

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.

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**



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



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