

# [24]7.ai's Global Footprint Brings Geo-Diversification and Geo-Balancing

## Economic Overview and Industry Challenges:

Leading Economic Index	Month
0.5%	July
0.3%	August
<b>Decrease of 2.7% between February and August 2022</b>	

Source: U.S Conference Board, 2022.

Unemployment Rate	Month
3.5%	July
3.7%	August
<b>The rate at which unemployed people got jobs, slowed to 26.7% in November from 28.6% in September.</b>	

Source: US Labor Department, 2022.

Are you worried that the coming recession will have an impact on the **growth plans for your company?**

Are you trying to **grow your company's global footprint** by setting up new contact centers offshore and nearshore?

Have you faced challenges while **entering a new market or launching a new product?**

Did your remote in-house contact center fail to provide peer support and managers to **monitor agent performance?**

## Agent Services Providers with Offshore and Nearshore Delivery Centers can put you in a better position to address Recession

- During global recessions, an onshore supplier's currency tends to devalue against the dollar. Adopting an offshore outsourcing strategy can get an additional package per dollar of spending.
- For call center scalability issues during and after the peak season or during unfortunate economic conditions, choose flexible resourcing with geo-diversification and geo-balancing strategies.
- CXOs are trying to ensure business continuity during economic downturns and rapidly expand into new regions and markets without a brick-and-mortar presence. Therefore you can outsource a share of your portfolio to emerging economies with higher growth rates, like India, the Philippines, LATAM, etc.
- Gaining mobility requires capital expenditure, time, and extra effort that diverts the CXO's focus from the core business innovation. BPOs with offshore/nearshore delivery sites are fast in tapping into the local workforce and language, with enterprise security standards and built-in regulatory compliance for total peace of mind.

[24]7.ai, having 22+ years of experience as a BPO service provider to global Fortune 500 clients, understands the nuances of customer needs for/in different channels, markets, industry verticals, and unsuitable economic circumstances. We offer a smart-mix-location strategy, providing multiple site options in India, the Philippines, LATAM, and EMEA - bringing geo-balancing and geo-diversification strategy to the forefront.

## What to gain from [24]7.ai's Geo-Diversification and Geo-Balancing Strategies?

- With onshore, offshore, and nearshore agents, we create an intuitive simplified customer experience by tapping into language, age, and gender diversity.
- Since we cover a wide array of locations for possible client needs, we get to market faster with the power of global technology - providing easy integration with existing systems and reaching high performance quickly, and that too, at low-cost hiring.
- Provide global mobility by cutting across geo-boundaries, leveraging talent within verticals across the organization, complemented with the best-in-class leadership development framework.
- We continue to target new competencies to expand our global presence and the talent pool. [24]7.ai is positioned as "The first in the market" in locations such as Shillong (India) and Xela (Guatemala), giving your business a unique opportunity to explore these untapped talent markets.

## Raising the bar on productivity and performance by distributing work to the best-performing sites

We centralize operational practices. We create a smart mix of channel services capabilities delivering results through optimized performance and low-cost location options. For example, when one contact center has better voice services while another excels at chat services, we distribute the work traffic based on this factor to improve your overall company margins. India has always been the Center of Excellence for chat and messaging, with offshore delivery centers in Shillong, Bangalore, and Hyderabad. On the other hand, LATAM (Guatemala City, Xela, and Medellin - Colombia) and the Philippines excelled in voice operations. LATAM delivery centers are highly recognized bilingual hubs for performance excellence by many leading global brands.

## Multiple Business Continuity Models deployed for Global Clients

We ensure business continuity by offering disaster recovery for natural disasters, pandemic-driven emergencies, and recession downfalls - enabling you to redirect functions to alternate sites during a crisis. We allow businesses to provide services from multiple data centers in strategic locations around the world, thus assuring high availability and scalability without compromising service substance or quality. By spreading your services across our various geo-strategic sites, we minimize risk and improve agility in the operating model.

## Greenfield Sites - Open to exploring a potential province where a company is not present

We continue to explore similar untapped talent markets across the globe to provide the right balance between talent sourcing and cost of service. Our approach is focused on labor market saturation and socio-economic inflation, allowing us to create a sourcing and delivery framework in emerging markets - helping you de-risk the delivery framework against socio-economic drivers. We are currently evaluating new delivery locations in Egypt, Vietnam, Romania, and South Africa to meet cost-optimizing objectives for our clients.

## Global Awards & Recognitions:



**2022 - CCW Winner**  
BPO of the Year



**2021 & 2022**  
ET Business Excellence  
Quality Assurance  
Leader | IT / ITES sector



**Great Place to Work**  
Certification for  
4 Consecutive  
Years



**Best Workplaces for Women**  
by GPTW for  
4 Consecutive  
Years



**2021 - Frost & Sullivan Award**  
Best Practices  
Customer Leadership in  
the Customer Experience (CX)  
Industry

## How our Work-From-Anywhere Model defines the future of work, focuses on Business Continuity and Enables Global Champions

- Crafted with key components such as Collaboration, Supervision, Compliance, Configure and Connecting, Performance Management, and Reporting.
- Special talent pool for bringing workplace diversity and inclusion with LGBTQ and specially-abled individuals.
- With our technology-driven augmented WFA solution, we explore and launch new dedicated satellite sites and competitive locations.
- We enhance agent experience with benefits like improved productivity, work-life balance and mental health, less commute, and talent upskilling programs.

## Contact us

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## About [24]7.ai

[24]7 Agent Services, ranked #1 BPO by Global Fortune 500 clients for 22+ years with an unrivaled 90% success rate for the Best Vendor Ranking, offers diverse, thoroughly vetted, highly-skilled agents for every channel - who align with the brand's DNA. Lowering cost-per-interaction while boosting customer satisfaction, we outperform the client's best site by 10% with the best of technology, training, and analytics. We enhance customer experience through agent experience by equipping agents with AI to deepen engagement, accelerate accurate resolutions, and reduce average-handle-time. We empower our agents to become brand ambassadors that promote brand loyalty and excellence, thus building trust, upholding brand reputation, and revolutionizing strategies.

For more information visit: [www.247.ai](http://www.247.ai)