2024 STATE OF THE GBS & OUTSOURCING INDUSTRY IN LATIN AMERICA

LATAM SSOs Experience **Highest Satisfaction Levels**

87%
of organizations are satisfied with their LATAM SSOs

69%
are satisfied with SSOs in North America

64%
are satisfied with SSOs in Europe

53%
are satisfied with SSOs in Asia

90%
of survey respondents either **have GBS in LATAM** or are **evaluating the region.**

Colombia   **Mexico**   **Costa Rica**

are the top GBS & outsourcing locations in the region.

Top Processes Performed at **LATAM Shared Services**

Finance   **HR**   **Business Intelligence & Data Analytics**   **IT**   **Intelligent Automation**   **Customer Service**
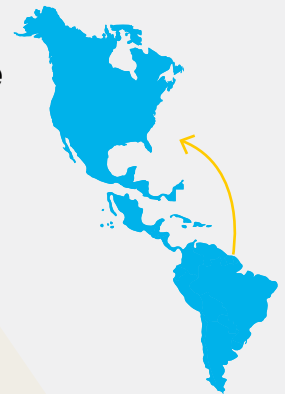
North America is the **#1 Market Served**

84%
of Latin American SSOs **support North America.**

Tech adoption is **9%** **higher at LATAM SSOs** vs. other regions across critical technologies.

42% of organizations report **productivity gains of 20+%** from automation at their LATAM SSOs.

auxis

Over **60%** of GBS rank the following as critical factors for choosing LATAM over Asia/Europe

Time Zone

Talent Quality

Continuous Improvement & Innovation Mindset

Ability to Support More Complex Processes

Cultural Affinity

Lower Turnover

Labor arbitrage averages **30–50%**

50% of organizations evaluating LATAM plan to set up operations in **two or more countries.**

96% of Latin American SSOs plan to **expand or maintain their level of service** – significantly higher than other regions.

58% of **GBS are hybrid** (captive + outsourcing)

52% plan to **increase their use of outsourcing**

2024 STATE OF THE GBS AND OUTSOURCING INDUSTRY IN LATIN AMERICA

For more LATAM insights, download the **"2024 State of the GBS and Outsourcing Industry in Latin America"**

Visit **auxis.com**

auxis