



Outsource to win

How contact center leaders achieve more with an outsourcing-first strategy





The current state of CX and consumer sentiment

Does this sound familiar? Your customers expect faster, more personalized service than ever before across social media, email and voice channels. Meanwhile, your team is already stretched thin, balancing rising costs, economic uncertainty and rapidly shifting customer demands, including the need for omnichannel, 24/7 support. The challenge is scaling your customer experience (CX) operation without sacrificing quality or burning out your team.

This is the reality for many brands today—juggling customer satisfaction, operational constraints and the constant need for consistency across the entire customer journey. As consumer expectations evolve, traditional methods simply don't cut it anymore. Forrester's latest US Customer Experience Index (CX Index™) shows a decline in consumer perceptions of CX quality, with fragmented customer and employee experiences as leading causes.

Faced with increasing costs, inconsistencies across channels and difficulty scaling service, forward-thinking brands are turning to outsourcing-first strategies to maintain CX excellence while driving operational efficiency and brand consistency. By partnering with a business process outsourcing (BPO) provider with global operating standards, brands can streamline their operations and ensure every customer interaction is seamless and consistent, no matter where or how it occurs.





Evolving from reactive to proactive CX

The modern customer-driven landscape requires more than reactive support. CX leaders are navigating high expectations for quality, responsiveness and consistency—all while balancing costs and scaling operations. Meeting these demands is challenging, and traditional in-house or conventional outsourcing models often fall short, only addressing surface needs without adapting to the fast-changing CX landscape.

These models may offer short-term relief but often need more strategic capabilities to meet evolving customer demands. For example, CX leaders managing multiple vendors across regions may face inconsistent service quality, technology lags and a lack of alignment with brand values. A global brand striving to maintain consistent standards may encounter service quality gaps and response delays across markets. Without an integrated approach, customers experience a disconnect that negatively affects their satisfaction and loyalty.





The outsourcing-first advantage

An outsourcing-first model transforms outsourcing from a reactive function into a proactive, growth-driven partnership. Instead of filling service gaps, this approach makes outsourcing a strategic extension of your CX function, helping brands build resilience, consistency and agility across all touchpoints. A strategic BPO partner can effortlessly scale with your brand while providing customer experiences that align with your standards, values and long-term objectives.

Brands adopting an outsourcing-first model have seen up to a **30% reduction in response times** and up to a **35% improvement in first-contact resolution**. This approach leverages real-time analytics, AI-powered support and omnichannel capabilities to ensure every interaction is seamless and high-quality, regardless of location or channel. An outsourcing-first model keeps your brand focused on core priorities while scaling CX quickly and effectively to meet demand and deliver on customers' expectations.

“Instead of viewing outsourcing exclusively to fill volume needs, **savvy contact center leaders will leverage partners to fill competency gaps.**”

– **Brian Cantor**
Managing Director, Principal Analyst
CCW Digital

Source: 2024 Special Report: New Trends In Contact Center Employee Experience



Adopting an outsourcing-first strategy

Leading brands are committed to delivering outstanding customer and employee experiences. However, due to various headwinds—marked by budget constraints and digital disruption—achieving scalable, cost-effective CX excellence is increasingly challenging to sustain in-house. Traditional outsourcing models often compound these issues, resulting in inconsistent CX, operational inefficiencies and potential risks to brand integrity.

What makes a BPO partnership transformative is its ability to do more than just reduce costs. It's about driving innovation, operational efficiency and scalability—while maintaining high-quality customer experiences.

A transformative BPO doesn't just fill gaps. It anticipates future needs and elevates your brand with:



Technology integration

An impactful BPO partner integrates AI-powered tools, such as real-time analytics and automated workflows, to improve response times and elevate customer interactions.



Cost efficiency

It's no secret that outsourcing CX reduces costs. However, the true value of modern outsourcing is the ability to intelligently reallocate resources through data-driven insights—cutting up to 30% of operational overhead without compromising service quality.



Risk management

A forward-thinking BPO proactively manages security risks and ensures compliance with global regulations, safeguarding sensitive data and reinforcing trust in your brand.

Foundever's PeakOS operating model provides a globally consistent, scalable and secure framework that ensures high-quality, seamless CX across all channels, regions and languages, making it a strategic asset for long-term success.





PeakOS: Foundever's global operating standards for consistent, high-quality CX

Contact center leaders face an ongoing challenge: scaling operations, maintaining quality and reducing costs in a market that demands more innovation and efficiency than ever before. In contrast to traditional BPO models, Foundever's PeakOS framework offers an industry-leading approach that supports brands as they expand across multiple channels, customer segments and geographies.

An outsourcing-first strategy has emerged as the most effective solution for addressing these demands. Outsourcing has shifted from solely focusing on budget reduction to prioritizing long-term partnerships with BPOs that enhance operational efficiency, improve customer experiences and maintain global security standards. This is where PeakOS excels.

PeakOS integrates seamlessly into your operations, aligning with every brand touchpoint to ensure high standards and impeccable flexibility. By combining advanced AI, automation and real-time data insights, PeakOS empowers brands to adapt dynamically to customer needs, bringing a proactive, strategic advantage to every interaction.



THE IMPACT OF PEAKOS

PeakOS offers high-impact technology, consistent global standards and the agility to scale with your brand—making it a unique, transformative solution among BPO models.



The evolution of CX outsourcing

Over the past few years, the value of CX outsourcing has shifted dramatically. No longer just a cost-cutting measure, outsourcing now addresses the multifaceted challenges modern contact centers face, such as inconsistent CX, loss of brand control, security risks and the constant demand for innovation. Despite these advancements, many leaders hold onto outdated perceptions, fearing outsourcing could compromise brand integrity or deliver subpar customer experiences.

Not all BPOs are created equal

While many still operate under traditional, transactional models, the right BPO partnership can transform operations instead of simply supporting them. Foundever's PeakOS operational framework directly addresses the common pitfalls of traditional outsourcing by seamlessly aligning people, processes and technology through global operating standards. With PeakOS, brands achieve the consistency, customer satisfaction and operational agility they need to enhance customer loyalty and achieve their goals.

Foundever's PeakOS framework: The blueprint for CX evolution

Foundever has evolved beyond cost-cutting to become a long-term strategic partner, actively contributing to brand growth and innovation. By utilizing PeakOS, Foundever offers best-in-class technology and tailored solutions, maintaining excellence through global standards that ensure quality and scalability across every aspect of the customer experience. PeakOS exemplifies this evolution, enabling every customer interaction to remain seamless, scalable and secure—no matter the operation's complexity or channel. With global operating standards at the core, PeakOS ensures that every process, from agent onboarding to daily interactions, meets high standards, giving your brand the consistency and agility needed to thrive in a demanding CX landscape.

At Foundever, global operating standards set us apart. Thanks to PeakOS, our 150,000 agents deliver 9 million high-quality customer interactions daily in over 60 languages. Integrating these standards across all contact centers allows us to meet the demands of today's complex market with consistent, efficient and secure CX.



TRADITIONAL CX OUTSOURCING

- ✗ Reactive
- ✗ Short-term cost cutting measure
- ✗ Processes and technology vary by team and location
- ✗ Compromises brand continuity, compliance and security

OUTSOURCING-FIRST CX

- ✓ Proactive
- ✓ Long-term strategic partnership
- ✓ Uniform processes and technology across teams and locations
- ✓ Enhances brand continuity, compliance and security



Foundever's solution: PeakOS—the global operating standards for an outsourcing-first CX strategy

Outsourcing has transformed from a simple cost-cutting tactic into a strategic decision that enhances operational efficiency, ensures brand consistency and delivers exceptional customer service at scale. To fully realize these benefits, CX leaders need a BPO partner capable of delivering quality, consistency and efficiency across all touchpoints, geographies and channels.

This is where global operating standards are essential. Foundever's PeakOS serves as the operational framework that ensures every aspect of your customer experience is superior. In conjunction with PeakOS, Foundever deploys the same processes, technology and metrics worldwide, providing consistent, high quality customer experiences regardless of where or how the service is delivered.

01 Specialized CX solutions and technology expertise

Technology is a powerful enabler in a globalized market—but only when implemented effectively. PeakOS goes beyond traditional models by integrating AI, automation and analytics to create a comprehensive framework that standardizes every process and ensures consistent CX at every touchpoint, whether through chatbots, phone calls or emails.

This purpose-built solution aligns technology with human expertise, providing real-time insights and proactive support that empower agents to perform at their best. The result? Faster, more personalized customer experiences without the complexity of traditional outsourcing.

CASE STUDY



Foundever developed Hot Leads, a specialized CX solution that transformed a telecommunications client's cold calling strategy, boosting sales, customer satisfaction, employee experience and compliance.

[Learn more ►](#)



02 Cost-effectiveness and efficiency

PeakOS optimizes every dollar spent on CX by allocating resources intelligently, eliminating inefficiencies. Unlike traditional outsourcing models, which often prioritize cost-cutting at the expense of quality, PeakOS ensures that brands benefit from both cost savings and a high standard of service.

Through intelligent automation and streamlined workflows, Foundever enables brands to **reduce operational overhead by up to 30%** while focusing on the quality interactions that drive loyalty. This dual approach supports sustainable cost savings and empowers brands to scale in response to evolving customer demands.

CASE STUDY



A leading retailer achieved **over \$10 million in savings** by working with Foundever to leverage offshore, nearshore and work-at-home agents, driving cost savings and providing access to talent closer to retail locations.

03 Flexibility and scalability across channels

As brands enter new markets or manage seasonal spikes, flexibility and scalability become essential. PeakOS provides seamless scalability, allowing brands to expand or reduce operations as needed.

Rather than just maintaining service standards, Foundever harnesses PeakOS to empower brands to scale with agility. This framework supports consistent, high-quality service while adapting to the nuances of different regions, languages and customer expectations. [A luxury EV brand](#) used Foundever's omnichannel engagement to unlock **\$15M in sales** as they scaled into a new market.



04 Global consistency and operational agility

Brand consistency across regions and channels is essential for building trust and loyalty. PeakOS ensures that every interaction—whether via social media, live chat or voice—aligns with brand values and meets high-quality standards. With universal operating standards and the flexibility to scale, Foundever empowers brands to deliver seamless, high-quality experiences worldwide while preserving the personal touch that drives customer satisfaction.

05 Technology integration

Foundever's PeakOS simplifies technology integration, reducing IT overhead while ensuring seamless communication between systems and agents. As AI adoption grows, PeakOS enables smooth AI integration, balancing automation with human support.

Key benefits of AI integration through PeakOS include:



Automation of repetitive tasks, allowing agents to focus on higher-value interactions.



Enhanced self-service options, where AI helps customers resolve issues independently, improving satisfaction and efficiency.



AI-assisted agent support that offers real-time suggestions and knowledge base access, helping agents deliver faster, more accurate solutions.

By embedding AI within a structured framework like PeakOS, Foundever optimizes operations, enabling significant cost savings while improving customer satisfaction.

“Inconsistency kills brands.”

– **Vinay Parmar**

Founder of Dhruva Star and Global
Top 50 Customer Experience Voice

Source: cxnetwork.com

**06**

Real-time customer insights and predictive analytics

Foundever's PeakOS empowers leaders with real-time customer insights and predictive analytics, ensuring data-driven decisions that enhance CX. PeakOS provides live dashboards and reporting tools by standardizing data collection across touchpoints, offering visibility into key metrics and customer behaviors.

With these insights, CX leaders can:



Monitor interactions in real-time and adjust strategies dynamically.



Tailor products and services to evolving customer needs.



Identify opportunities for cross-selling, upselling and personalization.

Predictive analytics also help identify interaction patterns, allowing brands to resolve issues before they escalate, resulting in faster responses and higher customer satisfaction.

07

Improved agent experience and retention

Agent retention is a significant challenge for many contact centers, especially in high-demand industries. Foundever's PeakOS framework addresses this by standardizing hiring, training and retention strategies, improving agent experience and satisfaction. Clear processes, better tools and consistent training and support empower agents to deliver exceptional service, reducing turnover and enhancing CX.

Motivated and supported agents ensure high-quality interactions, even as business scales.

CASE STUDY



A fintech company partnered with Foundever to accelerate agent training and reduce attrition, with experienced agents mentoring new hires through structured daily sessions, resulting in a **0% attrition rate**.

[Learn more ►](#)





08 Increased security, compliance and risk management

For industries with stringent data and regulatory standards, PeakOS provides more than just compliant solutions; it delivers peace of mind. Built with robust security protocols, continuous risk assessment and strict adherence to GDPR, HIPAA and PCI-DSS, PeakOS ensures that brands meet the highest compliance requirements.

PeakOS embeds proactive security measures and real-time compliance monitoring into each interaction, allowing brands to manage sensitive customer data securely while adapting quickly to regulatory changes. This comprehensive risk management approach positions Foundever as a trusted partner for secure, compliant CX.



09 Customer satisfaction and brand loyalty

An outsourcing-first strategy goes beyond cost reduction; it focuses on delivering long-term value by enhancing the customer experience. PeakOS optimizes every interaction, integration and process for efficiency and quality, positioning your brand as a leader in CX and fostering organic growth through customer loyalty and retention.

10 Brand reputation, trust and differentiation

CX consistency ensures that every interaction meets the same high standards, building trust and strengthening brand reputation. Satisfied customers drive positive word-of-mouth, differentiating your brand in a competitive marketplace and promoting growth.

Only 3% of companies are customer-obsessed—prioritizing customer needs above all. But, they see **41% faster revenue growth**, **49% faster profit growth** and **51% better retention**.

Source: Forrester, 2024 US CX Index report



How to choose the right BPO partner

A workbook for CX leaders





Choosing the right BPO partner is a crucial decision that affects your brand's scalability, customer experience and operational efficiency. This workbook is designed to guide you through the process of evaluating BPOs based on their ability to meet your company's specific needs, ensuring that you make an informed, strategic decision.

Use this guide to ask the right questions, assess critical factors like global operating standards and evaluate potential partners through a series of structured exercises.

Part 1: Define your goals

Before you start evaluating potential BPO partners, you must clarify your business needs and CX goals. Take a moment to fill in the following:

01 What are your top three goals for outsourcing?

Examples: Scalability, cost-efficiency, improved CX quality.

1.

2.

3.

02 What pain points are you currently facing in your CX operations?

Examples: Fragmented customer service across regions, high agent turnover, compliance challenges.

1.

2.

3.



Part 2: Key questions to ask during the RFP process

As you evaluate BPO partners, these questions will help you uncover whether they have the capabilities to meet your needs:

01 How do you hire and retain agents at scale?

- What are their hiring and training practices across regions?

Notes

02 How do you manage complex products and services?

- How do they handle a range of service offerings or products and adapt to new complexities?

Notes

03 How do you guarantee quality and consistency in customer outcomes?

- Explore the processes they use to ensure consistent CX across geographies and channels.

Notes

04 What transformative capabilities do you bring to CX innovation?

- Look for examples of innovation that directly impacts customer satisfaction and efficiency.

Notes

05 What are your security and compliance protocols?

- Ask for specific examples of how they meet regulatory requirements like GDPR, HIPAA and PCI-DSS.

Notes



Part 3: Conducting site visits

Site visits are a crucial part of evaluating a BPO partner. They allow you to observe operational standards in real time and assess the company's culture and collaboration across teams. Use this checklist during your visits to ensure you're gathering the most useful insights:

01 Visit multiple sites

- Schedule visits at different locations to see how global operating standards function across various regions.

Notes

02 Schedule visits around team meetings

- With remote work being more prevalent, visiting during team meetings offers a chance to assess the culture and team collaboration.

Notes

03 Engage in role-play

- Experience the agent journey firsthand to understand their processes and challenges better.

Notes

04 Assess cross-team collaboration

- Observe how different teams (e.g., IT, operations, agents) work together and share insights.

Notes



Part 4: BPO RFP evaluation checklist

After gathering insights from the RFP process and site visits, use this checklist to evaluate potential partners:

01 Does the BPO provide standardized processes across all global locations?

Yes No

02 Are technology and reporting systems fully integrated across all regions?

Yes No

03 Does the BPO offer a single global account manager?

Yes No

04 Do they have proven systems for security, compliance and risk management?

Yes No

05 What is their agent attrition rate?

06 How well do they reflect local culture while maintaining global standards?



Part 5: Decision-making framework

Now that you have evaluated the options, reflect on your top candidates. Use this space to list the **pros and cons** of each BPO partner:

01 BPO candidate #1

Pros

Cons

02 BPO candidate #2

Pros

Cons



Next steps: Narrowing down your choice

Based on your insights, the next step is to narrow down your choice. Consider the following:

- Does the BPO align with your strategic goals?
- Have they demonstrated global consistency, innovation and the ability to scale?
- Will they help you deliver seamless, high-quality CX across all regions and channels?

Once you've made your selection, schedule a follow-up meeting to discuss the next steps and begin the onboarding process.

Conclusion: Finding the right partner for long-term success

Choosing a BPO partner is a substantial decision that can shape the future of your customer experience strategy. Use this workbook as a guide to ensure you make an informed choice based on global operating standards, the ability to drive innovation and a clear alignment with your company's goals.





Ready to transform your CX strategy?

Foundever's PeakOS framework provides the global operating standards and advanced tools your brand needs to scale efficiently while delivering seamless, secure and high-quality customer experiences continuously. With Foundever, you can turn an outsourcing-first approach into a strategic advantage that drives growth, operational agility and customer satisfaction.

Partner with Foundever today to elevate your CX and stay ahead of evolving customer expectations. Let's work together to build future-proof solutions tailored to your business.





Appendix

Telecom leader partners with Foundever to revolutionize cold calling with Hot Leads

A leading mobile network operator partnered with Foundever to enhance its telemarketing strategy, aiming to boost sales, improve agent retention and comply with new cold calling regulations. While the company relied on traditional cold calling for its cost-effectiveness, it faced the challenge of increasing success rates within a competitive market and adhering to strict contact regulations.

SOLUTION



Hot Leads approach

Collaborated with Foundever and internet data brokers to develop the Hot Leads strategy, where only filtered and qualified leads were passed to agents for follow-up calls.



Chatbot integration

Created a chatbot that engages potential customers through targeted ads on search engines and social media, qualifying leads in real time based on their interest in products and services.



Regulatory compliance

This method aligned with telemarketing regulations, ensuring adherence while improving engagement with potential customers.

OUTCOME



Sales success

Achieved a 15% success rate in sales, with one in six calls resulting in a successful transaction.



Customer satisfaction

Maintained a high CSAT score of 4.6 out of 5, reflecting positive customer interactions.



Agent retention

Realized an impressive 0.5% agent attrition rate, demonstrating enhanced agent engagement and satisfaction in their roles.

Foundever utilized the PeakOS framework to bring together the right people, technology and processes, creating the specialized CX solution known as Hot Leads. This program transformed the client's cold calling strategy, increasing sales and enhancing customer satisfaction while promoting a positive employee experience in a competitive market. Moreover, this innovative approach improved compliance.



Luxury EV brand collaborates with Foundever to achieve \$15 million in sales in less than a year

A luxury electric vehicle (EV) brand aimed to establish itself in a new market by selling directly to customers, bypassing traditional dealership networks. The challenge involved developing a tailored approach to CX that aligned with local expectations while maintaining high CX metrics in a competitive and emerging market for luxury EVs.

SOLUTION



End-to-end CX strategy

Foundever applied PeakOS to create a comprehensive CX approach that covered the entire customer journey, from discovery to sales and post-purchase support, ensuring consistency in customer interactions.



Multilingual support

Utilized a Lisbon-based hub to provide support in Spanish and Portuguese, facilitating effective communication with potential customers.



Omnichannel engagement

Employed 18 cross-trained agents to manage customer interactions across various channels, including voice, chat, email and social media, fostering one-to-one relationships with customers throughout their journey.



Data-driven insights

Leveraged performance metrics and insights from existing territories to refine scripts and processes, enhancing the overall customer experience.

OUTCOME



Sales achievement

Generated \$15 million in managed sales within the first year of operation.



Customer interactions

Facilitated 22,000 total customer interactions.



Customer satisfaction

Maintained an impressive CSAT score of 86%.



Service level

Achieved a service level of 95%, ensuring timely and effective customer support.

PeakOS delivered the integrated systems and consistency essential for cultivating one-to-one customer relationships across multiple channels and languages. It also offered the performance metrics, insights and flexibility required for ongoing optimization. This strategic initiative allowed the luxury EV brand to successfully enter the market, achieving substantial sales and high customer satisfaction within a year while laying a strong foundation for future growth.

Fintech partnered with Foundever to accelerate agent training and reduce attrition

A leading fintech company aimed to enhance the speed of agent training while reducing high attrition rates. With increasing demand for their services, the company struggled to recruit and train enough agents for effective B2B and B2C customer support. The existing training method took 16 working days for new hires to become competent, leading to an attrition rate of 24% within the first 90 days and 45% in the following 90 days. Additionally, the inconsistency in training across their ecosystem of CX delivery partners posed significant challenges.

SOLUTION



Early Bird approach

Developed a new training strategy called the Early Bird approach, allowing tenured agents to provide structured daily mentoring to new hires.



Reduced training time

Shortened the training duration to just 12 working days, which is a 25% reduction compared to the previous method.



Mentorship benefits

The mentoring system minimized new hires' fear of failure, boosted their confidence and fostered a supportive learning environment.



Performance measurement

Early Bird agents were closely monitored to ensure a higher level of preparedness and skill during their first weeks of customer interactions.

OUTCOME



Training efficiency

Achieved a 25% reduction in time to competence.



Cost savings

Generated 82 weeks of cumulative cost savings through enhanced training efficiency.



Attrition rates

Realized a 0% attrition rate after 90 days for Early Bird agents, compared to 24% for those trained through the traditional method.



Performance metrics

Early Bird agents averaged a Net Promoter Score (NPS) of 56% during their first week, significantly outperforming traditionally trained agents, who averaged 29%.

This strategic initiative employed PeakOS to establish clear processes and efficient training standards, which accelerated agent training and reduced both attrition and training costs. By adhering to Foundever's global operating standards, the client successfully improved agent training and lowered attrition rates. Additionally, PeakOS helped them meet the increasing demand for their services while maintaining high-quality customer support.

Why partner with Foundever®?

Managing CX can be a challenging undertaking for companies of any size. Foundever offers a strategic solution to high operational costs, scalability and complex technology integration. Thanks to +40 years of industry expertise, over 800 brands across 45 countries trust us to deliver our services in over 60 languages. Our global teams handle 9 million customer interactions daily, blending innovation with operational excellence to tackle your CX challenges effectively.

Our services and delivery models

Foundever provides CX outsourcing services tailored to every stage of the customer journey. Our services include customer care, technical support, back-office support, collections, trust & safety and sales & retention. Our CX delivery solutions include in-center, work-at-home and hybrid work models utilizing onshore, offshore and nearshore support, ensuring scalability and flexibility to serve your customers wherever they need us.

Ensuring operational excellence

Our global operating standards, PeakOS, ensure consistent performance, efficient processes and high-quality outcomes. PeakOS streamlines operations, enhances security and complies with PCI DSS, ISO 27001, and SOC Type 1 and Type 2 certifications. It supports globally consistent hiring, training, and performance management practices, promoting continuous improvement, professional development and employee engagement.

Leveraging advanced CX solutions

Foundever leverages advanced CX solutions to streamline and improve the quality of customer interactions with technologies like conversational AI, generative AI, intelligent automation and interaction analytics. Our CRM and CCaaS platforms ensure seamless integration and flexibility, complemented by effective CX strategy and design.

Our knowledge management delivers the right information to agents and customers faster, while our learning and development uphold high-performance standards. We offer omnichannel CX strategies with self-service options that allow customers to engage through their preferred channels. Our social media CX strategies transform platforms into powerful support channels, and our unified agent desktop equips agents for exceptional service delivery.

Delivering Industry-specific expertise

Foundever understands how to meet each client's unique needs, offering tailored solutions across various industries, including banking and financial services, insurance, healthcare, retail, technology, telecommunications, media, utilities and logistics. We scale our services to meet the needs of disruptor brands preparing for or experiencing rapid growth. By partnering with Foundever, brands across diverse sectors and growth stages can enhance customer experiences, improve operational efficiencies and achieve measurable success.

Cultivating a culture of care

With over 150,000 associates worldwide, united by an award-winning performance culture, we ensure every customer interaction builds long-term loyalty. Our forward-thinking approach to customer experience outsourcing delivers competitive advantages when they matter most. Our mission is clear: to be the solutions and the teams behind the best experiences for the world's leading brands, transforming customer service into a powerful tool for business growth and customer satisfaction.

Our promise to you

Foundever is more than just a service provider – we're your strategic partner in navigating the future of CX. By blending human expertise with AI-driven capabilities, we empower your brand to deliver exceptional customer experiences. Our global reach, advanced technological solutions and industry-specific expertise make us the trusted choice for brands looking to stay competitive and customer-focused in today's rapidly changing marketplace.

Sitel Group® and SYKES are now Foundever®

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Truly global

Connect your CX to a world of experience

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Ireland
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Luxembourg
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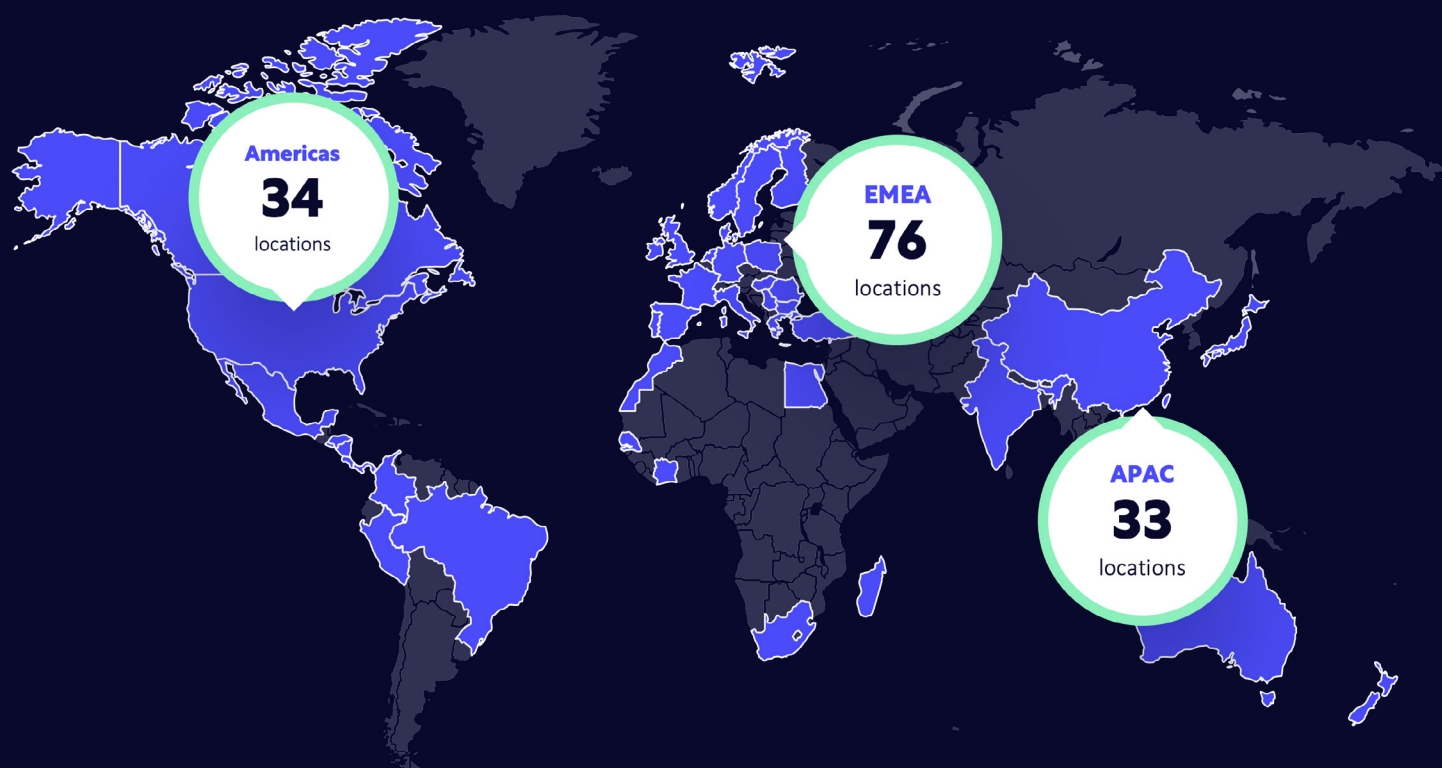
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Ivory Coast
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Senegal
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Asia Pacific

Australia
China
India
Japan
Malaysia*
New Zealand
Philippines

* Countries are new locations in 2023 and 2024



Diverse
domestic and
near/offshore
locations

In-center, at
home and hybrid
delivery models

Multilingual
hubs to support
complex CX
language needs

Digital centers
of excellence and
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