

# What came before BRAINSHORING

## Call centers

01



Addressing phone, chat & email enquiries



Heavily Scripted



Low



Mostly Nearshore  
*(based on language requirements & time zones)*



Mostly live



High school  
*(+Language Fluency)*

## Business Process Outsourcing (BPO)



Performance of back-office functions



Technical, repetitive



Low

02



Farshore



Asynchronous



Bachelor Degree

## Knowledge Process Outsourcing (KPO)

03



Knowledge services



Request based



Medium  
*(+ Problem solving)*



Farshore



Asynchronous



Master up to PhD degrees



# BRAINSHORING

### Legend



Service



Type of Work



Critical Thinking Requirement



Location



Type of Interaction



Staff Education Requirements