

## WHY KENYA AS AN Outsourcing desination?

1. **Language Proficiency:** Kenyans exhibit fluency in English, a fundamental requirement for successful call center operations. The country's education system emphasizes English language proficiency, ensuring a skilled workforce for communication-based services.
2. **Cultural Compatibility:** Kenya's cultural affinity with Western cultures, particularly Europe and North America, fosters better understanding and communication with clients from these regions.
3. **Time Zone Advantage:** Kenya's time zone allows call centers to operate during European business hours, providing a convenient overlap for customer support.
4. **Cost Competitiveness:** The lower cost of living in Kenya makes labor costs competitive without compromising service quality, attracting businesses seeking to reduce expenses.
5. **Decent Living Wage:** A labor cost of about USD 200 provides a decent living wage in Kenya, offering an economically viable and sustainable model for both businesses and the local workforce.
6. **Government Support:** The Kenyan government actively supports the BPO industry through policies, incentives, and infrastructure development, creating a conducive business environment.
7. **Skilled Workforce:** Kenya boasts a growing pool of educated and tech-savvy professionals, well-equipped for roles in the BPO sector.
8. **Infrastructure Development:** Significant investment in telecommunications infrastructure ensures reliable connectivity, a crucial factor for smooth call center operations.
9. **Stable Political Environment:** Kenya's relative political stability provides a secure backdrop for long-term investments and the growth of the BPO sector.
10. **Educational System:** A well-established education system ensures a continuous supply of qualified professionals, meeting the demands of the BPO industry.
11. **Green Energy Usage:** Approximately 80% of Kenya's power comes from sustainable sources, demonstrating a commitment to environmentally friendly practices. This not only aligns with global trends but also

provides stable and reliable energy, essential for uninterrupted BPO operations.

12. **Cost Stability with Green Energy:** The use of green energy contributes to a stable and predictable cost structure, benefiting businesses with high energy consumption like call centers and data centers.
13. **CSR and Global Appeal:** Kenya's emphasis on green energy aligns with corporate social responsibility (CSR) goals, appealing to businesses focused on sustainability. This commitment enhances the global appeal of Kenyan BPO services.
14. **Favorable Exchange Rate:** The weaker Kenyan shilling provides a favorable exchange rate, offering more value for every dollar spent. This is a significant cost advantage for businesses operating in Kenya, making it an attractive destination for outsourcing activities.
15. **Cost Efficiency:** The favorable exchange rate not only reduces operational costs but also enhances the overall cost efficiency of call center and BPO operations. Businesses can benefit from a cost-effective environment without compromising on the quality of service.
16. **Competitive Pricing:** The cost advantage resulting from the weaker shilling allows Kenyan service providers to offer competitive pricing in the global outsourcing market. This competitiveness can be a decisive factor for businesses looking to optimize their budgets while maintaining service excellence.
17. **Stable Democratic Government:** Kenya's stable democratic government provides a conducive environment for business operations, ensuring a consistent and predictable regulatory framework.
18. **Economic Hub of East Africa:** As the economic hub of East Africa, Kenya serves as a strategic gateway to the region, offering businesses access to a dynamic market and facilitating regional connectivity.

In summary, Kenya's comprehensive advantages, including a reasonable living wage of USD 200, stable democratic governance, being the economic hub of East Africa, and the range of factors mentioned earlier, collectively position the country as an ideal hub for call center and BPO operations, meeting the diverse needs of businesses in an increasingly globalized market.