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The Phones Are Ringing Off The Hook

What's The Buzz About Bogotá?



WHAT'S THE BUZZ ABOUT BOGOTÁ?

Callzilla is a US company, headquartered in South Florida with brick and mortar and Work-From-Home contact center operations in Bogotá, Colombia. A lot of research went into selecting the most ideal location for our our sites 15+ years ago, and Bogotá checks all of the boxes.

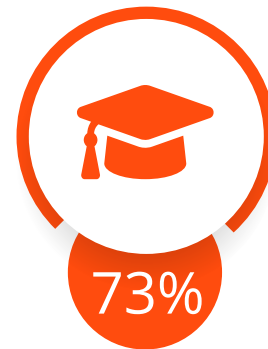
Boasting a growing economy, low labor costs, reliable workforce, and prime global location, among other benefits – Bogotá, Colombia is the ideal location for your next call center. This article will discuss the many reasons why Colombia is becoming increasingly popular in the contact center outsourcing industry, and why it has a significant edge over so many other countries.



largest labor force
in the region



International
direct flights



of educated workforce
have higher ed degrees
or specialty training

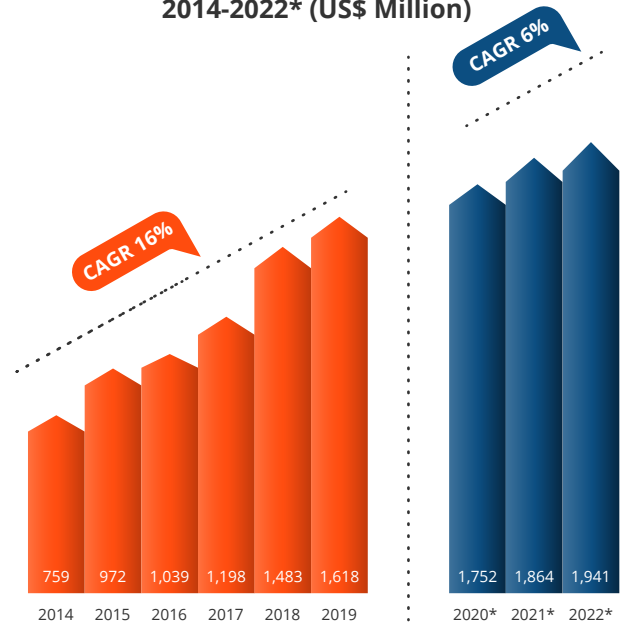
A DECADE OF RAPID GROWTH IN COLOMBIA FOR BUSINESS PROCESS OUTSOURCING

Colombia's whole economy has been on a steady rise, and Bogotá makes up 26% of the country's GDP. What is really grabbing the attention of global business leaders is the country's booming BPO sector. It's one of the most dynamic sectors in the Colombian economy with 16% contact center industry growth in the last 5 years. Moreover, it's expected to grow at least 6% in the next few years.



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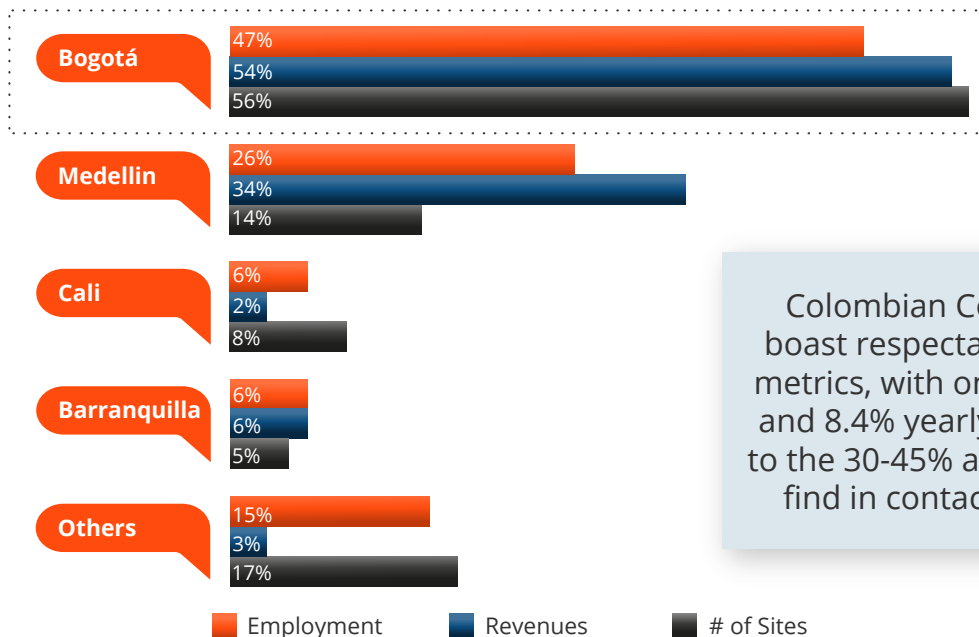
Contact Center Industry Size in Colombia 2014-2022* (US\$ Million)



Bogotá makes up the majority of Colombia's BPO industry



Contact Center Industry by Cities in Colombia, 2019



Colombian Contact Centers also boast respectable human resource metrics, with only 7.1% absenteeism and 8.4% yearly attrition, compared to the 30-45% attrition rates you may find in contact centers in the US.

LOW LABOR COSTS CAN EQUAL HIGHER PROFIT

According to Gartner, Colombia ranks as one of the best emerging Tier 1 countries in the region for offshore operations. One of the leading contributing factors to this recognition is Colombia's low labor costs. The salary for an agent based in the United States or Europe would be significantly more expensive compared to the salary of an agent based in Colombia.

Some Basic Salaries Around Latin America



Basing a call center in a country with low labor costs and a low cost of living means enterprises can reduce salary costs while still providing fair wages in the local economy. While Latin America as a whole is known for having low labor costs, Colombia's basic salary comes in lower than those of other countries in the region such as Brazil, Chile, and Costa Rica.

BOGOTÁ, COLOMBIA: AN EMERGING ECONOMIC POWERHOUSE



3.6% economic growth in the last few years



26% of the country's GDP



Makes up **23%** of the Colombia's population



56% of Colombia's financial transactions



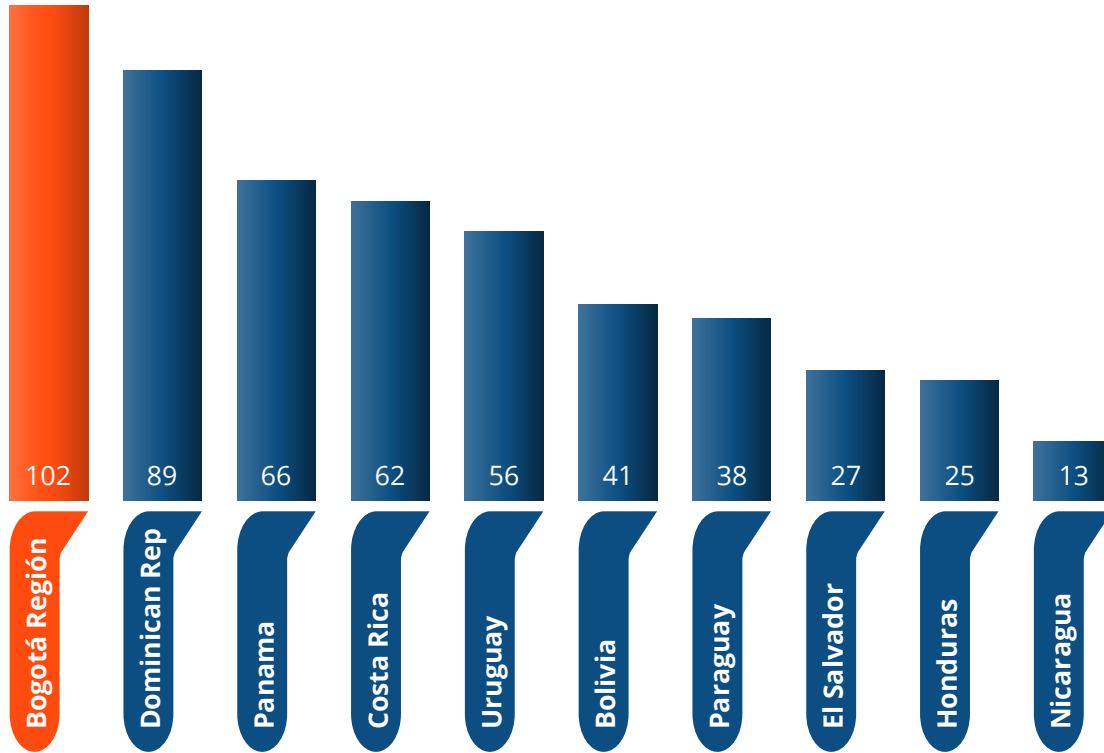
11 million inhabitants in the region



Bogotá is home to **71%** of the country's bilingual workforce

In fact, Bogotá has such a strong economy, its GDP outranks the GDP of several whole countries in the region.

Latin America GDP - 2019 - USD Billion



THE IMPRESSIVE TALENT COMING OUT OF BOGOTÁ

The economic and geographical positioning benefits of having a call center in Colombia are numerous, but what does Bogotá offer outside of economics and location? The answer is its workforce.



Breakdown of Bogotá's Workforce:

- 184,419 higher education graduates in 2018.
- Bogotá accounts for 37% of Colombia's PhD graduates.
- Bogotá accounts for 35% of Colombia's technicians and technologists.
- Bogotá has 2 of the 10 best universities in Latin America*.

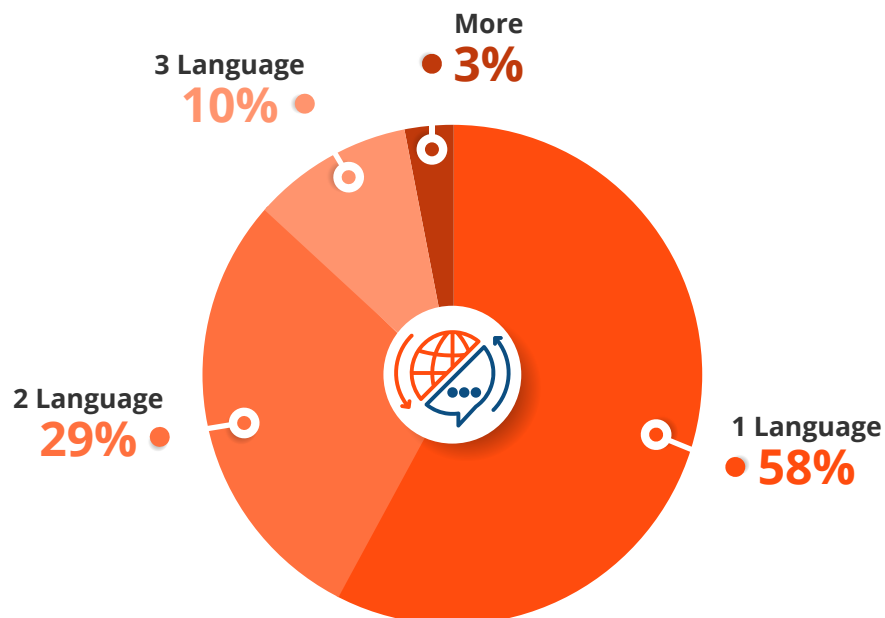
*QSIntelligence Unit

In Colombia, Bogotá is the prime city for providing human talent with professional training:

- Bogotá is home to 71% of Colombia's bilingual workforce.
- 6-13% of Bogotá's population is bilingual and supports Spanish, French, Portuguese, & English.
- Of the educated workforce, 27% have high school degrees, 23% have bachelor's degrees, 23% are technicians, 18% are technologists, and 9% have post-grad degrees.

Bogotá's booming food scene, cultural, and historical attractions, and new hotel chains built to accommodate various types of business people also contribute to it being a prime spot for a call center.

Call Centers' Deliveries by Language, 2019**



DISCOVER THE EASE OF CONDUCTING BUSINESS IN BOGOTÁ, COLOMBIA



In relation to the U.S. and Europe, Colombia's position gives it a business-friendly edge. It's located in the middle of five time zones, sharing a time zone with Miami, Los Angeles, NY, Toronto, Mexico City, Buenos Aires, Sao Paulo, and Santiago, among others.

Colombia's telecom infrastructure also paves way to another geographical advantage. Its technology infrastructure is supported by ten underwater cables and a national fiber-optic ring that connects 98% of municipalities in the country. This stable infrastructure promotes the ideal work-from-home experience for agents working remotely for their BPO.



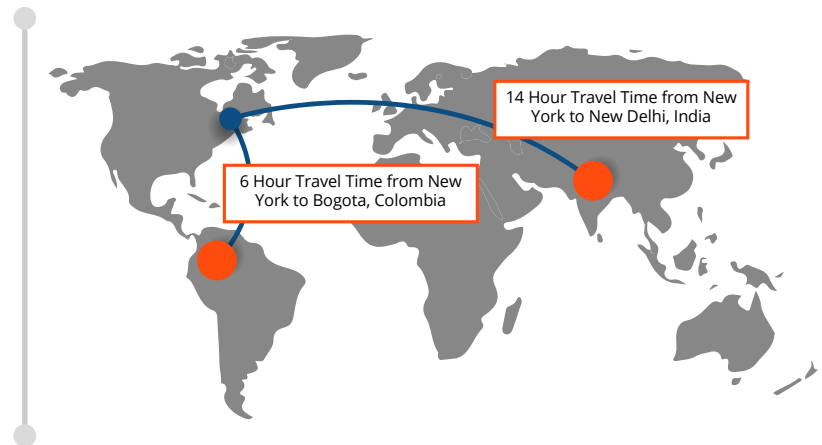
Submarine Cable Map

The country provides easy access to global markets, thanks to its business-friendly geographical location and developed logistics infrastructure.

Source: <https://www.submarinecablemap>

DIRECT FLIGHTS AND QUICK TURN AROUNDS

Another key factor for business executives is travel time. Trips to and from Bogotá can be achieved in a matter of hours versus days traveling to some Asian countries.



Traveling to offshore call centers located in other parts of the world simply does not justify the time and money wasted to get there and back.

For example, a direct flight from New York to New Delhi, India – a country with many offshore call centers – takes about 14 hours and costs between \$3,500 and \$4,000 for a round-trip business class flight.

In contrast, a direct flight from New York to Bogotá, Colombia takes less than 6 hours and normally costs less than \$900 for a round-trip business class flight.

Skytrax named Bogotá's airport "The Best Airport in South America" for two consecutive years.

Moreover, El Dorado International Airport in Bogotá has 46 daily direct international connections and Skytrax named it "The Best Airport in South America" for two consecutive years. While some airports are located in the countryside or far from business districts, Bogotá's airport is situated within the city, meaning less time arriving and leaving the airport.



Bogotá is highly accessible and affordable – making it a truly ideal call center destination.



MORE IMPRESSIVE STATISTICS FROM BOGOTÁ, COLOMBIA

01

Bogotá was ranked 5th in FDI's American Cities of the Future.

02

ATKearney recognized Bogotá for development of human capital, stability and security.

03

ICCA recognized Bogotá as a city for corporate tourism in LATM.

04

More than 1 million graduates in administration, finance, and similar fields per year (59% of which are located in Bogotá).

05

There was a 96% increase in graduates in computing science and related fields in Bogotá the past decade (57% of Colombian graduates are in this field).

06

Colombian English proficiency has increased by 14% from 2011 to 2019.

07

Bogotá is the main center of consumption in Colombia.



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