICULTURAL TRADITION

The people employed in the nearshore call center industry has lived inside the United States for years, giving them an added benefit of understanding geography, culture, language, tendencies, and other details which other call center regions to not benefit from.

### COST ADVANTAGE

Nearshore allows you to save money on travel and operational expense. Outsourcing to a Nearshore partner can reduce your cost up to 50% and hire top tier agents and without legal exposure and minimal capital expenditure in Mexico.

### PROXIMITY

This makes it one of its biggest advantages for the Baja Region when considering a nearshore call center partner, with a 15-minute trip on car will get you across the border and to the location where the call center is located in.



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## **Cost Advantage**

The average weekly salary for nearshore call center agent stands at three thousand to four thousand Mexican pesos, an average of one hundred and fifty to two hundred dollars per week, which is **fifty percent cheaper than the minimum wage inside the United States.**

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