



JAMAICA AND THE BPO SECTOR

Jamaica has made a name for itself as a popular outsourcing destination for businesses looking for reliable, high-quality services at competitive prices.

Well known for skilled professionals in information technology, business process outsourcing, and creative services industries, talent is abundant in the island nation, rendering it a desirable choice for companies outsourcing their services.

KEY FACTORS TO CONSIDER WITH LOOKING AT OUTSOURCING IN JAMAICA

NATIVE ENGLISH SPEAKERS

Largest native English-speaking country in the Caribbean, and the third largest native English-speaking country in the Western Hemisphere, after the USA and Canada.

Jamaica's proficiency in English is a major advantage for businesses looking to outsource to the country.

CULTURAL AFFINITY

Jamaica's proximity, cultural similarities and shared work ethic with the US, Canada, and the UK make it an attractive outsourcing destination for companies from these countries.

Jamaica offers easy access from all major gateways: Miami, 1.5 hrs, New York - 3 hrs, Toronto - 4 hrs London - 8 hr.

COST SAVINGS

Jamaica's lower cost of living means that businesses can access high-quality services at a lower cost than in many other outsourcing destinations.

Salaries in Jamaica are lower than in the US, Canada, and the UK, which means that businesses can access skilled professionals at a more affordable price.

MORE BENEFITS TO JAMAICAN OUTSOURCING



IMPORTANCE OF NATIVE ENGLISH SPEAKERS

With a highly skilled English-speaking workforce, communication between clients and vendors is smooth and straightforward, eliminating the need for translation services.

This benefit is especially valuable for companies in the US, Canada, and the UK, who make up a large proportion of Jamaica's outsourcing clientele.



TALENT UP-SKILLING INITIATIVES

Jamaica boasts a robust education system that consistently produces a highly trained and educated workforce, specifically in information technology, business process outsourcing, and creative services.

Many of these graduates have experience working with international clientele. As a result, businesses have access to a talented pool of professionals that provide top-notch services at a lower cost compared to other outsourcing destinations that exist.



A ROBUST AND RELIABLE INFRASTRUCTURE

Jamaica's BPO industry has experienced growth thanks to economic development, investments from neighboring countries, and government incentives. Facilities and utilities to support the businesses have also expanded along with the demand.

Jamaica has a well-developed infrastructure, including world-class highways, airports, and seaports, as well as ample telecom. Businesses in Jamaica benefit from high-quality telecom services, including fully fiber land and subsea networks that offer redundant, high-capacity, low latency, and scalable internet infrastructure.



SECTOR TREND AND REGULATION ADAPTATION

Jamaica has the necessary resources such as skilled workforce, advanced telecommunications infrastructure, supportive government, and cyber and legal regulations to be a competitive player in the global outsourcing industry.

The National Outsourcing Coordinator has contributed to a positive outsourcing ecosystem through policy, labor, and infrastructure development.

In addition, the Jamaican government has enacted policies such as the Data Protection Act and Cybercrime Act to ensure that your clients' data is protected.



LOCAL AND GLOBAL INVESTMENT

From creative services, to manufacturing, to tourism and the BPO industry, foreign and local investment has matured Jamaica into home for over 80 US firms.

There is a diverse mix of famous multinational brands with established operations in the country due to Jamaica's global appeal and investment climate.



AMPLE TALENT POOL OF SKILLED LABOR

Jamaica has a large number of skilled workers under the age of 35, estimated at over 500,000. This talent pool can be utilized for staffing your program through up-skilling training opportunities and diverse experiences.

Additionally, Jamaica has been ranked #1 in the Caribbean for graduate skillset according to the World Economic Forum Global Competitiveness Rankings.



Transparent BPO



Since our inception, we've pushed boundaries to ensure every customer interaction is better than their previous experience. The foundation of our customer experience capabilities begins – and ends – with the agent answering your customers' questions and improving their lives. We recruit and train agents with customer-centric attributes and give them the tools to serve your customers.

TRANSPARENT BPO SERVICES IN JAMAICA

Our agents possess the uncommon ability to go off script while staying on message.



CUSTOMER CARE

Our agents speak in your brand's voice when we talk to your customers. We immerse ourselves in your brand to deliver on your promise with every interaction.



INBOUND VOICE

Our experienced agents possess a broad spectrum of skills to manage the complex stages of the customer life cycle from initial sales to ongoing care.



OUTBOUND VOICE

Well-trained and skilled agents connect with your prospective clients by learning about your product, and then selling the benefits to your prospects.



LEAD GENERATION

We deliver a successful lead generation strategy by connecting with leads, qualifying them and moving them to the next stage in the sales process.



SOCIAL MEDIA

We hire digital natives who connect with your customers on their preferred social media platforms and monitor content.



BACK OFFICE PROCESSING

Quality, accuracy and efficiency are hallmarks of a wide selection of our services supporting clients behind the scenes.



TECH SUPPORT

Our skilled technicians guide your customers to a solution to their problem every step of the way.



EMAIL & CHAT

One-to-one conversations provides real-time answers for your customers.



ADVANTAGES OF A NEARSHORE LOCATION

Jamaica is the largest English-speaking nation in the Caribbean and has a proven legacy as a one of the most prominent contact center markets in the nearshore market. The country provides access to a deep pool of cost-effective, high-quality English-language agents who benefit from government support and various training programs. Residents of Jamaica also possess a strong cultural affinity with the United States and are familiar with the purchasing habits and preferences of Americans.

As a major tourist destination, several airlines have direct flights daily from major U.S. markets to Kingston, close to our facility in Angels. This ease of travel puts Jamaica in the vanguard of nearshore contact center markets.

ADVANTAGES OF TRANSPARENT BPO IN JAMAICA

Transparent BPO's operations are strategically located in MJS Technology Park in Angels, Jamaica. The 108,000 sq. ft. facility houses about 1,500 workstations while serving as the focal point of the company's Hub & Home model that supports work-from-home agents. The facility also accommodates the company's local HR, recruiting and training personnel. Angels is strategically located between the two major roads from Kingston. Transparent BPO is the only contact center in this residential market where more than 50% of all BPO Agents live.

Situated beside GC Foster College – the top physical education and sports institution in the Caribbean – and close to a local technical high school and six secondary high schools, this facility has exclusive access to students and graduates of these facilities while offering career development and training through the Transparent BPO University.

ANGELS



AGENT CAPABILITIES

At Transparent BPO in Jamaica, agents can work close to home. Angels and nearby communities are home to a deep pool of experienced contact center agents and supervisors. Strict hiring and training right practices lead to industry low attrition rates with twice-annual employee engagement surveys consistently citing high job satisfaction among agents and supervisors. Our recruiting practices gauge candidate attitude, attributes and suitability for sales, customer care, and technical support. We train our agents through a consistent framework that on-boards and develops high quality performance and results geared to client specifications.

A strong cultural affinity with U.S. lifestyles and purchasing preferences gives our agents the ability to go off-script to help English-speaking customers. Employees are connected to U.S. family and friends, they watch major TV networks and have deep connections to U.S. brands, including sports and entertainment.

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