

Another BPO sets up in T&T



Recently appointed CEO of T&T Trade and Investment Promotion Agency, Sekou Alleyne.

Advensus, a Dominican Republic contact centre and business process outsourcing (BPO) services company, yesterday announced the launch of its US\$6 million delivery facility in Longdenville, Chaguanas.

In a news release, Advensus said the new, state-of-the-art facility aims to tap into the high-quality workforce which the company recognises is available in this country.

Chief executive officer of Advensus, Thomas Oronti, said, “T&T is fertile ground for access to professional talent, top-level English capabilities, and neutral accents for nearshore customer service delivery. We’re thrilled to join other pioneers in shaping the future of this country’s burgeoning BPO ecosystem.”

The company also stated that as a relatively new industry in the country, BPO employee attrition is

lower than in locations with more established outsourcing backgrounds.

The investment was facilitated by the investment arm of the newly established Trinidad and Tobago Trade and Investment Promotion Agency (TTTIPA).

The agency's recently appointed CEO, Sekou Alleyne, said, "We have been working with Advensus since 2023 to operationalise their investment and are pleased to welcome them to T&T's outsourcing industry which comprises nine global investors, including this one, with a total of approximately 3,000 employees.

"Our team will continue facilitating Advensus to ensure their set-up is as smooth as possible and that they remain in the country as a satisfied investor."

About the Chaguanas facility, Oronti said, "We refurbished the building with employee experience, security, and PCI (Payment Card Industry) and HIPAA (Health Insurance Portability and Accountability Act) compliance top-of-mind. It's crucial that our employees are happy at work and that enterprise brands feel comfortable outsourcing here."

The release further stated that the maximum capacity is 800 workstations, with projected job creation of 1,000 in 18 months and the establishment is a 4,000-square-metre facility with three floors.

Founded in 2006 and headquartered in the Dominican Republic, Advensus operates as a PCI-certified contact centre services company with five strategically located facilities in Santo Domingo, collectively housing over 5,000 seats.

Advensus specialises in customer service, inbound and outbound sales, collections, technical support, and various back-office functions.

"With extensive experience across diverse sectors such as retail, financial services, consumer goods, healthcare, telecom and cable, travel, and entertainment, Advensus is well-equipped to meet the unique needs of its clients.

The company offers its services in English and Spanish, delivering exceptional value through some of the most advanced facilities in Latin America and the Caribbean at highly competitive rates," the company outlined.