

# Why More Brands Are Choosing Ghana for CX Outsourcing

Inside the Shift to Africa's Fastest-Growing  
Outsourcing Hub







# Executive Summary:

## Ghana's Growing Role in Global CX

Global brands are rethinking where and how they scale customer experience (CX) operations. With rising costs in traditional outsourcing markets, Ghana is stepping into the spotlight—offering the infrastructure, workforce, and momentum that global brands need to deliver high-quality CX.

This white paper explores what sets Ghana apart in Africa's growing outsourcing economy, from its cost advantages and skilled workforce to government-backed digital investment and a business environment built for growth.

# Executive Summary:

## Ghana's Growing Role in Global CX (cont.)

### Key Takeaways

- ✓ Africa's outsourcing sector is expanding fast, and Ghana is emerging as a top destination, with political stability and a tech-savvy workforce.
- ✓ Ghana's business process outsourcing market is projected to reach \$274.97 million by 2029, growing at a 6.11% annual rate.<sup>1</sup>
- ✓ Labor costs in Ghana remain well below those in Western markets, with favorable exchange rates boosting ROI.
- ✓ The country offers a strong pipeline of educated professionals, including an 80% adult literacy rate—above the African average.<sup>2</sup>
- ✓ Public- and private-sector alignment through the Ghana Investment Promotion Centre, the Business Outsourcing Services Association of Ghana, and special economic zones is fueling long-term outsourcing success.

**Read on to see why Ghana is becoming a smart, strategic choice for forward-thinking brands.**

# Rethinking CX Outsourcing: Why Ghana Is on the Global Radar

Global demand for high-quality CX services is surging, with the business process outsourcing (BPO) market projected to reach \$414.81 billion in 2025.<sup>3</sup> Traditionally, places such as India and the Philippines have dominated, but a new contender is rapidly emerging: Africa.

Africa's outsourcing sector is expanding rapidly, driven by a young, educated workforce and lower labor costs than those in Western markets. Within this transformation, Ghana has positioned itself as a premier outsourcing hub—offering political stability; strong digital infrastructure; and a highly skilled, English-speaking workforce.

For businesses looking to expand CX operations without compromising on quality, Ghana presents a strategic opportunity to optimize costs, access world-class talent, and future-proof global service operations.

This paper explores why Ghana is uniquely positioned to lead Africa's outsourcing boom, highlighting Ghana's competitive advantages, its market momentum, and the opportunity it presents for forward-thinking businesses.



# Africa's Rise in the Global Outsourcing Ecosystem

Protecting your CX begins with clearly understanding the threats you're facing. Fraud, risk, and compliance each present unique challenges—and knowing precisely how they impact your operations is essential to managing them effectively.

## Shifting Outsourcing Trends in Africa

The global BPO market is projected to reach a 4.33% annual growth rate through 2029, hitting \$491.53 billion by the end of the decade.<sup>3</sup> While India remains the dominant BPO player, companies are actively exploring new, cost-effective outsourcing destinations to diversify their operations.

Africa's outsourcing sector is growing, driven by cost advantages; a young, tech-savvy workforce; and strong government investment in digital infrastructure. The continent currently has 1.2 million full-time-equivalent BPO positions, a number expected to more than double by 2030.<sup>4</sup> As businesses seek alternatives to traditional outsourcing markets, South Africa, Kenya, and Nigeria have emerged as established destinations, while Ghana is quickly becoming the next major player in the region.

# Africa's Rise in the Global Outsourcing Ecosystem (cont.)

## Key Takeaways

- ✓ Cost efficiency: African labor costs are up to 80% lower than those in Western markets<sup>4</sup>, making it an attractive option for companies looking to scale CX operations without breaking the bank.
- ✓ Government support: Many African governments, including Ghana's, are creating business-friendly environments through tax incentives, infrastructure investment, and workforce development programs.
- ✓ A digital-first workforce: Africa's growing tech ecosystem is producing a digitally skilled, multilingual workforce well-suited for customer support, back-office processing, and AI-enabled services.
- ✓ Strategic location: Africa's central location between European, Middle Eastern, and North American markets enables more flexible service hours, reduced operational delays, and improved regional coverage for global brands.

**For companies exploring new outsourcing destinations, Africa presents an untapped opportunity to build high-quality, cost-efficient CX operations—and Ghana is leading the way.**





# Ghana's Strategic Position in Africa's Outsourcing Ecosystem

As global brands seek outsourcing destinations that balance cost efficiency with high-quality service, Ghana offers a scalable workforce capable of handling both high-volume CX operations and specialized, high-touch customer interactions.

## Ghana's BPO Market at a Glance:

- ✓ The BPO market in Ghana is projected to reach \$216.89 million in revenue in 2025, with an expected 6.11% annual growth rate through 2029, reaching \$274.97 million.<sup>1</sup>
- ✓ Ghana's average spend per employee in the BPO market is expected to hit \$14.15 in 2025<sup>1</sup>, reflecting the country's affordability for businesses while still maintaining a skilled workforce.

# Ghana's Strategic Position in Africa's Outsourcing Ecosystem (cont.)

## A Market Positioned for Long-Term Growth

While 2024 was a transition year for Ghana's economy, ongoing policy reforms and fiscal stabilization efforts are laying the foundation for sustained growth. The World Bank projects that Ghana's economy will regain momentum, reaching 5% annual growth by 2026.<sup>5</sup>

For businesses considering Ghana as an outsourcing destination, this signals long-term stability in an emerging market. As structural reforms take hold, Ghana is attracting foreign investment, expanding its digital infrastructure, and strengthening its outsourcing sector—creating a resilient, future-ready hub for CX operations.

## Why Ghana?

### A Secure, Scalable Outsourcing Destination

Ghana's political stability, economic resilience, and skilled workforce make it one of the most reliable outsourcing destinations in Africa. With pro-business policies and ongoing investment in digital infrastructure, the country is well-positioned to support cost-efficient, high-quality CX operations at scale.

The next section breaks down the key competitive advantages—cost efficiency, workforce quality, and technology infrastructure—that set Ghana apart as a top choice for outsourcing in Africa.



# The Competitive Advantages of Outsourcing CX to Ghana

## Cost Efficiency: Lower Labor Costs, Higher ROI

Outsourcing to Ghana delivers a significant cost advantage compared to traditional outsourcing destinations like India, the Philippines, and Eastern Europe. For companies seeking to scale CX operations while optimizing budgets, Ghana presents an opportunity to reduce costs without compromising service quality.

### Key Cost Benefits for Businesses:

- ✓ Lower labor costs: Ghana's highly skilled workforce comes at a fraction of the cost of those in Western markets, enabling businesses to cut expenses without sacrificing talent quality.
- ✓ Favorable exchange rates: The Ghanaian cedi offers financial advantages for companies operating in US dollars, euros, or British pounds, improving cost efficiency in global operations.
- ✓ Affordable operational overhead: From office space to infrastructure, Ghana's business costs remain significantly lower than those in more established outsourcing hubs, offering greater ROI for outsourcing investments.

**By leveraging Ghana's cost-effective labor market and favorable business climate, companies can reallocate resources into strategic growth areas while maintaining exceptional CX.**

# Skilled Workforce: Educated, English-Speaking, CX-Ready

Ghana's educated, English-speaking workforce makes the country a prime location for CX outsourcing. Ghana offers a steady pipeline of professionals trained in business, IT, and customer service, making it an ideal hub for scalable, high-quality CX operations.

## Why Companies Choose Ghana for CX Success:

- ✓ English proficiency: With English being Ghana's official language, its citizens' fluency in it ensures seamless communication for global brands.
- ✓ Strong talent pipeline: With 140+ public and private tertiary institutions<sup>6</sup>, Ghana annually produces thousands of skilled graduates who are ready to support high-quality CX operations.
- ✓ Workforce-ready professionals: With an 80% literacy rate<sup>2</sup>, exceeding the African average of 68%<sup>7</sup>, Ghana's workforce is well-equipped for roles that require critical thinking, problem-solving, and strong communication skills.
- ✓ Customer-centric culture: Ghanaians are known for their hospitality, professionalism, and adaptability, making them well-suited for customer-facing roles.

**For companies prioritizing scalability and service quality, Ghana offers a deep talent pool that meets global CX demands—without the premium price tag.**



# Technological Infrastructure: Built to Support Digital CX

Ghana is building the digital foundation needed to support modern CX operations. As of early 2024, the country had 24.06 million Internet users.<sup>8</sup> Access is a critical enabler for remote work, omnichannel customer support, and real-time communication tools.

Outsourcing providers in Ghana are increasingly equipped with cloud-based platforms, customer relationship management systems, and automation tools, enabling them to deliver seamless, tech-enabled CX. Continued investment in broadband infrastructure and connectivity is making it easier for companies to scale high-performing CX teams in both urban and regional areas.

At the core of this growth is the Accra Digital Centre, a dedicated technology park that hosts BPO providers, IT-enabled services firms, and startups—serving as a launchpad for digital services and innovation.

# Technological Infrastructure: Built to Support Digital CX (cont.)

## Why Ghana's Tech Ecosystem Supports Scalable CX:

- ✓ Widespread Internet access: Nearly 70% of the population has Internet access, providing the connectivity needed for consistent, digital-first CX operations.<sup>8</sup>
- ✓ Modern call center capabilities: Providers are adopting cloud platforms and automation tools to support multichannel customer engagement and real-time support.
- ✓ Purpose-built tech hubs: The Accra Digital Centre offers dedicated infrastructure for outsourcing firms and tech companies, reinforcing Ghana's commitment to supporting digital service delivery.

**Ghana's infrastructure may still be growing, but it's doing so with CX delivery in mind—making it a strong choice for companies looking to build tech-enabled outsourcing operations in Africa.**



# Government Support and Business Environment: Backed by Policy & Investment

Ghana has made BPO a national priority—backing it with targeted investment, investor-friendly policies, and public-private partnerships designed to grow the sector.

The country's commitment shows up in both its regulatory environment and its support systems for global service providers. From tax incentives to workforce development programs, Ghana is creating the conditions that outsourcing firms need to confidently launch and scale.

The Ghana Investment Promotion Centre (GIPC) plays a central role in attracting and supporting foreign investment. It offers tax relief, investment guarantees, and regulatory guidance tailored to outsourcing operations. Ghana has also established special economic zones that provide additional tax incentives and operational benefits for companies setting up BPO operations.

In late 2024, the launch of the Business Outsourcing Services Association of Ghana (BOSAG) further strengthened the country's CX ecosystem. BOSAG promotes trade and investment in BPO, IT-enabled services, and global business services while advocating for continued government support and workforce development.<sup>9</sup>

# Government Support and Business Environment: Backed by Policy & Investment (cont.)

Broader initiatives like One District One Factory highlight Ghana's nationwide focus on job creation and industrial growth—with increasing attention on digital services and technology as core drivers.

## How Ghana's Business Environment Supports Outsourcing Success:

- ✓ Pro-business policies: Clear regulatory frameworks, tax incentives, and investor protections make it easier to enter and expand.
- ✓ Strategic public–private partnerships: Institutions like GIPC and BOSAG show strong alignment between government and industry.
- ✓ Support for workforce development: National programs invest in digital training and job creation to support a growing CX workforce.

**For global brands, Ghana offers a stable, business-friendly environment, with the institutional backing to support long-term outsourcing success.**



## Cultural Affinity: A Natural Fit for Global CX Standards

Ghana's service culture is well-suited to CX delivery—especially for brands based in North America and Europe. With a communication style rooted in respect, empathy, and professionalism, Ghanaian CX professionals are naturally equipped to manage customer needs with care and clarity.

English is the official language of Ghana, and Western business practices are widely understood there. Many Ghanaian CX employees also have experience supporting international brands, which helps them adapt quickly to guidelines for company voice and tone.

A culture that values hospitality, problem-solving, and attentive service aligns closely with what global brands expect from their CX teams.



# Industry Success Stories of Outsourcing to Ghana

## **Ubiquity's Operations Expansion Into Ghana: Lower Labor Costs, Higher ROI**

Ubiquity expanded into Ghana to meet growing client demand for scalable, high-quality CX solutions. We were drawn to the country's strong workforce, digital infrastructure, and alignment with global service standards—all critical for delivering the kind of support our clients expect.

Since expanding into Ghana, we've seen strong performance across key CX metrics and consistently positive feedback from clients who value the professionalism and adaptability of the Ghanaian team. It's quickly become a valuable part of our global CX strategy, offering the right mix of talent, performance, and alignment with our service values.



# Who Else Is Betting on Ghana?

Several leading global CX providers have recognized Ghana's potential and are investing in long-term growth in the country. Their presence reinforces Ghana's position as an emerging hub for high-quality, scalable CX operations.

## **Concentrix + Webhelp**

Concentrix + Webhelp hired more than 500 team members in its first year in Ghana and is on track for further growth. Investment in digital infrastructure and inclusive hiring aligns with the Ghanaian government's tech-forward vision, alongside corporate social responsibility efforts like impact hiring and reducing plastic use.<sup>10</sup>

## **Majorel**

Majorel recently launched operations in Accra, the capital and largest city of Ghana, creating several hundred English-language CX jobs in partnership with a global client. The expansion supports Majorel's global impact sourcing strategy and builds on its 20,000-strong workforce across Africa.<sup>11</sup>

# Ghana's CX Outlook: Growth, Investment, and What Comes Next

Ghana's CX outsourcing industry is gaining momentum—and the outlook is strong. With continued investment in infrastructure, workforce development, and digital innovation, the country is on track to become one of Africa's leading service hubs.

By 2029, Ghana's BPO market is expected to reach \$274.97 million a year, continuing the momentum already underway.<sup>1</sup> This growth signals more than economic potential—it reflects a market becoming more capable, competitive, and connected year over year.

Opportunities are expanding across sectors, from telecommunications and e-commerce to fintech and digital health. As international brands look to diversify their outsourcing strategies, Ghana stands out for its skilled workforce, business-friendly environment, and growing digital capabilities.

National efforts, like expanded broadband access, public-private partnerships, and government initiatives, will continue to attract investment and will shape a more competitive, tech-enabled future for CX in Ghana.

For companies seeking a long-term, scalable outsourcing solution, Ghana offers more than just potential—it offers a proven path forward.



# Learn More About Our Global CX Solutions

## Sources

1. Statista–Ghana
2. World Bank, Literacy Rate, Adult Total (% of People Ages 15 and Above), 2024
3. Statista–Worldwide
4. African Business, Africa’s outsourcing boom: young talent fuels industry growth, 2024
5. World Bank, 8th Ghana Economic Update: Strengthening Domestic Revenue Systems for Fiscal Sustainability, 2024
6. US Embassy in Ghana, Educational System of Ghana, Accessed Mar. 2025
7. Statista, Adult Literacy Rate in Africa as of 2023, by Region, 2025
8. DataReportal, Digital 2024: Ghana, 2024
9. BOSAG, Accessed Mar. 2025
10. Citi Newsroom, Concentrix + Webhelp Ghana celebrates end of year with WAHOU time, 2024
11. Ayondo, Majorel Group Luxembourg S.A.: Majorel Enters Ghana–Further Consolidating Its Leading Position In Africa, 2022