



Paradise Found

Why Fiji is the perfect destination for global outsourcing

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Why Fiji?

Choosing the right location for your outsourced contact centre demands a strategic approach. Cost-effectiveness is essential, but it can't come at the cost of quality service or a reliable operation.

Traditional outsourcing countries like India and the Philippines have their strengths, but all fall down in one area or another.

None are growing as quickly as the Pacific island paradise of Fiji, which offers a unique balance between cost reduction and quality of service.

In this guide, discover exactly why Fiji is on the rise as a place to outsource customer service and contact centre work, including:

- ◆ Perfect location and time zone for Australia and New Zealand, and to deliver 'follow-the-sun' service for European and North American organizations.
- ◆ A friendly workforce who speak English with a neutral accent.
- ◆ Availability of several other languages including French, Dutch, German and Greek.
- ◆ Fijian culture includes a 'customer service' ethos born in part, from their tourist industry.
- ◆ Elevated status of BPO work leads to high staff retention rates compared to onshore and other offshore destinations.
- ◆ Reliable infrastructure for 24/7 operations and a stable political environment.

Read on for more detail, but if you're convinced already and you'd like to take the next step, contact us on sales@mindpearl.com to set up a meeting with one of our friendly team members.



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1.0

24/7 Operational Capability

Modern businesses never sleep. Neither should your customer support channels. Fiji's unique position unlocks around-the-clock capabilities that transform how you serve clients in key geographical markets.

- ◆ **Time Zone Advantage:** Fijian standard time aligns perfectly with Australian and New Zealand business hours. Additionally, its overlap with core hours in Europe and North America allows for seamless 'follow-the-sun' support.
- ◆ **Work Culture:** Fiji's vibrant tourism and service industries have made shift work the norm, so the workforce welcomes the flexible hours contact centres demand.
- ◆ **Nearshore Advantage:** The Fiji islands are only a few hours' flight from Australia and New Zealand, so visiting your outsourced team for training and onboarding is cheap and easy.
- ◆ **Multilingual Capability:** While Fijians speak English with a neutral accent, it is also possible to hire multilingual staff locally or from nearby islands.

PROOF: Our years operating in Fiji prove that reliable 24/7 customer support isn't just achievable – it becomes a true competitive edge.



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2.0

Infrastructure and Telecommunications

Power and telecoms outages mean lost customers and damaged reputations. Fiji has invested in robust, modern infrastructure that ensures the speed and reliability of your customer communications.

Experience peace of mind with:

- ◆ **High-speed, High-reliability Connectivity:** The Southern Cross Cable network seamlessly links Fiji to Australia, New Zealand, the U.S., and beyond. This advanced fibre optic system ensures exceptional capacity and minimal latency – essential for handling large volumes of customer interactions.
- ◆ **Technology Redundancy:** Mindpearl further safeguards your operations with on-site generators, multiple telecommunications feeds, and a robust Business Continuity Plan, ensuring customer interactions flow, no matter what.
- ◆ **Supporting Business Needs:** Fiji recognises that connectivity is about more than broadband. You'll find well-developed airports for easy international travel, secure banking channels, and a government eager to facilitate modern commerce.

PROOF: Many household brands have chosen Fiji as an outsourcing hub, including iSelect, Qantas, Vodafone Group and ANZ Bank.



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3.0

Costs Savings on Great Talent

Outsourcing isn't simply about finding the location with the lowest hourly wages. It's about maximising value to elevate the overall customer experience, within a cost framework that works for your business model.

Fiji delivers on both the cost and talent fronts, offering:

- ◆ **Competitive Labor Costs:** Experience savings in the range of 50% when compared to contact centres located in Australia, New Zealand, and the US. Leverage this financial advantage without compromising service quality.
- ◆ **Highly Skilled Workforce:** Fiji boasts a 99% literacy rate and an education system firmly rooted in the English language. This gives you access to a pool of talented individuals capable of grasping customers' complex needs and meeting their high expectations.
- ◆ **Natural Communicators:** As an English-speaking nation, Fijians can easily connect with customers across Australia, New Zealand, the UK, North America, and other key English-speaking markets. Unlike many other offshore outsourcing destinations, Fijians have a neutral English accent. Multilingual staff are also readily accessible to serve other markets.

TESTIMONIAL: "Mindpearl has consistently over-achieved against targets, and we have built a strong working relationship built on trust, collaboration, and a shared commitment to excellence that goes beyond metrics. It is a partnership that has enabled us to focus on product innovation, marketing, and expansion, safe in the knowledge that Mindpearl give us a secure, compliant and efficient platform for providing exceptional service to our customers."

Brad Hagstrom, COO, Harmoney

Occupation	Fiji (AUD)	Australia (AUD)	New Zealand (AUD)
Accountant	\$19,096	\$61,806	\$56,513
Finance manager	\$28,608	\$102,911	\$93,612
Customer service rep.	\$8,081	\$54,114	\$48,680
Admin assistant	\$13,568	\$51,882	\$47,918
Operations manager	\$20,435	\$88,151	\$78,265
Network engineer	\$14,985	\$83,189	\$69,577
Software developer	\$25,884	\$73,538	\$63,847
IT support technician	\$12,657	\$58,497	\$49,094
IT manager	\$20,605	\$110,171	\$97,736

Source: <https://www.payscale.com/research/Country>, updated November 2023

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4.0

Dedication Beyond Just a Job

Fijian culture places a profound emphasis on hospitality, graciousness, and genuinely prioritising the needs of others – as visitors to the island experience daily. This ingrained mindset makes for exceptional customer service experiences.

- ◆ **Service Focus:** With tourism as a core part of the economy, Fijians understand that customer satisfaction isn't simply a duty, it's a source of cultural pride. Expect consistently warm, personalised interactions every time a customer contacts your business.
- ◆ **Retention & Loyalty:** Mindpearl's remarkably high staff retention rates in Fiji speak volumes. Not only does this save you costs associated with turnover and training, it translates to long-term agent familiarity with your specific systems and brand - creating consistency customers appreciate.

OUR COMMITMENT: "There is a true spirit of team, family, pride of company and product. Employee engagement scores are sitting at around 70% compared with 30% in 'like for like' roles. For me this is a true testimony to our slogan and commitment to brand protection."

Erik van Duivenbode, General Manager, Mindpearl



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5.0

Resilience When Disruptions Occur

Unforeseen events, from severe weather to global health crises, can bring customer support to a screeching halt – in other countries! Fiji's inherent stability paired with Mindpearl's rigorous BCP measures ensure your vital customer connections remain unwavering.

◆ **Business Continuity:** Mindpearl has achieved continual operation since opening in 2009 and includes the following provisions:

- Onsite generators
- Onsite catering facilities 24/7
- Onsite water reserves
- Company provided employee transport 24/7
- UPS capability
- Work from home capability, if required.
- Dual telco/comms feeds
- Duplicity on network devices
- 24/7 IT support

The COVID-19 Success Story:

The pandemic redefined "business as usual" globally. Swift action by the Fiji government resulted in minimal disruption of services – a key reason Mindpearl experienced zero downtime as the crisis unfolded. This was enabled by:

- **Government Partnership:** Fiji's collaboration with the private sector from the outset allowed for fast action to contain the virus's spread, protecting the workforce. Strict guidelines ensured work environments were as safe as possible at every stage.
- **Mindpearl Preparedness:** Existing investments in remote work capabilities, coupled with our dedicated staff's quick adaptability, meant seamless transitions while safeguarding both health and service levels.
- **A Model for the Future:** The pandemic-era learnings solidified our already robust continuity approach, ensuring Fiji remains a safe haven for outsourced, always-on customer communications.



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6.0

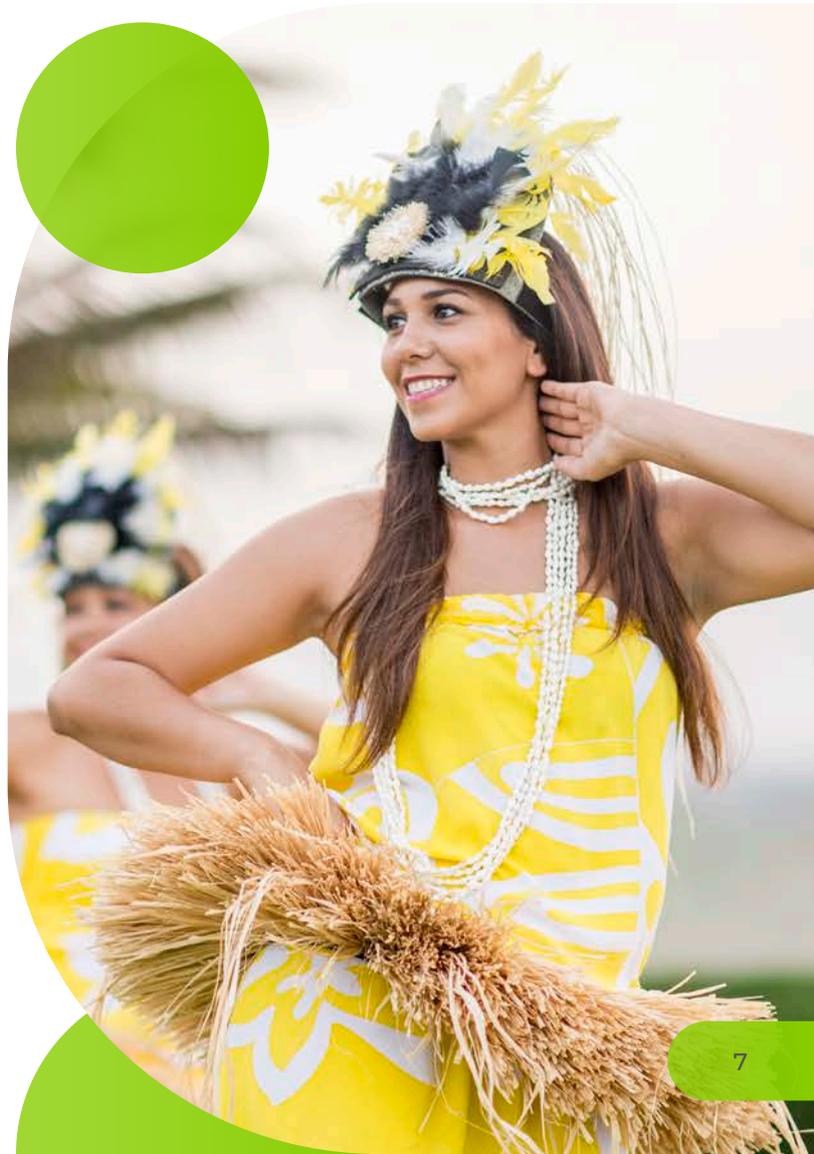
Cultural Alignment – The "Bula" Difference

The word "Bula" rings through Fiji. It's more than just a greeting, it's an expression of joyful warmth and sincerity that defines the nation's approach to every interaction.

When your customers experience the "Bula" spirit, customer service transforms into something genuinely uplifting.

- ◆ **Happiness as a Core Value:** Fijians hold the belief that a truly satisfying life means making others happy. This mindset isn't an act for tourists – it's a lived truth that translates directly into a dedication to positive customer experiences.
- ◆ **Beyond Friendliness, True Empathy:** When a customer calls your business, the Fijian agent they interact with naturally strives for genuine understanding, not just a quick resolution. This leads to stronger bonds and higher levels of customer loyalty.
- ◆ **Aligned with Mindpearl:** Our client-first dedication mirrors the "Bula" spirit. From rigorous onboarding and training to an emphasis on employee well-being, Mindpearl ensures the team in Fiji embodies not only client goals but the shared commitment to exceptional service.

SHARED CULTURE: Fiji has close cultural ties to the English-speaking world and to Australian and New Zealand culture in particular through close tourism, sporting and political links. It means Fijian customer service staff can easily connect with your customers back home.



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7.0

Friendly Business Environment

Fiji actively welcomes international businesses. You'll find a country which embraces the Business Process Outsourcing (BPO) sector and offers the stable regulatory environment businesses need to plan long-term and thrive.

Key advantages include:

- ◆ **Economic Factors:** Fiji has sound macroeconomic policies, low inflation, and a relatively stable foreign exchange rate.
- ◆ **Stable and Supportive:** You will find business-friendly regulations, a modern system of commercial contract law, and robust banking and financial institutions.
- ◆ **Labour Legislation:** Fiji's business-friendly policies extend to labour laws which make it easy to hire and roster high-quality people 24x7.



FIJI FACTS:

Telco / IT	High-speed Internet, carrier redundancy
Competitiveness	50%+ cost saving over Australia/NZ
Culture Fit	Natural spoken English & culturally aligned
BPO availability	24 x 7
Literacy	99.10%
Time zone	1 to 2 hours different to most of Australia/NZ
Flight time	3-4 hours from most of Australia/NZ
Infrastructure	Secure work-from-office environment

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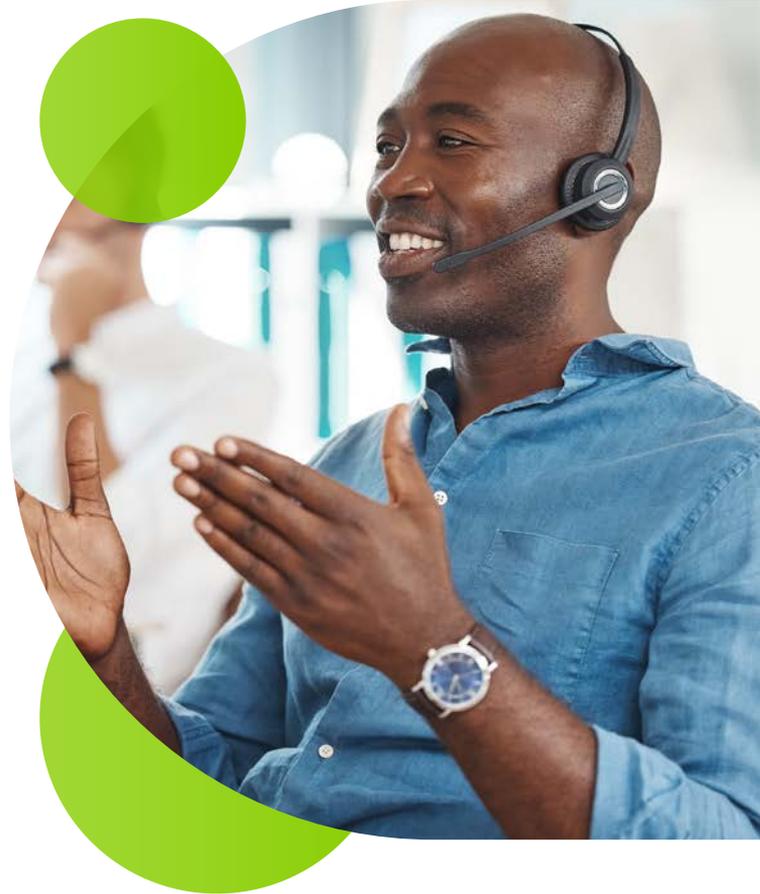
8.0

Discover the Difference

You already know traditional outsourcing models come with compromises – unseen costs, service issues, or the constant worry of disruption.

Outsourcing to Fiji offers a more strategic and satisfying solution.

- ◆ **Experience it Firsthand:** Don't just read about the "Bula" spirit or Mindpearl's technology strengths. Let us tailor a demonstration specifically addressing your key business and customer support goals.
- ◆ **A True Partnership:** We see outsourcing as more than offloading tasks; it's about empowering your teams to deliver the exceptional client experiences that build business growth.



About Mindpearl Passion Meets Performance

Mindpearl didn't simply stumble upon Fiji. Our search for a better outsourcing solution was driven by a clear mission: to find a location where customer support could go beyond expectations, fuelled by passionate people and backed by uncompromising standards.

- ◆ **Our Vision:** Mindpearl believes the best customer interactions don't feel like transactions – they create advocates for your brand.

- ◆ **Proven Success:** Fiji has become an integral part of fulfilling that vision. Our years of experience, high client retention, and commitment to innovation solidify our belief that location choice is as significant as any advanced technology.
- ◆ **Global and Local:** While delivery of your solution happens in Fiji, your management and account liaison team can be based onshore. As part of a global Mindpearl, our Fiji centre is also PCI and ISO certified.

Contact Mindpearl today, and let's shape the future of customer experiences together.

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Ready to Begin?

MINDPEARL CAPE TOWN

7 West Quay Road
V&A Waterfront
Cape Town 8002
South Africa

MINDPEARL SUVA

Kalabu Tax Free Zone
Daniva Road
Valelevu, Nasinu
Fiji Islands

MINDPEARL LIMA

Av. Paseo de la República
3617
Oficina 901
San Isidro
Limas

MINDPEARL NAMIBIA

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