



Optimizing Nigeria's Non-Oil Export Potentials - Making Nigeria the premier outsourcing destination



Global BPO Outlook

GLOBAL BPO MARKET OVERVIEW

Global BPO Market was worth a staggering \$245 billion in 2021, with current 2028 revenue forecast at \$435.89 billion.

The Market is expected to grow due to businesses focus on increasing agility to survive the ever-changing business environment and increasing efficiency while decreasing operating cost to focus on core competencies.



African BPO Outlook



AFRICA THE NEXT FRONTIER MARKET

Africa is the next frontier Market for BPO, according to a report released by Ryan Strategic Advisory, South Africa became the most favored CX delivery location in 2021.

This research initiative sounded the views of 628 enterprise contact center decision-makers across the demand markets of Australia, Canada, France, Germany, Italy, Spain, the UK and the USA



The Nigerian Advantage

THE NEXT FRONTIER MARKET

Nigeria has a population of over **200 million** people, with a median age **18.1 years** as of December 2021, equivalent to **2.64%** of the world's population.

Covid-19 shook the world and brought about uncertainty, most recently giving birth to The Great Resignation. The US and round the world has seen a tidal wave in resignations across key sectors in the economy.

This has led to a skill shortage in major Fortune 500 companies globally. There is a pressing need to have a robust Business Continuity Plan, acknowledging the need to Outsource non-essential business lines to competent Outsourcing partners.

We are highly positioned to become the next frontier market. Nigeria has the skillset to be able to take these jobs.

Source: Statista 2022; World Bank 2021; United Nations Data 2022; Harvard Business Review 2021



**INTERNET SERVICE
PENETRATION RATE 50%**

**NIGERIA'S OVER
18 POPULATION**

**YEARLY
UNIVERSITY GRADUATES
1,000,000**

**105
MILLION**

Key Outsourcing Advantage

- Favorable Time zone (GMT +1)
- High yearly University Graduates
- Affordable pricing
- Vibrant Youth Population
- Largest Tech Space in Africa

- Majority English Speakers
- Good technology infrastructure

The Nigerian Tech Space

AFRICA'S LEADING TECHNOLOGY ECOSYSTEM

Nigeria tech startups raised a staggering \$1.7 billion in 2021, this has now seen an overall investment of up to \$2.9 billion just for Nigerian Startup's.

The Nigerian tech ecosystem is currently thriving, creating new products, services and platforms, that are bringing innovative solutions to the average Nigerian.

This has brought about the much-needed attention from the International community and has reinforced the importance of technology towards development in Nigeria.

Key Highlights

- More than 300 investors participated in the funding rounds of over 100 Nigerian tech startups in 2021
- 13 of the 120 deals were in eight-digits
- Nigeria became the Unicorn capital in 2021
- Nigerian startup bill to unlock tech sector potential

2021 TECH
STARTUPS
FUNDING

\$1.7BILLION

TOTAL
FUNDING
RAISED BY
TECH
STARTUPS

\$2.9BILLION



**60% OF
TOTAL
INVESTMENT
CAME IN
2021**

About Outsource Global



A CASE STUDY

Outsource Global is **Africa's leading business process outsourcing company**. Outsource Global has the capacity to support small, medium & large-scale companies, serving clients across **USA, UK, Japan & Africa**. We empower companies, seeking to grow their sales, customer service, and back-office teams. We provide remote talents that are trained to execute your bespoke processes.

Mission

Make Nigeria the premier outsourcing destination, empowering women and youth of Nigeria for a better tomorrow.

We help our clients become operationally efficient and competitive. We have created over 1000+ direct graduate jobs for customer care executives, sales, marketing, information technology, legal & financial practitioners and medical professionals serving the global market.

Our Core Values

- Have Integrity
- Insist on the Highest standards
- Make an Impact
- Constantly Improve

We have changed the business model from a client vendor relationship to a partnership with all our clients. We are able to significantly impact the bottom line of our clients and continually increase the scope of our support.

This focus on our client has enabled our customer experience surveys to average , clearly showing the value we bring our global clients.

About Outsource Global



WHAT WE HAVE ACHIEVED

Outsource Global set out on an ambitious goal in June 2016 and within the first year, we achieved our 5-year plan.

Our Centers & Reach

- Abuja, Nigeria (HQ)
- Kaduna, Nigeria
- Lagos Nigeria
- Delaware, USA
(Registered Entity)

Our Key Markets

- United states of America
- United Kingdom
- Japan
- Africa

Our Key Achievements

- Employ over a **1000 employees**
- **Over 50% female representation** across the company and in Key management positions
- 90% of employees are University Graduates
- Hiring the **top 1% talent** in the Market
- **Trained over 2000 employees** in Backoffice & IT skills

Our Services

- Customer Experience
- Remote B2B & B2C Sales
- Legal Services
- Accounting-as-a-service
- Software Development
- Medical Support Services
- Back-office processing
- Remote Healthcare
- Professional Services
- Workforce Management
- IT Support
- Human Resource Management
- Secretariat Management

Our Clients

- Healthcare Providers
- Top Commercial Banks
- International Fintech Companies
- Multinational Consumer goods Companies
- Legal Companies
- Disability Advocacy
- Insurance Companies
- Financial Services
- International Developmental agencies
- Professional services companies



How can Nigeria do it?

UNLOCKING THE POTENTIAL OF BPO

- We can take advantage of Africa being the most preferred BPO Destination.
- Taking advantage of the great resignation
- Rebranding Nigeria
- Infrastructural development
- Training & Upskilling our talent - Skill Gap training
- Financing Opportunities
- Attracting investment in BPO e.g. Pioneer status, Ease of doing Business, Free trade zones, etc.

