

US\$6m facility for Chaguanas

Advensus sees 1,000 jobs in 18 months

ADVENSUS, a Dominican Republic contact centre and business process outsourcing (BPO) services company, has announced the launch of its US\$6 million delivery facility in Chaguanas. This new, state-of-the-art facility aims to tap into the high-quality workforce available in the country, the company says.

It will be a 4,000-square-metre facility with three floors with a maximum capacity of 800 workstations.

Projected job creation is 1,000 in 18 months, it said.

'Trinidad is fertile ground for access to professional talent, top-level English capabilities, and neutral accents for nearshore customer service delivery,' said Advensus CEO Thomas Oronti in a media release. 'We're thrilled to join other pioneers in shaping the future of this country's burgeoning BPO ecosystem.'

Why Trinidad and Chaguanas?

Advensus said Trinidad and Tobago's population 'boasts high levels of English proficiency and is renowned for its professional work ethic. Plus, as a relatively new industry in Trinidad, BPO employee attrition is lower than in locations with more established outsourcing backgrounds. 'In terms of infrastructure, the country has well-maintained roads, minimal traffic congestion, five undersea fibre cables, and a fibre optic distribution system that covers close to 100% of its populated areas.'

It stated that Chaguanas benefits from good transportation links and 25 post-secondary education institutions.

'We refurbished the building with employee experience, security, and PCI and HIPAA compliance top-of-mind,' said Oronti. 'It's crucial that our employees are happy at work and that enterprise brands feel comfortable outsourcing here.'

About Advensus

Founded in 2006 and headquartered in the Dominican Republic, Advensus operates as a PCI-certified contact centre services company with five facilities in Santo Domingo, collectively housing over 5,000 seats. Advensus says it specialises in customer service, inbound and outbound sales, collections, technical support, and various back-office functions.

With extensive experience across sectors such as retail, financial services, consumer goods, healthcare, telecom and cable, travel, and entertainment.

The company offers its services in both English and Spanish.