Market Intelligence

Scenario

➢ A $700 Million, US-based global leader in integrated knowledge process outsourcing services in India, the Philippines, and the United States

➢ The client has been in business for more than two decades and provides outsourcing and contracting services

➢ With an endeavor to expand globally, the client was exploring organic growth opportunities in the Latin America region. Athena was engaged to conduct a Market Intelligence Study

➢ The 3 prospective locations of Brazil, Mexico and Colombia were evaluated on the basis of Existing Outsourcing Infrastructure, Talent Availability, Compensation & Competitive Benchmarking, Crime and IT Security Infrastructure availability

Challenge

➢ Latin America is still a developing market with data insights not readily available

➢ Low pool of bilingual English-speaking population posed as a challenge during primary data collection

➢ Developing trust amongst the interviewees

Approach

➤ Athena followed a two-tier research methodology wherein information was first gathered from secondary resources and then conducted detailed interviews to validate initial findings and fill information gaps

➤ Our team of researchers were deeply involved for 3-4 weeks and conducted a 360° evaluation on the given parameters

➤ This involved interviews with varied stakeholders, including legal officials and target talent pool

Outcome

➤ Athena presented a complete intelligence report within the given timelines.

➤ Based on our recommendations, our client was able to converge on the decision of selecting Mexico City in Mexico out of the 14 cities (5 in Mexico, 5 in Brazil and 4 in Colombia) analyzed, as the most viable destination to enter the Latin America region