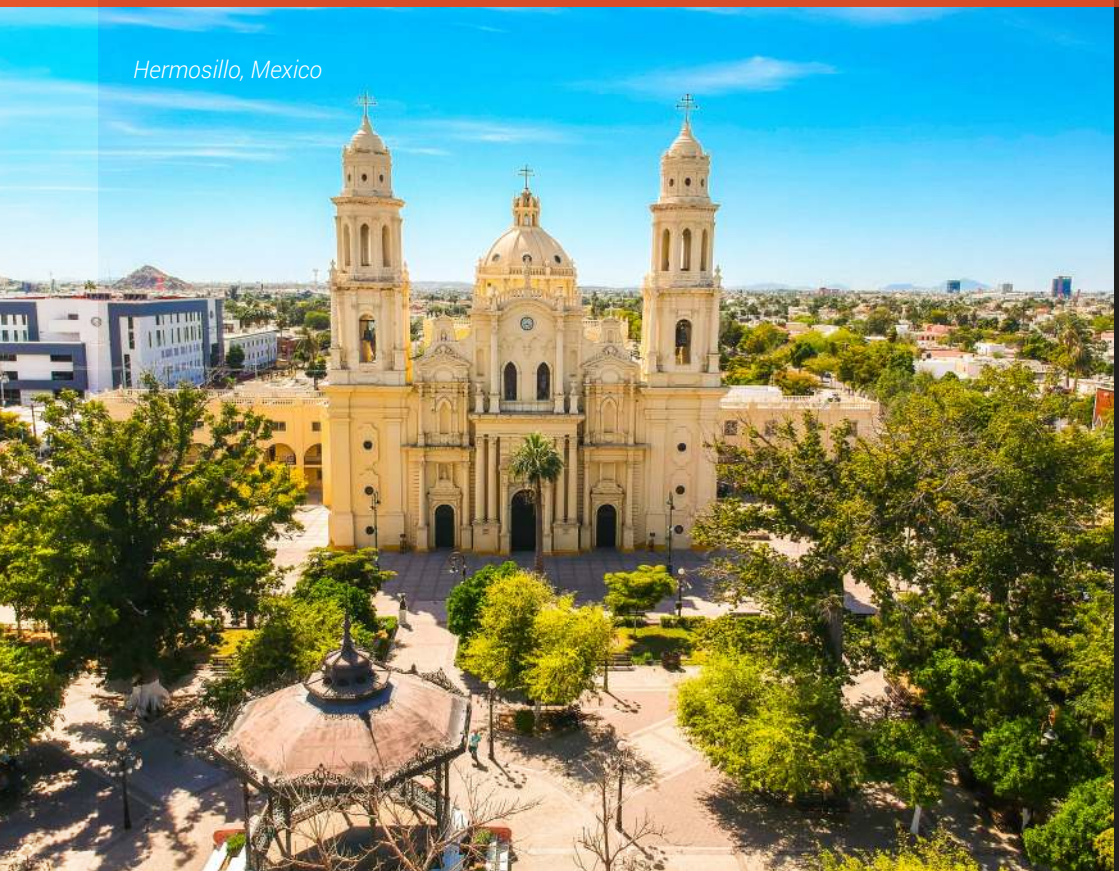
RYAN STRATEGIC ADVISORY

AMERICA AND THE NEARSHORE: 2025

ALLIANCE BPO SERVICES



Hermosillo, Mexico

September 2025

INTRODUCTION

Despite ongoing political / economic uncertainty, U.S. GDP is on track for steady growth this year, outpacing nearly every other advanced economy. This resilient performance to date, combined with continued consumer spending, has allowed brands that cater to American consumers to expand their outsourced customer experience (CX) delivery.

As service demands increase, many companies are expanding support functions through external partnerships, with a focus on maintaining cost control and operational efficiency. In this setting, nearshore delivery has regained relevance as a practical means to manage margins. Indeed, according to Ryan Strategic Advisory's 2025 CX Technology and Global Services Survey, around one third of U.S. CX decision-makers intend to grow their outsourcing footprint either moderately or significantly in the year ahead.[1]

At the same time, advancements in technology are influencing how organizations approach CX delivery. The adoption of advanced technologies are prompting a review of existing systems and workflows. Many leaders now recognize that effective technology integration requires not only new tools but also updated infrastructure and processes. As a result, outsourcing providers are being engaged not just for cost savings, but also to support internal modernization. This combined focus on operational efficiency and digital capability is shaping the current role of nearshore CX providers across Latin America and the Caribbean. These partners are expected to deliver both streamlined service delivery and support for ongoing transformation efforts in a more complex outsourcing environment.

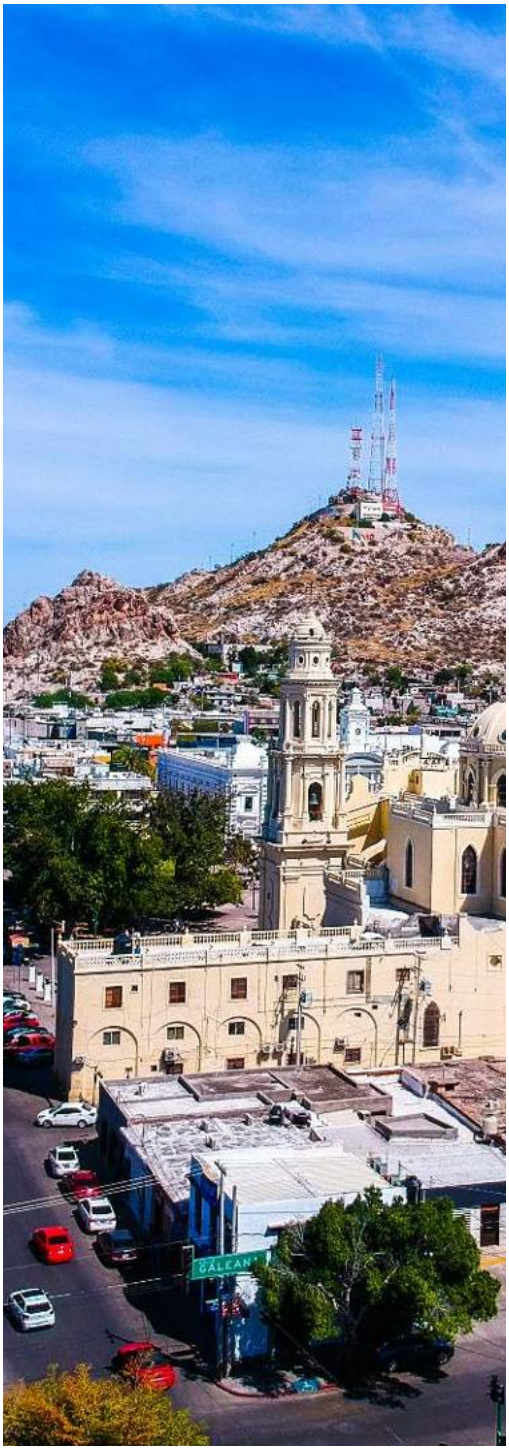
[1] *Ryan Strategic Advisory, CX Technology and Global Services Survey 2025, p.83.*

CLASSICAL NEARSHORE BENEFITS

Historically, U.S. firms have favored the nearshore for a set of core advantages. These classical benefits include:

- The world's largest pool of English-Spanish bilingual talent
- Labor cost savings of up to 40% versus U.S. onshore delivery
- Time-zone alignment with U.S. operations
- Geographic proximity and travel accessibility
- Cultural affinity with American consumers

These attributes remain essential table stakes for any competitive nearshore BPO provider. In 2025, however, they are no longer sufficient on their own. Enterprises still expect these fundamentals but are increasingly looking beyond them for higher-value capabilities from their outsourcing partners.



Hermosillo, Mexico

EVOLVING INVESTMENT PREFERENCES OF U.S. CX SERVICES BUYERS

Antigua, Guatemala

As classical nearshore advantages become standard expectations, U.S. CX services buyers are recalibrating their priorities. The 2025 CX Technology and Global Services Survey identifies information security and compliance, customer analytics, and broader adoption of advanced technologies as target areas for American enterprise CX spending. These priorities reflect evolving trends in customer management and signal clear strategic imperatives for nearshore providers seeking to remain competitive.

Outsourcer Competitive Advantages

What do you see as the competitive advantages that an outsourcer must have in today's market to win your business? (1=not important, 8=very important) – American respondents only

Source: Ryan Strategic Advisory, CX Technology and Global Services Survey 2025, p.90.

Overall, sound integration of advanced technology capabilities has emerged as a central priority. By automating routine inquiries and processes, outsourcers enable high-quality service by freeing up human agents to focus on complex, high-value interactions. Today, such advanced automation represents the most critical advantage an outsourcing partner can offer an enterprise in America.

While AI-powered chatbots often dominate the conversation, they are just one component of a broader automation toolkit that delivers meaningful operational gains. Tools such as integrated CRM triggers, robotic process automation, and self-service platforms all play a role in streamlining customer interactions across multiple channels. Combined, they can allow agents to tailor responses based on each customer's history, behavior, and preferences. With compliance features like access controls and automated verification processes, these tools help reinforce trust at every stage of the customer interaction.

Such automation has rapidly evolved from a back-office efficiency booster to a frontline differentiator. In a market that rewards reliable outcomes and responsiveness, providers that can deliver accurate and personalized service gain a competitive edge. In addition to automation, CX buyers are prioritizing robust cybersecurity and know-the-customer analytics—now seen as interconnected pillars of a successful outsourcing partnership. Amid all the current AI hype, it's these capabilities that seriously reflect an outsourcer's maturity in delivering secure, insight-driven CX.

Competitive pricing also remains a key deciding factor in outsourcing engagements. Especially in flat or constrained CX spending environments, enterprises continue to scrutinize costs and expect vendors to deliver clear financial value. However, buyers are no longer simply chasing the lowest bid. Instead, they seek a balanced equation of cost efficiency, quality outcomes, and risk mitigation. Vendors offering flexible, value-driven pricing models are better positioned to stand out. For nearshore providers in Latin America and the Caribbean, this means offering the classic value proposition of affordability but reinforcing it with modern capabilities, digital expertise, and a readiness to evolve alongside their clients. Providers that strike this balance are best positioned to gain contracts from today's CX buyers.

MEXICO: THE FLAGSHIP NEARSHORE MARKET

Mexico remains the leading nearshore destination for U.S. CX delivery, consistently ranking highest in favorability among American decision-makers. Its appeal lies in unmatched scalability, geographic proximity, and a vast bilingual talent pool as the world's largest Spanish-speaking country. U.S. companies operate contact centers across multiple Mexican cities, benefiting from the shared border for ease of travel, oversight, and real-time coordination enabled by overlapping time zones.

Mexico's advantages extend beyond geography and language. The country has a robust and maturing BPO sector underpinned by improving infrastructure. Investments in telecommunications and technology parks have expanded the range of viable delivery locations beyond the traditional hubs. Whereas Mexico used to be driven by nearshore delivery from Mexico City, Guadalajara and Monterrey, today secondary cities are powering much of the country's growth. Hermosillo and Tijuana each host several BPOs, while Puebla has become an even larger market.

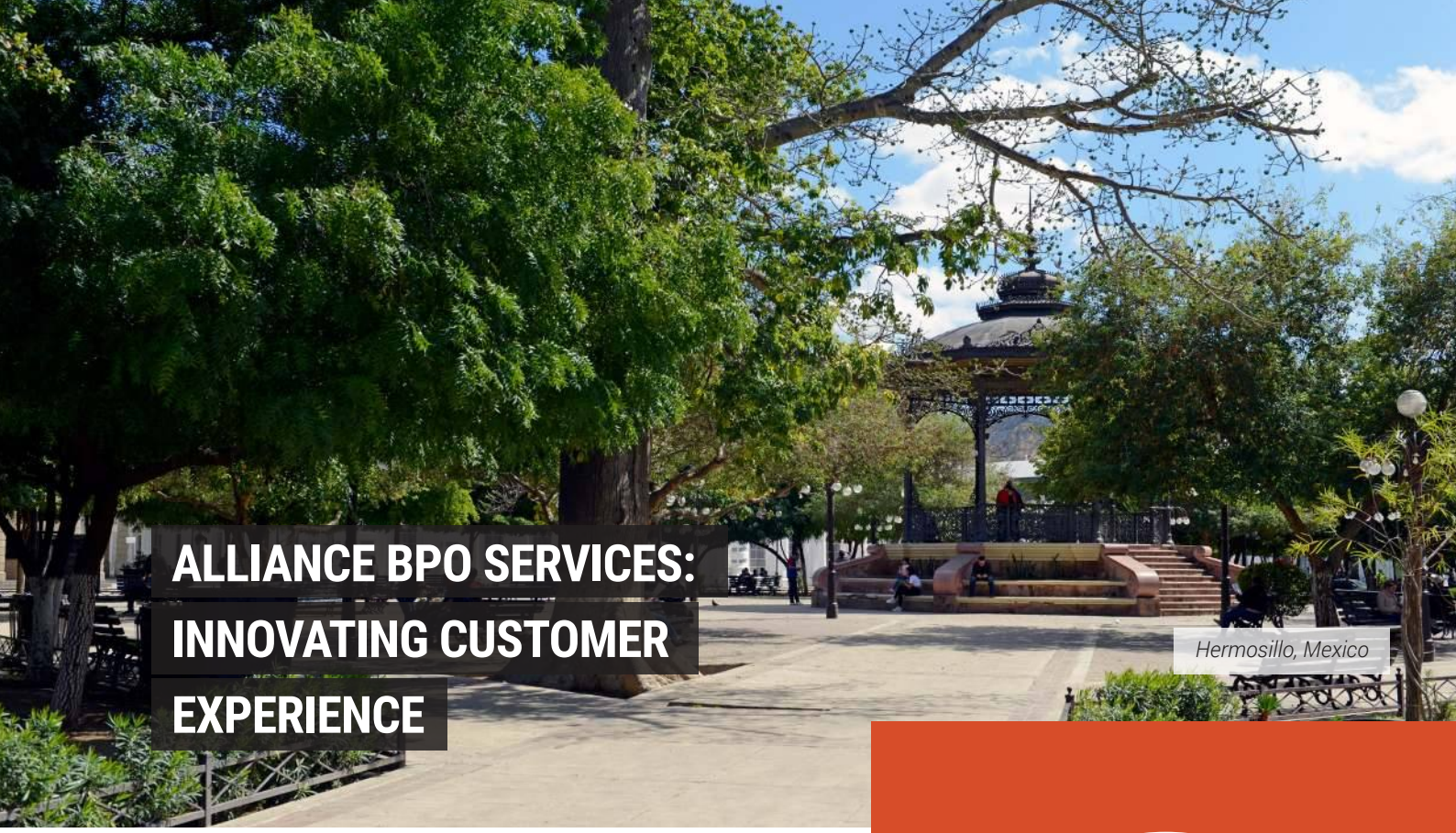
Monterrey, Mexico

Reliable broadband has also enabled work-from-home service delivery, tapping talent in new areas. These developments mean CX providers can scale in Mexico more flexibly than ever before, so that today many household brands in America have their customer service teams distributed across mid-size communities in Mexico.

Challenges exist but have proven manageable. Security concerns in certain regions persist, and an influx of friend-shore investment in recent years drove up wages across much of northern Mexico. A strong peso has also contributed to higher operating costs in dollar terms of late.

Nevertheless, Mexico's core strengths—its vast labor pool, strategic location, and established industry ecosystem—remain intact. For U.S. firms seeking large-scale, bilingual CX capacity with easy access, Mexico continues to offer a nearshore value proposition that is difficult to match.

Guadalajara, Mexico



ALLIANCE BPO SERVICES: INNOVATING CUSTOMER EXPERIENCE

Hermosillo, Mexico

Mexico's combination of infrastructure to support advanced technologies and a deep bilingual talent pool that can scale to meet demand have made it a top nearshore destination for US companies. These qualities also provide a solid foundation for BPOs looking to innovate and increase the value of the services they offer.

Alliance BPO Services is a prime example of a premier nearshore outsourcing partner that builds on Mexico's advantages to deliver increased revenue, reduced cost, and best-in-class customer experience in specialized verticals for its clients.

Based in Hermosillo and with an offshore support operation in Durban, South Africa it offers a comprehensive suite of services tailored for direct to customer (D2C) verticals. These services include sales and enrollment, customer support, legal intake, and lead qualification for clients in legal, finance, healthcare, insurance, home services, e-commerce, and other industries.

"We focus on each client's unique needs, creating tailored solutions that deliver measurable results and provide their customers with the best experience possible," said Juan Caire, Co-founder and CEO of Alliance BPO Services. "We become an extension of our clients' business, aligning our efforts with their long-term success."

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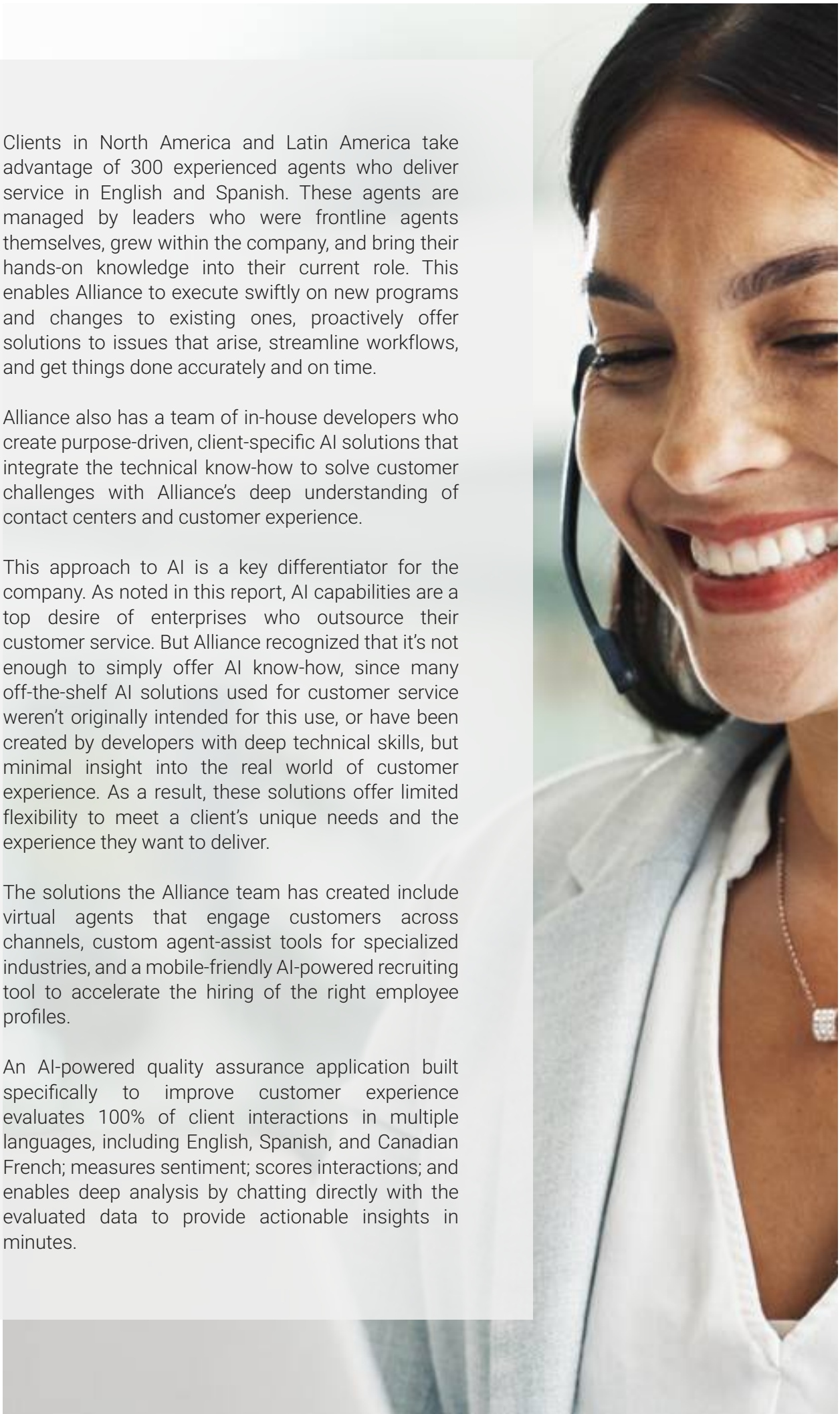
Juan Caire
Co-founder and CEO, Alliance BPO Services



Clients in North America and Latin America take advantage of 300 experienced agents who deliver service in English and Spanish. These agents are managed by leaders who were frontline agents themselves, grew within the company, and bring their hands-on knowledge into their current role. This enables Alliance to execute swiftly on new programs and changes to existing ones, proactively offer solutions to issues that arise, streamline workflows, and get things done accurately and on time.

Alliance also has a team of in-house developers who create purpose-driven, client-specific AI solutions that integrate the technical know-how to solve customer challenges with Alliance's deep understanding of contact centers and customer experience.

This approach to AI is a key differentiator for the company. As noted in this report, AI capabilities are a top desire of enterprises who outsource their customer service. But Alliance recognized that it's not enough to simply offer AI know-how, since many off-the-shelf AI solutions used for customer service weren't originally intended for this use, or have been created by developers with deep technical skills, but minimal insight into the real world of customer experience. As a result, these solutions offer limited flexibility to meet a client's unique needs and the experience they want to deliver.

The solutions the Alliance team has created include virtual agents that engage customers across channels, custom agent-assist tools for specialized industries, and a mobile-friendly AI-powered recruiting tool to accelerate the hiring of the right employee profiles.

An AI-powered quality assurance application built specifically to improve customer experience evaluates 100% of client interactions in multiple languages, including English, Spanish, and Canadian French; measures sentiment; scores interactions; and enables deep analysis by chatting directly with the evaluated data to provide actionable insights in minutes.

As an example of how they apply AI with purpose, Alliance has implemented this approach within the legal intake vertical—where every call and lead is of utmost importance, and none can afford to go unattended. While live agents remain essential given the nature of these conversations, the thoughtful application of technology also makes a significant difference.

Alliance developed an AI-powered, hands-free, end-to-end intake solution for a personal injury law firm. This use case is particularly relevant because it involves sensitive conversations with individuals who have been injured. Prospects engage with a conversational AI virtual agent that patiently and empathetically guides them through qualifying questions to determine whether the attorney can assist.

The Alliance solution manages more than 30 branching intake questions—three times the capability of standard market solutions—using advanced logic to accurately qualify each case. With this solution, potential new claimants have their inquiries acknowledged and addressed immediately, while the law firm can effectively handle 100% of incoming calls, 24/7—balancing the human touch of live agents with purposeful AI to deliver a more responsive and consistent customer experience.

We create AI-powered solutions with purpose—built to deliver real results in customer experience, revenue growth, or cost efficiency. We've chosen to develop these tools in-house so we can make them truly valuable for our clients and help them balance automation with human interaction

Daniel Castilla
Co-founder and COO, Alliance BPO Services

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Alliance BPO Services is focused on using its unique capabilities to solve key customer issues, including the high customer acquisition cost that plagues D2C businesses. Too often, slow response times to leads costs companies the prospects they've spent money to find. Alliance shortens response times to under 1 min for prospects and delivers the delightful experiences that retains customers and expands their lifetime value.

Another issue that costs D2C customers is limited after-hours coverage. Now, more than ever, consumers want to make purchases and get support when they want it; if they can't, they get frustrated. This leads to lost sales and bad reviews. Alliance can expand the support schedule to 24/7/365 and easily scale services up and down to meet the needs of heavy holiday and marketing promotion periods and slower times, so customers can always get the help they want, when they want it.

Cost is always an issue for customer service, but it's not just the spending on the service, it's also the value returned by the service. With its holistic approach, Alliance has delivered cost savings as high as 50% to clients while also growing sales, enrollments, and retention. It doesn't just offer services; it partners with clients to create long-term success.

Alliance BPO Services, Hermosillo Contact Center

Barranquilla, Colombia

COLOMBIA: A MARKET OF HIGH POTENTIAL, FACING HEADWINDS

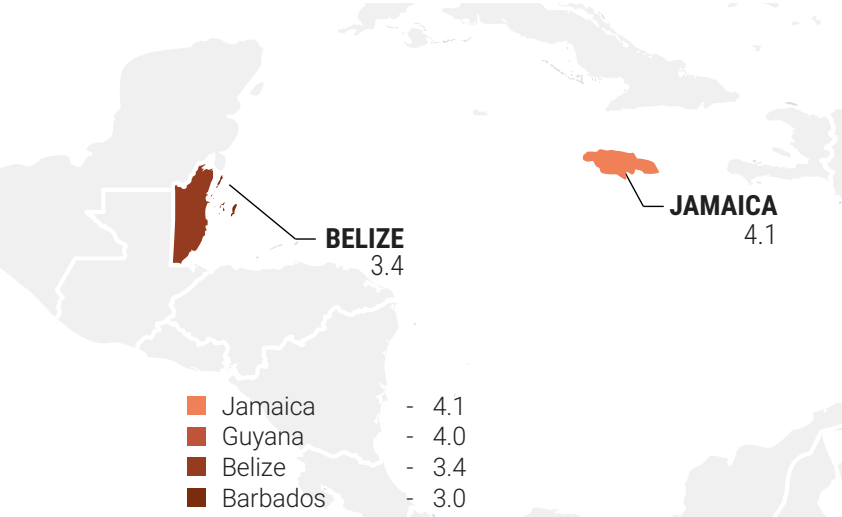
Colombia has long been Latin America's second-largest CX outsourcing hub, with mature outsourcing sectors in Bogota, Medellin, Barranquilla and Cali, and a sizable bilingual talent pool. U.S. firms have for years tapped Colombian service teams, valuing the country's neutral Spanish accent and strong service culture. In recent years, however, the Survey has plotted a persistent decline in Colombia's favorability among U.S. CX decision-makers.

Some critics say that Colombia's outsourcing sector has been slow to evolve. While there are digital leaders in the market, many providers still focus on traditional call center and basic back-office work—services that yield thin margins and offer little differentiation in a tech-forward era. This static profile makes Colombia seem less competitive compared to peers embracing new digital CX solutions. Politics, too, has played a part. Gustavo Petro, Colombia's first avowedly leftist president, has struggled mightily to govern but managed this year to finally push through a labor law that promises to elevate business costs.

With greater innovation and investment in emerging CX capabilities, as well as efforts to replenish its English-speaking talent pool, Colombia could reinvigorate its appeal. But at present, U.S. buyers are inclined to more digitally-advanced—and politically safer—options.

Bogota, Colombia

THE CARIBBEAN: NATIVE ENGLISH STRENGTHS IN A DIVERSE REGION

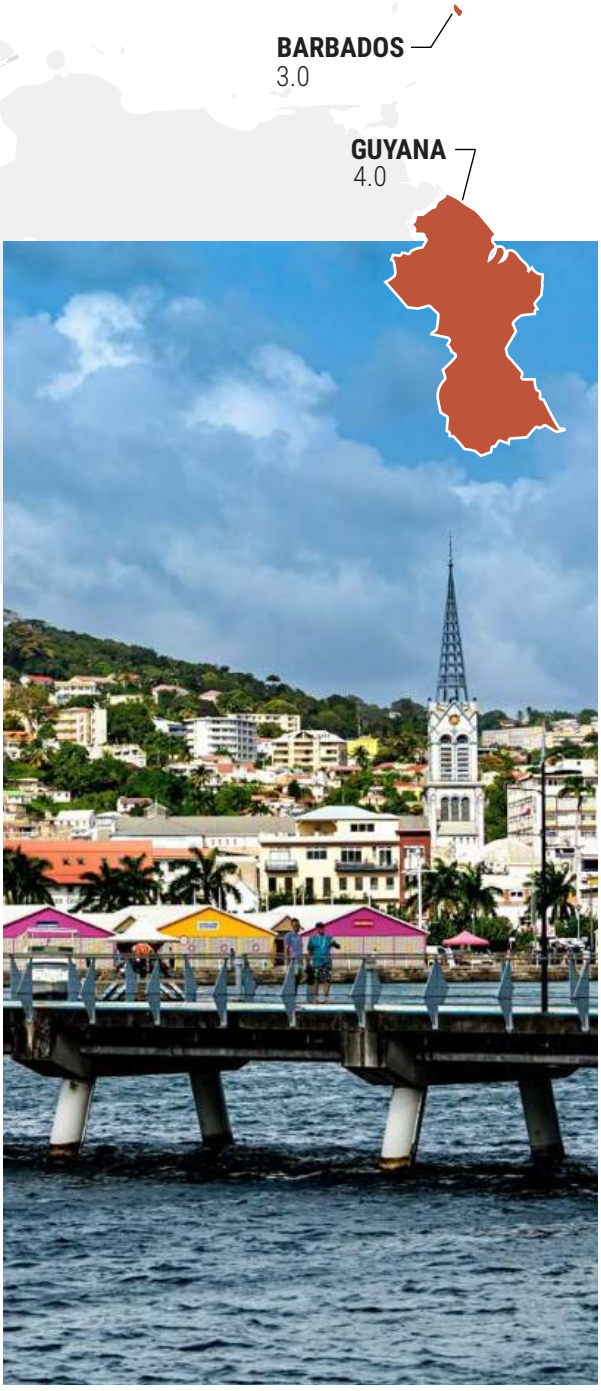


Jamaica is the region's CX industry leader, with a mature sector that employs tens of thousands. It continues to draw U.S. programs thanks to an experienced workforce and strong government support, though its favorability has recently plateaued after years of steady growth. Meanwhile, smaller English-speaking markets are gaining ground. Guyana, for example, has surged in popularity after major BPO firms established operations there, leveraging its educated, English-fluent population. Belize, though located in Central America, similarly benefits from English as its official language and a successful track record in contact centers. Other countries like Trinidad & Tobago have also expanded their CX sectors to include a number of global BPO players, supported by skilled talent and competitive costs.

The Caribbean's native-English proposition essentially offers onshore-quality service at a fraction of the cost. Looking ahead, the key for these markets will be to manage growth sustainably and continue expanding their service offerings. If they maintain reliable delivery, avoid talent saturation, the Caribbean will remain an integral part of the U.S. CX ecosystem—especially for enterprises that prioritize language and cultural alignment in customer interactions.

By contrast, Jamaica's favorability among US enterprise CX decision-makers slipped marginally in recent years, though it continues to host several thriving BPO operations. In addition to native-English voice delivery, Jamaica enjoys a growing reputation for KPO delivery, especially legal outsourcing and medical support services. Notably, Jamaica enjoys a degree of favorability among CX decision-makers not just in the United States but Canada and the UK as well.

US enterprise CX leader favorability to Caribbean nearshore delivery destinations (1 = not at all favorable, 8 = highly favorable)



Georgetown, Guyana

Tegucigalpa, Honduras

CENTRAL AMERICA: OPPORTUNITIES AMID PERCEPTION CHALLENGES

Central America's Spanish-speaking countries—Guatemala, Honduras, El Salvador, Costa Rica, and Panama—have long been on the nearshore CX map, yet they struggle to attain the favorability of larger nearshore markets. U.S. buyers perceive many of these nations as high-risk and limited in scalability due to issues like crime and relatively small pools of fluent English talent.

Still, the region has shown areas of progress and emerging strengths. In Honduras, private-sector investment in secure BPO campuses has demonstrated that high-quality service delivery is possible even in what have been perceived to be high-crime environments. Guatemala, the region's most populous country, has expanded broadband connectivity and adopted remote work models, enabling companies to access talent beyond the capital. Costa Rica stands out for its political stability and a highly educated workforce, positioning it as a hub for more complex bilingual services. Yet, higher labor costs and a relatively small talent pool have limited its competitiveness, and overall favorability among U.S. buyers remains moderate.

Looking ahead, Central America's role in the nearshore landscape is likely to remain limited unless perception issues are addressed. For now, the region offers niche opportunities for outsourcers willing to invest in training and infrastructure, but it still trails far behind Mexico and the Caribbean as a CX delivery choice for U.S. enterprises.

CONCLUSION

Latin America and the Caribbean remain an integral part of CX delivery for consumers in the United States. However, the expansion of advanced technologies in CX delivery is clearly reshaping the landscape. While the classical advantages of cost, proximity, and bilingual talent remain relevant, they no longer guarantee a competitive edge. Advanced technologies are reshaping customer experience delivery. But differentiation in this space doesn't come from hype; it comes from careful integration that leads to demonstrable results.

Nearshore CX providers seeking to win new business must deploy advanced technologies while continuing to leverage their linguistic and cultural competencies. To stay competitive, nearshore providers must remain adaptable. That means keeping pace with technology shifts and aligning their services with what CX leaders actually need—practical tools and support that improve performance across channels. Across the Americas, leading providers are already expanding their value propositions around cybersecurity, data insights, and scalable digital delivery. The nearshore opportunity remains strong, but it belongs to those who can evolve with global technology trends.

Kingston, Jamaica

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