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TRINIDAD AND TOBAGO

**BUSINESS
PROCESS
OUTSOURCING (BPO)**

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**TRINIDAD AND TOBAGO'S
BPO INDUSTRY:**

AN ATTRACTIVE, NASCENT OUTSOURCING DESTINATION



Poised for massive growth, the nascent Business Process Outsourcing (BPO) sector in Trinidad and Tobago (T&T) is a fast emerging, attractive outsourcing destination.

OVERVIEW

The twin-island Republic is rich with investment opportunities within the sector due to its unsaturated BPO market. Unlike its Caribbean counterparts, the country offers low operational costs, a highly-educated labour pool comprising 588,900 persons and an advanced digital infrastructure that allows for easy transition to the Work-From-Home model.

As a nearshore territory, Trinidad and Tobago's geographic proximity to customers in the Caribbean

and North American markets continue to attract a healthy mix of global service providers and domestic players. The robust telecommunications and fibre optic link systems and Network Readiness of T&T also contribute to the attractiveness of the country's BPO market.

Trinidad and Tobago is also home to:

- **Four major BPO investors:** iQor Trinidad, Call Center Pros, Teleperformance and Bill Gosling Outsourcing.
- **Eight Broadband Providers:** Bmobile, Digicel, Columbus Communications, Green Dot, Amplia Communications, Lisa Communications, Nova Communications, and Air Link Communications.

- **Two Mobile Providers:** Bmobile and Digicel.
- **Operational Concessionaries** in the following network categories: International Telecommunications, Mobile Telecommunications, Fixed Telecommunications, Subscription TV, Free to Air Radio Broadcasting, Free to Air TV Broadcasting, and TV Broadcasting via Cable.

These factors significantly contribute to Trinidad and Tobago's fast growing BPO sector and position the country as a greenfield opportunity for international Call Centre firms or English Voice customer service and technical support operations.

WHY INVEST IN BPO?

Where market saturation acts as a deterrent for BPO entry into competitor markets, Trinidad and Tobago's nascent market promises business expansion opportunities and a malleable workforce.

Retention of and expansion into the North American market are

supported via a native English-speaking fluency of the labour force who benefit from available training at over 81 tertiary level institutions. With one of the highest internet connectivity rates in the Caribbean region and reliable, modern information and telecommunications infrastructure, Trinidad and Tobago provides the ideal location for Work-

From-Home flexibility while modern telecommunications infrastructure, high-quality real estate, well-serviced transportation, an extensive road network, convenient air connectivity, reliable power and utility systems all combine to support the easy set up and operation of a traditional brick and mortar operation.

INVESTMENT OPPORTUNITIES

Call Centre Operations

Viable investment opportunities exist for local and foreign BPO operators to set up Call Centre Operations, with readily available access to real estate in Trinidad and Tobago. This can take the form of a 100 – 1000 seat capacity, English Voice customer service, and technical support operation, which services an existing clientele in the North American market.

Real Estate Options

There are multiple attractive real estate options located across Trinidad and Tobago that are readily available to BPO companies. These commercial spaces can comfortably accommodate just over 500 seats at a given location, with the potential to expand. In most instances, the interior of the commercial space is customisable and comes equipped with all the necessary amenities inclusive of fiber optic connectivity. Adequate parking facilities are accessible at many locations, with public transportation nearby if required.



PARTNERSHIP OPPORTUNITIES

In addition to being an ideal destination to establish or expand your business outsourcing operations, Trinidad and Tobago offers attractive partnership opportunities that are immediately accessible to investors.

DirecOne

Investors have an opportunity to partner with the DirecOne International Interaction Centre for bespoke contact center solutions.

Partnership with DirecOne can de-risk your entry into the untapped BPO industry in Trinidad and Tobago as the company will give investors immediate access to an array of vendors, tech experts, material, equipment, software, and redundant telecoms circuits.

Download our Call Centre Options brochure here:

<http://www.investt.co.tt/industries-and-opportunities/Business%20Process%20Outsourcing/>



COMPETITIVE ADVANTAGES

Home to abundant natural resources, talented people, and robust infrastructure, Trinidad and Tobago offers many competitive advantages to businesses in the BPO sector that operate from the twin-island base.

Strategic Geographic Location

Trinidad and Tobago lies at the southern-most end of the Caribbean archipelago. Its location below the hurricane belt makes it safer than other nearshore locations. Its position acts as a haven from natural disasters, minimizing operational downtime during hurricane seasons and reducing insurance costs in business operations.

Low Operational Costs

Trinidad and Tobago has the lowest electricity rate in the Western Hemisphere with energy rates as low as **US\$0.05 cents** per kWh. This significantly minimises startup and operational costs for investors.

Superior Language Skills

Trinidad and Tobago has an English-speaking population with bilingual/ multilingual capabilities. The superior language proficiency of our populace enables call center agents to provide excellent customer service and support to BPO providers.

High Quality and Competitively Priced Labour Pool

Possessing a 98.7% literacy rate, Trinidad and Tobago offers a well-

educated, unsaturated, and readily available labour force of roughly 588,900 people. At approximately US\$550 per month for customer service agents, our competitively priced labour is comparable to other nearshore destinations.

Developed Telecommunications Infrastructure

With one of the most robust and efficient telecommunications and fiber optic link systems in the western hemisphere, Trinidad and Tobago offers investors a stable, reliable and secure digital infrastructure that supports the emerging work-from-home model. The digital infrastructure on the twin island allows for agility and resilience in the Call Centre environment.

INCENTIVES

Investors who establish operations in Trinidad and Tobago will benefit from the following incentives offered by the Government of Trinidad and Tobago and services provided by InvesTT:

In the 2020/21 National Budget of Trinidad and Tobago, a focus on incentives for start up businesses in the ICT Sector was identified as a catalyst to grow the sector. It was proposed that financing and incentives, where applicable, will be provided to entrepreneurs engaged in call center operations, among other areas in the sector. Investors

will be guided by InvesTT on the implementation of this incentive.

The suite of services provided by InvesTT to BPO investors ensures that our clients' projects are operationalised successfully in Trinidad and Tobago. Our services include:

- Real estate sourcing i.e. identification of potential plug & play facilities;
- Recruitment and selection support;

- Guidance with work permit application and follow-up with government agencies;
- Professional service referrals (e.g. lawyers, accountants, customs brokerage etc.); and
- Joint Venture Partnerships.

Expand your outsourcing operations to Trinidad and Tobago - an unsaturated, fast emerging BPO destination equipped to reduce your operational costs and provide you with competitive advantages in the BPO space.