

# Development of Multilingual Contact Centers in Portugal: Key Success Factors

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# Contact Centers PORTUGAL

## FATORES DETERMINANTES PARA O SUCESSO

CONFERÊNCIA APCC PORTO 2019 24 de outubro de 2019 | Porto Palácio Hotel

**apcc**  associação  
portuguesa de  
contact centers



**In the next two years if you are the same  
business you are right now, you are going to  
be *out* of business**

## Key Factors When Choosing Portugal For Multilingual Hub



### High Living Standards

- 3rd Position Global Peace Index
- Stable economic and political environment
- Good climate
- Low living costs

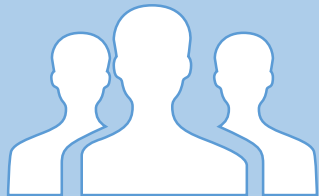
Source: EY Business Service Centers Portugal



### 40,1%

Portuguese students studied 2 or more foreign languages

Source: Eurostat 2016



### Foreign Population

- UE: 17.070
- Extra UE: 19.551

Source: INE



### Strategic Location

- Time zone OTC/GMT
- Maximum 4 hours flight distance from main European cities
- Proximity to American Continent

Source: Eurostat 2016

## Understanding Contact Center Multilingual Hub Workforce

 Women 53% / Men 47%

 Higher Education 58%

 Job Portals, Referrals and LinkedIn



 Millennials (25 – 34 yo)

 Brazil, Spain, France and Italy



**Competitive advantage is a company's ability to**  
*attract and retain* **talent**



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## Roadmap: Starting With a Strong Hiring Plan

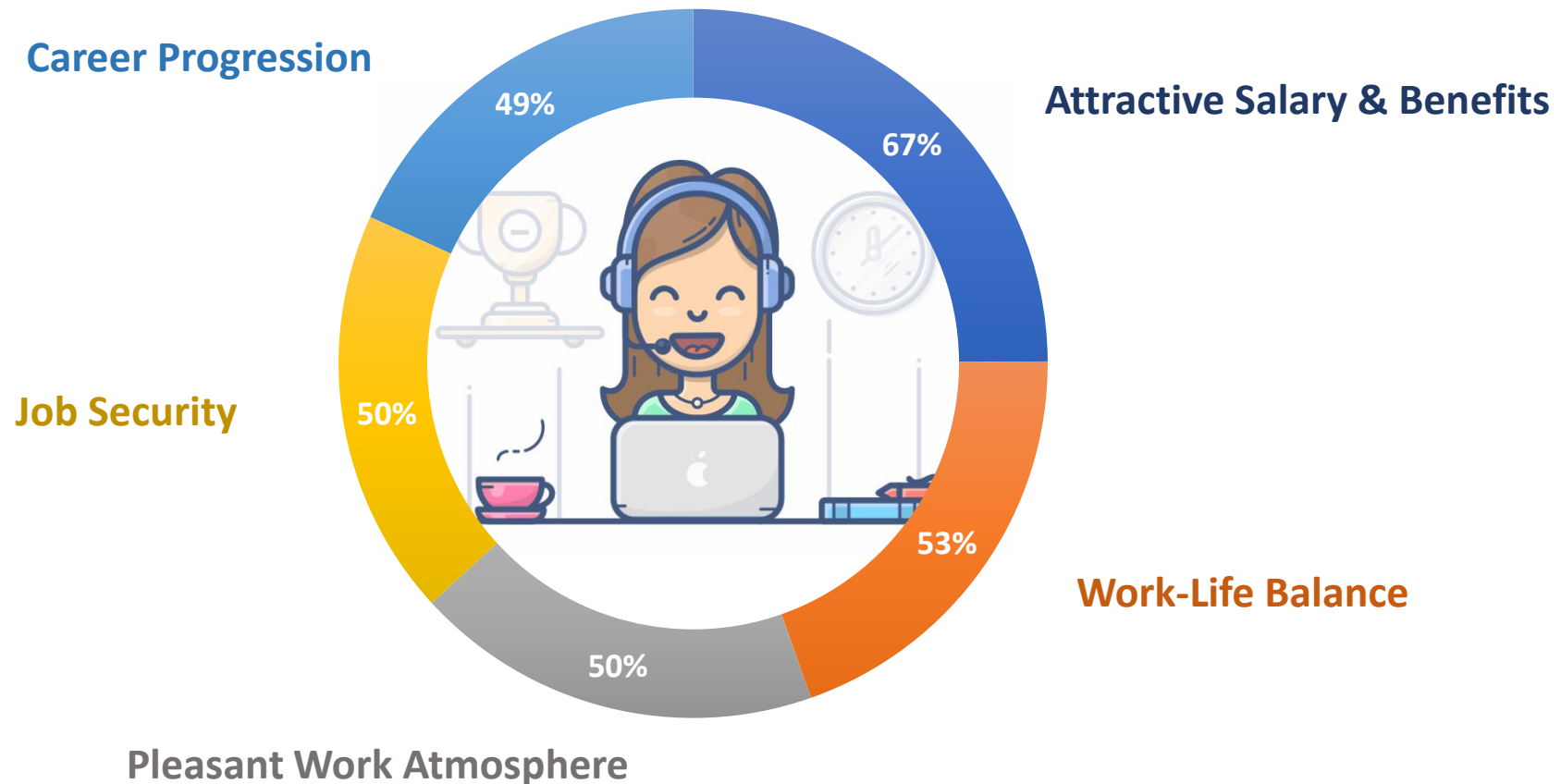
Develop a Strong Employer Brand

Consider College Recruitment

Promote Employee Referrals



## What Potential Employees Want When Choosing An Employer in Portugal



## Roadmap: How To Retain Your Talent? Employee Retention Strategies



### Get The “Deal” Right

Explaining what you offer, but also what you expect in return

Communicating where the company goes



### Help your Talent Grow

Professional Development

Feedback

Promotion

Recognition



### Create a Great Workplace *Where Everybody Feel Comfortable and Happy*

Happy employees have the right attitude

Reducing stress increases productivity

Happiness inspires creativity



### Work-Life Balance *“Virtue is the Happy Medium Between Two Extremes”*

Promote health initiatives

Ask employees for guidance

Lead by example





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“

***To win in the marketplace you must first win in the workplace***

Doug Conant

”



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# Obrigado