

# HOW WE ADVISED A US-HQED LEADING LPO WITH THEIR MARKET ENTRY STRATEGY IN LATAM MARKET

## CLIENT BRIEF

- 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

The company is a trusted global provider of alternative legal and business solutions to leading law firms, corporations, and professional service firms. They apply a highly experienced staff of 3,500 employees to a wide range of problems that require scale and expertise



**\$595 MN**  
Revenues



**7**  
Operating Locations

## SCENARIO

- 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

## CHALLENGES

1

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

2

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

3

Developing trust amongst the interviewees

# SOLUTION & IMPACT

## 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



Unique portfolio of services covering entire spectrum of Talent Management

### Athena's Key Metrics

98%

Completion ratio of assignments

85%

Assignments completed under 45 days

80%

Assignments at VP level or above

70%

Assignments from repeat clients

24%

Assignments completed with diversity candidates