

CGS Nexus Colombia

High empathy support
& agile CX delivery



CGS Nexus Colombia is

built for high empathy support and agile CX delivery. Colombia's young, energetic workforce excels at relationship-driven service, while CGS Nexus adds the structure of the **Total Experience (TX) model** — real-time coaching, unified knowledge, AI-assisted workflows, and digital quality intelligence — to improve FCR, AHT, and retention for every brand we support.

CGS Nexus Colombia supports leading international brands across retail, fintech, utilities, subscription and technology services, and other high-growth sectors that depend on responsive, trust-building customer experiences. Operational capabilities enable nearshore support and scalability, particularly for U.S.-based clients.

Why CGS Nexus Colombia?



Highly capable talent:

A 700,000-strong CX workforce, with a median age of 31, creates a dynamic, learning-ready talent pool that adapts quickly to new products, playbooks, and technologies.



Educational ecosystem:

More than 300 universities and colleges feed a growing digital and business pipeline, giving you access to agents and specialists comfortable with complex workflows and omnichannel tools.



CX Connectivity:

Strong metro fiber and modern office towers in key business districts, supported by Bogotá's TransMilenio and major commuter corridors, enhance operational stability, connectivity, and schedule adherence.



Infrastructure:

Colombia's digital backbone was purpose-built for customer contact at scale, with multiple submarine fiber cables, redundant fiber networks in major cities, and enterprise-grade telecom providers delivering 99.99% uptime and low-latency connections to North America. Modern business parks, reliable utilities, and upgraded transportation networks in hub cities afford access to large, urban talent pools.



Regulatory stability:

An outsourcing-focused labor environment and robust cyber and physical safeguards help de-risk your nearshore footprint and support long-term continuity planning.

Why CGS Nexus Colombia?



Spanish–English bilingual support

that connects you seamlessly with customers across the Americas, supported by proven QA processes, training zones, and modern workspaces.



High-energy, empathetic teams:

High-empathy customer care that deepens relationships, resolves issues quickly, and turns everyday interactions into opportunities to reinforce your brand.



Sales acumen:

Sales assist and subscription support that protect recurring revenue through proactive outreach, bundled offers, and churn-prevention workflows.



Expert tech support:

L1 troubleshooting and digital support that blend clear communication with structured diagnostics to resolve technical issues efficiently for non-technical users.



Back-office excellence:

Back-office and content operations that keep your digital channels, billing, fulfillment, and case workflows accurate and up to date behind the scenes.

AI-empowered capabilities



AI Agents: AI agents serve as an intelligent first line of support, resolving routine questions and simple transactions before they ever reach a human. They guide customers through intuitive self-service journeys, handle repetitive inquiries at scale, and provide always-on coverage while staying aligned to your brand voice. By deflecting high-volume, low-complexity contacts, AI Agents reduce wait times and cost-to-serve, allowing live experts in Colombia to focus on complex, high-value conversations where empathy and problem-solving matter most.



AI Copilots: AI copilots sit alongside agents, quietly enhancing interactions with real-time intelligence. During live calls and chats, they recommend next-best actions, surface relevant knowledge, and automate tasks such as note-taking and summaries, so agents can stay fully present with the customer. This guided support shortens ramp time, increases consistency across teams, and drives higher first-contact resolution and quality scores, while preserving the natural, relationship-driven style that makes Colombian CX so powerful.



AI Data & Analytics: AI Data & Analytics transform every customer contact into actionable insight for supervisors and executives. By analyzing speech, text, sentiment, and operational performance, these tools highlight emerging trends, process friction, and churn indicators that would otherwise remain hidden in daily volume. Leaders gain the visibility to fine-tune scripts, policies, and staffing models, enabling continuous improvement and data-backed decision-making that keeps your Colombia operation aligned with evolving customer expectations and business goals.

**People first.
Outcomes driven.
Aligned for success.**

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