

Philippines Surpasses India as Preferred Contact Center Outsourcing Destination



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TMCnet Contributing Editor, January 11, 2011

For a number of years, India has been the outsourcing destination for companies seeking to streamline their call center operations through offshore outsourcing initiatives. According to a Bank Tech blog, however, the destination of choice is now the Philippines.

It appears the Philippines has overtaken India as the call center capital of the world. USA TODAY reported that much of the business driven to the Philippines has been focused on supporting financial services and technology.

The USA TODAY report shows that there are now 350,000 Filipino call center jobs to India's 330,000. Many of the centers being established in the Philippines are designated for the support of financial services for companies such as JPMorgan Chase and Citigroup, who rely on their centers in the Philippines for customer calls or back-office work.

These numbers are only expected to grow in the Philippines. In fact, according to the Contact Center Association of the Philippines, call centers located in the region produced \$6.3 billion in revenue last year alone, and this figure is expected to grow 15 percent to 20 percent as multinationals increasingly set up shop there.

India's call centers have been estimated to have produced \$5.6 billion to \$5.9 billion in revenue last year. These figures were provided by the Dallas-based advisory firm Everest Group.

One of the benefits to the Philippines is the fact that it claims English as one of its official languages. In addition, its residents have embraced the American culture. Both of these elements tend to appeal to U.S. businesses.

Bank Systems & Technology named the Philippines one of the "Five Hot Outsourcing Markets Outside of India" in a 2010 article. This designation was not due just to the country's English language capabilities, but also as a result of the Philippines' relative geopolitical stability and access to an educated workforce.

Last year, TMCnet reported the unique combination of ancient and modern forces: the rice-farming industry and the call service industry. Palay farmers in the Philippines are now able to call a toll-free number with questions about how they can improve farming techniques and develop revenue from crop production.

This service is a result of a partnership between the International Rice Research Institute and the Department of Agriculture's Nutrient Management for Rice program.

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Other services offered in the Philippines go beyond serving its own constituents. According to this TMCnet report, Arriba Inc, a Philippine call center based out of Mindanao, announced it will be offering contact center solutions through their very experienced and skilled telemarketing Philippines staff.