



BPO Services in Albania

Typical in bound and out-bound call services

- Lead generation services
- Data entry and analysis
- Promotion and sales campaigns
- Market studies
- Financial/accounting services
- Business analysis
- Web & SEO development

IT support and help-desk

- Translation and localization services
- Loan recollection
- Stock exchange agents
- Project management
- HR-recruitment services
- E-commerce
- Insurance services

Main sectors being served are:

- Telecommunication
- Energy
- Finance / Banks / Stock Exchange
- Medicine
- Tourism
- IT / Software
- TV Broadcasting



Business Processing Outsourcing Industry in Albania

Do Business with Albania



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Snapshot of BPO Sector in Albania

Whether due to a large pool of skilled young university graduates, convenient labor cost or the favorable business environment and proximity to EU markets, the BPO industry is blooming in Albania. It started about 10 years ago when the country became the top destination for in bound and out bound call services for Italy. Now, more companies are improving their quality standards and offering a greater range of services while exploring new markets. Albania is currently serving successfully international markets such as Italy, Greece, Britain, Germany and USA. While the country has accumulated substantial experience in qualitative BPO services for these markets, the potential of Albania remains still untapped. This industry is estimated to have at least 300 contact centers, increasing in number, size, and range of offered services, with over 20.000 employees. Meanwhile, there are currently about 100 other BPO companies already providing IT based solutions for local

and foreign markets and more are asserting their willingness to do so. Within less than a decade, BPO companies in Albania have achieved to outsource from well-known international corporations such as EBay, Google, Apple, Xerox, Vodafone, etc. While the country has accumulated in this way substantial experience in qualitative BPO services, the potential of Albania remains still untapped.

The BPO Industry is represented by various business associations which lobby for the best operating conditions and business environment in the country. Foreign BPOs are represented by the Foreign Investors Association of Albania (FIAA) whereas, the local ones are represented by the Albanian Outsourcing Association (AOA).

“The pride and determination of Albanians has been a significant factor in sales or promotional campaigns through our call centers”.

Why Outsource in Albania?

1. Excellent labor force base

- o High number of university graduates in specific fields with excellent foreign language skills including English, Italian, German, French, Greek etc, available throughout the country
- o A high number of IT graduates from Universities entering the labor market each year.

2. Competitive Labor and Operating Costs

- o Labor cost/full time employee: 350 EUR/month (average wage)
- o Real estate IT infrastructure (CRM, software, licenses)

3. Favorable legislation for BPO sector development

- o Legislation harmonized with EU
- o Liberal foreign trade policies

4. Proximity to EU markets enables near-shoring services for EU companies.

5. Flexibility in service time range and customer service mindset.

6. Substantial experience serving EU markets.

Albanian business and cultural traits that help your business grow:

- o Cultural affinity
- o Service attitude
- o Determination (eg. to achieve results in sales)
- o Open to new cultures
- o Flexibility of working hours
- o Religious tolerance