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Bilingual call center launches in Bogota

THURSDAY, 20 OCTOBER 2011 11:09 TONI PETERS

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President Juan Manuel Santos at Convergys inauguration

Photo: Invest in Bogota

Multinational Business Process Outsourcing (BPO) company officially inaugurated its headquarters and contact center in Bogota Thursday.

Convergys Corporation opened its contact center in the presence of Colombian President Juan Manuel Santos, interim Mayor of Bogota Clara Lopez and Minister of Information Technology and Communication Diego Molano.

Convergys which has call and contact centers across the Americas, Europe, the Middle East and Asia, began its operations in Bogota in January 2011. At that time it employed 400 people, it now has 850 people working in English, with the aim of employing 1,000 people by the end of the year.

The Convergys workforce in Bogota is 100% bilingual with employees speaking B1 or B2 (Intermediate/Advanced) English in according with the Common European Framework for languages.

Convergys set up the Compete with the World intensive English program in collaboration with Colombia's national training service, SENA. Invest in Bogota, a public-private investment promotion agency for Bogota, helped the company in its feasibility study and phases of investment.

Colombia is developing a reputation as a center for multinational Business Process Outsourcing companies such as French Teleperformance and Spanish Digitex setting up in Medellin and Manizales respectively.

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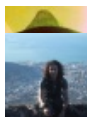
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Christian Salzmann

quite interesting. I wonder if they are going to establish other European languages as well?

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