



2021

**CALL CENTER
LOCATION
TREND REPORT**

The call center industry continued to expand in 2020 despite the challenges of the COVID-19 pandemic. Companies quickly shifted agents to work-from-home to meet social distancing requirements. The Call Center Location Trend Report evaluates where companies expanded and contracted to help you understand the latest trends in call center location strategies.

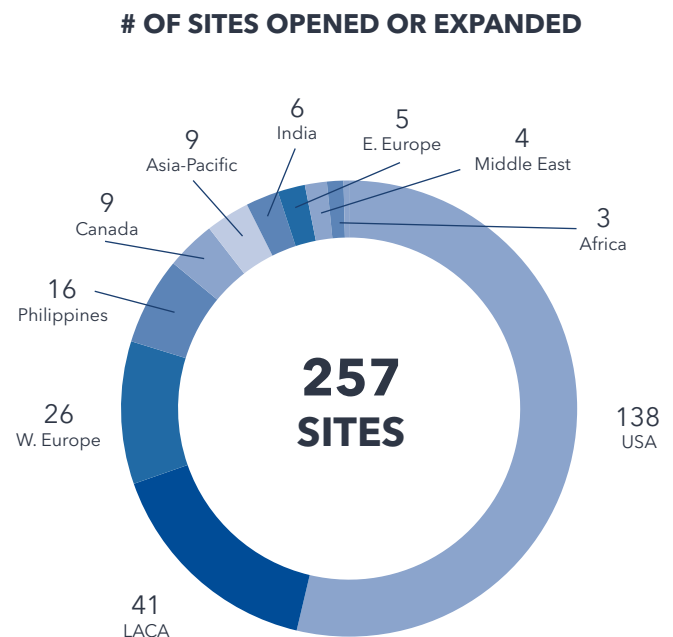
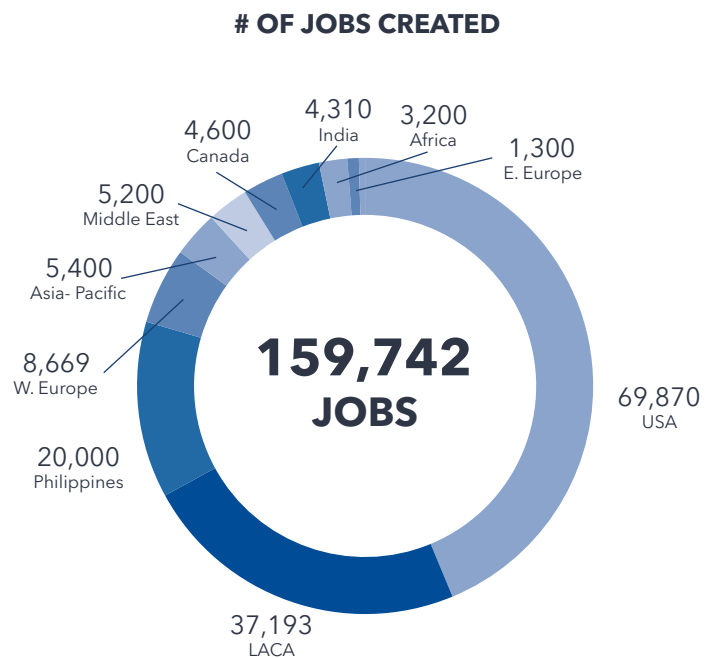


Introduction

As companies seek to optimize their call center footprint between facilities-based and work-from-home operations, understanding historic growth trends can help to develop onshore, nearshore and offshore location strategies. In 2020, Site Selection Group identified 257 new and expanding call center announcements that created 159,742 jobs as well as 51 call center announcements involving 12,467 jobs at call centers that were downsizing or closing their facilities. By analyzing this data, Site Selection Group has identified regional location trends that are summarized in this report.

Global Call Center Industry Job Creation Increased by 9.5%

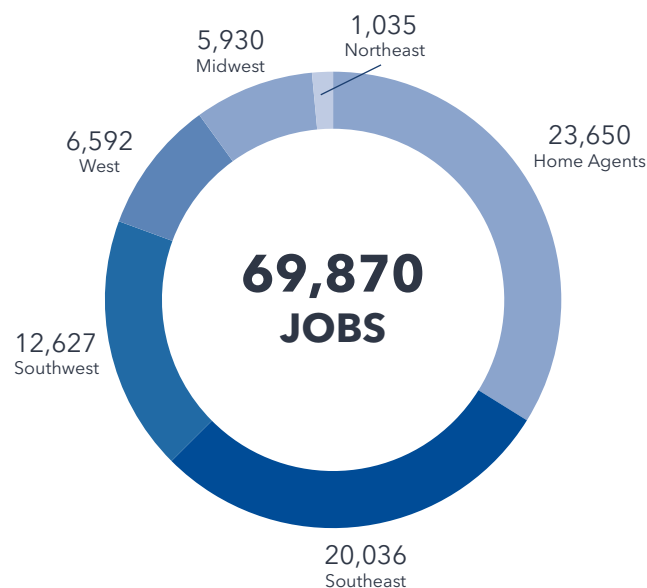
The call center industry quickly shifted most employees from facilities-based to work-from-home in onshore, nearshore and offshore geographies. Despite the impact of the COVID-19 pandemic, the United States led overall job creation with 138 projects announced with 69,870 jobs, which was an increase of 9.5% over 2019. The Latin America and Caribbean region proved to be the hottest area with 41 projects creating an estimated 37,193 jobs, which was a staggering 155% increase over the previous year. The following diagrams summarize the growth of call centers across the world:



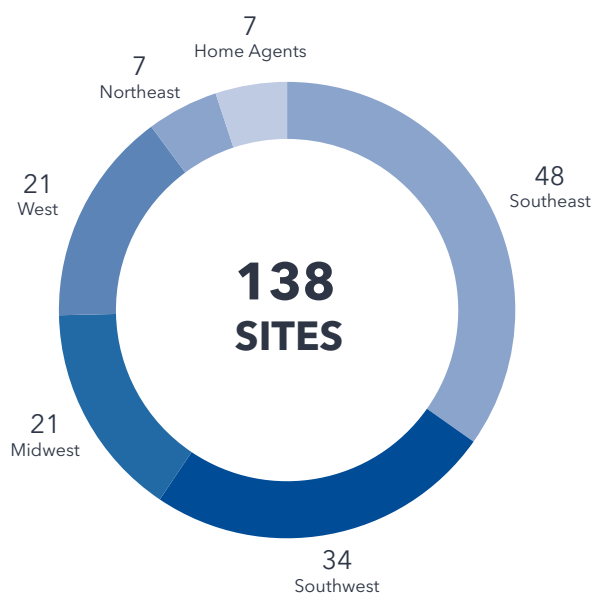
U.S. Call Center Market Expanded by 70,000 Jobs

The challenges of shifting to work-from-home in nearshore and offshore geographies combined with demand for quality customer service created the perfect storm for growth in the United States. Site Selection Group estimates that 138 call center employers opened new facilities, expanded existing facilities, or expanded through work-from-home hiring within the United States. These companies announced the creation of 69,870 jobs, which was a 42% increase from 2019. Over 20,000 of these jobs were created by companies recruiting across the United States for work-from-home positions. The Southeast and Southwest accounted for over 32,000 of these jobs generally due to more attractive labor conditions, lower operating costs and availability of economic incentives. The following diagrams provide a summary of expansion data within the United States.

OF JOBS CREATED

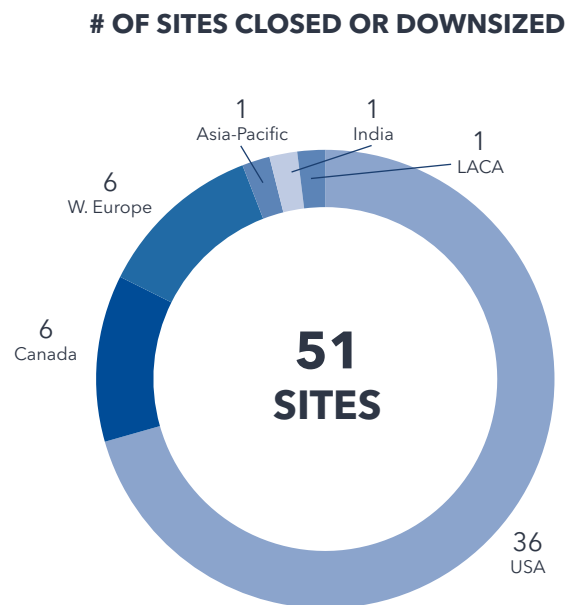
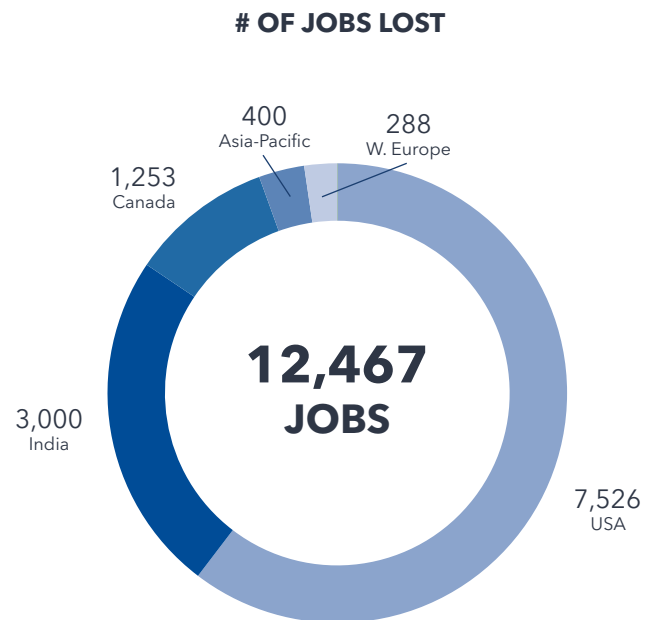


OF SITES OPENED OR EXPANDED



Call Center Closures Were Minimal Despite COVID-19

Despite the global economic impact of the COVID-19 pandemic, there were relatively few announced closures and downsizings as the e-commerce, telecommunications and business process outsourcing sectors remained resilient. Most companies appear to be holding onto their facilities until they can determine if they will shift to a more permanent work-from-home model in a post-COVID-19 world. The total estimated job loss in the call center industry in the United States was approximately 7,526 jobs. Since 69,870 jobs were added in openings and expansions, the United States had an estimated net gain of 62,344 jobs in 2020. The following diagrams provide a summary of contraction data within the United States.



Top 20 North America Project Announcements

To help understand what companies are expanding in the United States and Canada, Site Selection Group has identified the top 20 most notable announcements in the table below.

Company	# of Jobs	Location	Type
Centene	3,200	Charlotte, NC	New Site
GoHealth	1,159	Lindon, UT	Expansion
L Brands	1,000	Dayton, OH	Expansion
TaskUs	1,000	Harlingen, TX	New Site
TLC Associates	1,000	Americus, GA	New Site
Webhelp	1,000	Montreal, Quebec	New Site
Agero	900	Clarksville, TN	Expansion
Santander Consumer USA	875	Tampa, FL	New Site
Maximus	780	Columbia, SC	Expansion
Pearl Interactive	746	Tempe, AZ	New Site
Chewy Inc.	700	Richardson, TX	New Site
Consumer Cellular	600	Phoenix, AZ	Expansion
Senture	600	London, KY	Expansion
Simplisafe	572	Richmond, VA	New Site
T-Mobile	500	Richmond, VA	Expansion
CBE Group	500	Clarksville, TN	New Site
Majorel	500	Greenville, SC	New Site
PillPack	500	Meridian, ID	New Site
TLC Associates	500	El Paso, TX	New Site
MCI	500	Melbourne, FL	New Site

Nearshore Latin America & Caribbean Region Had Explosive 155% Growth

The Latin America and Caribbean (LACA) region had explosive growth while the Philippines and India incurred significant challenges from the COVID-19 pandemic. The LACA region was the hottest global region due to labor availability, bilingual skills, low wage costs and accessibility to the United States. The region had 41 projects announced creating an estimated 37,193 jobs. This amounted to a staggering 155% increase over the previous year, which beat previous hotspots such as the Philippines. Costa Rica was very active with 21 projects as both captive and business process outsourcers expanded in the country. Colombia, Jamaica, Belize and Nicaragua also had some sizable project announcements.



Top 20 Nearshore Call Center Project Announcements

To help understand which companies are expanding in these offshore and onshore destinations, Site Selection Group has identified the top 20 largest announcements in the table below.

Company	# of Jobs	State/Country	Type
Sitel	11,000	Columbia	Expansion
Teleperformance	10,000	Columbia	Expansion
Amazon	2,000	Costa Rica	Expansion
Concentrix	1,300	Costa Rica	Expansion
Vikstar	1,000	Brazil	New Site
Microsoft	800	Costa Rica	Expansion
CommSense	800	Puerto Rico	Expansion
IBEX	800	Nicaragua	New Site
GSS Grupo Covisian	700	Columbia	Expansion
IBEX	700	Nicaragua	Expansion
HGS	700	Jamaica	Expansion
Sykes	600	Costa Rica	New Site
OutPLEX	500	Columbia	Expansion
Advanced Communications	500	Mexico	New Site
Alorica	500	Columbia	New Site
IBEX	500	Jamaica	New Site
Sykes	450	Costa Rica	Expansion
Sykes	450	Costa Rica	Expansion
Concentrix	450	Costa Rica	New Site
Ibex	400	Jamaica	Expansion

Offshore Regions Faced Significant Challenges Due to COVID-19 Lockdowns

The primary offshore markets in India and the Philippines were hit hard by the COVID-19 pandemic lockdowns. The overall saturation of the markets combined with infrastructure challenges to enable work-from-home created even more challenges. Many workers were forced to work off hotspots from their homes to successfully transition to work-from-home. The Philippines job creation dropped 55% to approximately 20,000 jobs as a result. South Africa, Egypt and Pakistan were some alternative offshore countries that gained momentum.



Top 20 Offshore Call Center Project Announcements

To help understand which companies are expanding in these offshore and onshore destinations, Site Selection Group has identified the top 20 largest announcements in the table below.

Company	# of Jobs	State/Country	Type
Concentrix	6,000	Philippines	Expansion
Alorica	4,000	Philippines	Expansion
[24]7.ai	3,500	India	Expansion
Amazon	3,000	South Africa	Expansion
Pakistan Tobacco Company	3,000	Pakistan	New Site
Datacom	2,000	Australia	Expansion
Infosys	2,000	Canada	Expansion
Everise	2,000	Philippines	Expansion
BT	2,000	Western Europe	Expansion
Serco	1,500	Australia	Expansion
BT Group	1,500	UK	Expansion
Asurion	1,200	Philippines	New Site
Westpac	1,000	Australia	Expansion
Webhelp	1,000	Quebec	New Site
Majorel	1,000	Egypt	New Site
Enshored	1,000	Philippines	New Site
Ibex	1,000	Philippines	New Site
CSS Corp.	1,000	Philippines	Expansion
Teleperformance	1,000	Philippines	New Site
Amazon	1,000	Ireland	Expansion

Business Process Outsourcing, Financial Services, Telecommunications and Retail Sectors Lead Call Center Industry's Growth

The call center industry's growth has been fueled by growth sectors such as business process outsourcing, financial services, telecommunications and retail/e-commerce. Other industries such as healthcare and government also contributed to the industry's growth. The business process outsourcing sector had the greatest market activity with 110,255 jobs announced during 2020. The business process outsourcing sector was followed by financial services (12,497 jobs), telecommunications (8,468), retail/e-commerce (8,332 jobs), healthcare (7,082 jobs), and government (5,010 jobs). The following chart provides a summary of the industry's growth trends.

	Jobs	Projects
BPO	110,255	128
Financial Services	12,497	28
Telecommunications	8,468	26
Retail / E-commerce	8,332	8
Healthcare	7,082	15
Government	5,010	12
Other	3,598	14
Technology	1,805	10
Automotive	1,395	7
Data Center	1,000	1
Utilities	140	2
Collections	120	2
Travel	40	2
Non-Profit	0	1
Grand Total	159,742	257

Conclusions

Call center location strategies have become far more complicated in a post-COVID-19 world as companies have more flexibility than ever on where to locate due to the work-from-home model. Whether you are seeking to expand with a facilities-based or work-from-home solution, it is critical to evaluate site selection factors such as labor availability, labor cost, geopolitical risks, infrastructure, economic incentives and real estate conditions. Based on the analysis conducted by Site Selection Group, you should be armed with some historic data on onshore, nearshore and offshore global job creation activity to help you develop a call center location strategy aligned to your goals and objectives. Contact one of our global call center site selection experts to find the optimal location for you.





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