



RYAN STRATEGIC ADVISORY

Leveraging Guadalajara Mexico for CX Excellence

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A White Paper for Rapido Solutions

Introduction

Today's US customer experience client knows what they want from a quality partner. No longer can a contact center partner just get by with adequate service levels. Rather, the current consumer expects interactions that go above-and-beyond by sourcing the best talent possible.

It is in this context that Guadalajara-based CX provider Rapido Solutions has emerged as an alternative to traditional third-party providers of front-line service with expertise in logistics and supply chain management. Given the vast but fragmented nature of logistics, this dedicated subject-matter expertise is coveted by US firms seeking a CX partner that can provide revenue generation.

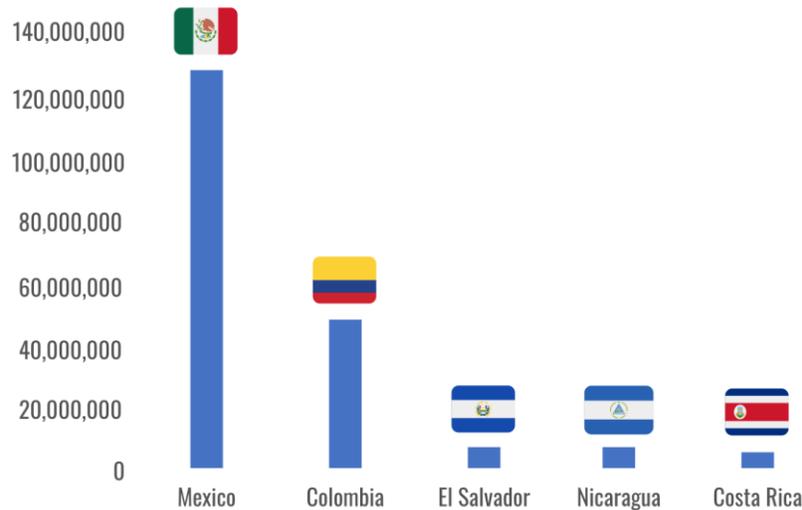
With an entrepreneurial mindset that aims to deliver the best possible engagement to end-users via digital and voice-based communication in both Spanish and English, this BPO is among the upstart additions to customer management in the nearshore.

Why Mexico for Nearshore Front-Line Services?

Mexico enjoys an advantageous position in terms of nearshore front-line delivery. Arguably, Mexico is the most resilient market in Latin America for contact center services, and the country's BPO industry benefits from the following advantages:

- **Workforce scalability** – as noted in the graphic below, Mexico is the largest single national market for nearshore delivery into the US. With a population more than double that of its nearest competitor in Latin America, nearshore clients can be confident in Mexico's long-term labor force scalability. There is limited chance of saturation, a problem that has plagued many other countries in the region. Given that the population is relatively distributed across numerous major centers, Mexico has greater resilience against saturation.

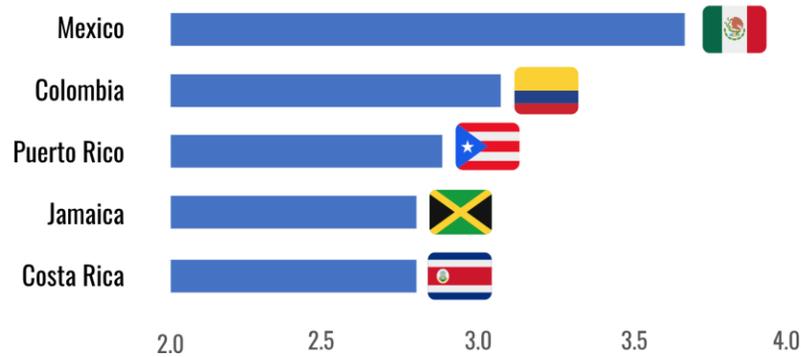
Total population – Mexico versus nearshore alternatives



Source – CIA World Factbook

- **English-language quality** – Mexico’s strong affinity for quality English is a big driver for US contact center work in the country. With its proximity to the US, coupled with the heavy influence of American commercial and popular culture, Mexicans have developed an understanding of English that is instinctive and has proven solid at supporting consumers north of the border.
- **Cost-effectiveness** – Mexico’s cost base is significantly lower than that of the US, in terms of commercial property and labor. These savings are immediately recouped by American enterprises that choose to work with Mexico-based partners.
- **US buyer favorability** – Mexico remains one of the most popular locations for American enterprise service buyers, and the most favored nearshore location. In the Ryan Strategic Advisory 2020 Front Office Omnibus Survey, nearly 120 US captive contact center decision-makers indicated that Mexico was their preferred choice for operations across Latin America and the Caribbean.

Using a scale of 1 - 8 (1 = not all favorable, 8 = very favorable), please provide your degree of favorability to the following offshore locations for contact center delivery (North American respondents only)



Source – Ryan Strategic Advisory, 2020

Guadalajara at the heart of Mexico's Offerings

In recent years, the growing metropolis of Guadalajara has become a location of choice in Mexico for nearshore contact center delivery into the US. Among the principal reasons for this include:

- **Accessibility to the US** – Guadalajara is among the most accessible cities in Mexico for American executives. It is serviced by most major US carriers, with direct flights to / from the following cities.* In an era where business travelers are seeking delivery points closer to home, Guadalajara's accessibility is a major advantage.

* This list is accurate at the time of writing and subject to change.

Atlanta	Denver	Los Angeles	Phoenix	San Antonio
Charlotte	Fresno	Miami	Portland	San Francisco
Chicago	Houston	New York	Sacramento	San Jose
Dallas	Las Vegas	Oakland	Salt Lake City	Seattle

- **Technology hub** – technological development is at the heart of Guadalajara’s value proposition. It remains among the most business-friendly urban locations in Latin America, and is Mexico’s primary distribution and manufacturing point for IT components. This has resulted in high-quality network connectivity, which is essential for servicing consumers in the US. It has rightly been dubbed by many as Silicon Valley of Mexico.
- **Educated and scalable labor pool** – no one should underestimate Guadalajara’s workforce size and skill. As Mexico’s second-largest city, with a metro population of over 5 million, Guadalajara provides a scalable workforce for BPO operators. Equally, roughly half of the city’s residents have completed high school, with over a quarter having post-secondary education designation. This is ideal for the recruitment of skilled, multilingual talent to support American consumers.
- **Emerging Mexican delivery alternative** – the factors listed above are among the key reasons why Guadalajara has become a sought-after choice for nearshore front-office support. To that end, over the past decade the city has managed to attract some of the most important names in customer experience management for nearshoring purposes, further speaking to the value that operations there are able to realize. It is also the cradle for locally-born disruptive CX operators.

Rapido Solutions as a Mexican nearshore partner of choice

Founded by two budding BPO entrepreneurs, Rapido Solutions has quickly emerged as a force to be reckoned with in Guadalajara’s nearshore community. It provides clients with the agility to briskly respond to changes in their business needs. Rapido Solutions is based on a number of fundamental principles that consider:

- Sourcing the best talent to service the US supply chain and logistics market
- Working hand-in-hand with their partner in order to build a true extension of the US team in Mexico
- A corporate culture that motivates the best results

- Efficiencies that ensure the best business benefits for its clients

Today, from its growing Guadalajara delivery center, Rapido Solutions provides clients with a variety of options, including:

- **Customer support services** – customer care, technical support, order management
- **Revenue generation** – transportation sales, lead generation / qualification / conversion, digital marketing management
- **Back-office functionality** – data entry, accounts receivable management, compliance administration
- **IT services** – UX testing, software support

Conclusions

US businesses deserve the best results in their CX initiatives. For US logistics providers, the global pandemic has created record demand for shipping in one of the most difficult climates in the history of the industry. By working with an agile, energetic third-party provider, not only will efficiencies be obtained but consumer loyalty will be cemented. This guarantees long-term revenue streams. Rapido Solutions is at the vanguard of third-party service provision, providing clients with functionality across the front-line ecosystem. Doing so from Guadalajara, one of the best locations in the nearshore, adds to its commercial proposition.