

# 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



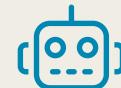
HR



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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