

Welcome to Today's Webinar

# From Cost Cutting to Competitive Advantage: The Nearshore Shift

Thursday, November 6, 2025, 2 p.m. Eastern time



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American Staffing Association

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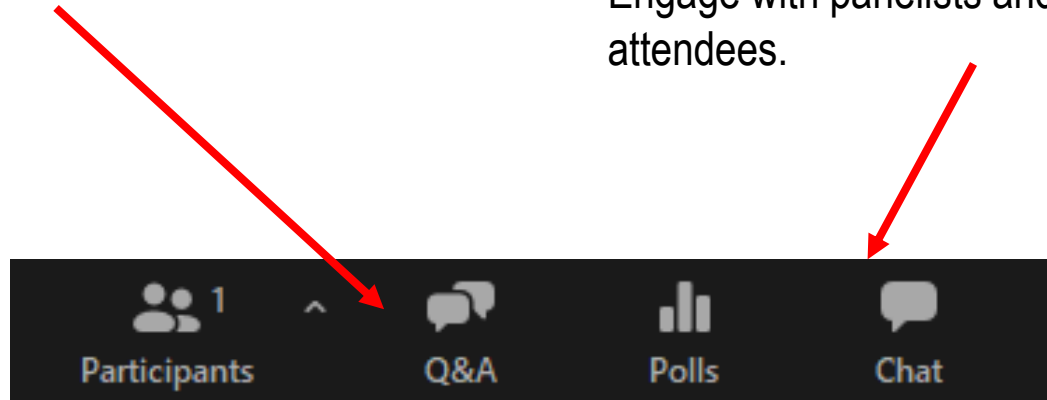
# Ask a Question, Engage With Other Attendees

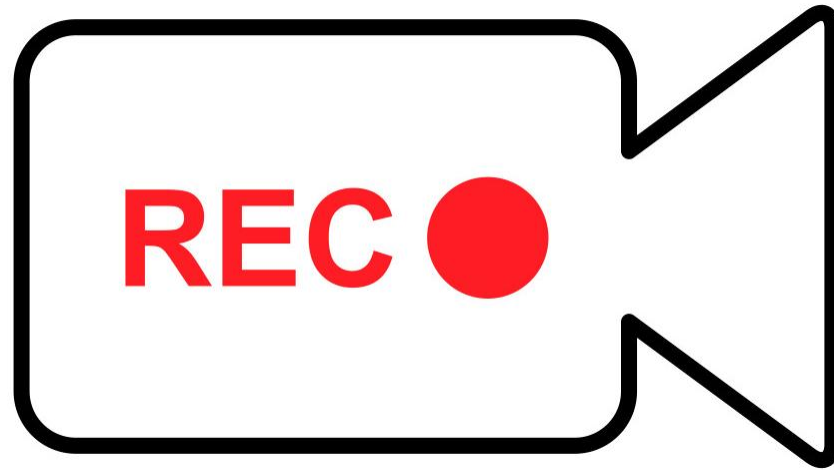
## Q&A

Type your questions for the panel into the Q&A box

## Chat

Start a conversation—say hello. Engage with panelists and other attendees.





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- This program is valid for **PDCs** for the SHRM-CP® or SHRM-SCP®.

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Adleigh Hunter  
***business analyst, Solvo Global***

# ✧ From Cost-Cutting to Competitive Advantage: The Nearshore Shift



**VensureHR**  
Staffing Alliance



**SOLVO**  
Bringing You a World of Talent

November 6, 2025







**Adleigh Hunter , Business Consultant**



Hunter is a staffing and workforce solutions consultant with five years of experience in sales and consulting. Specializing in nearshore talent strategies for U.S.-based organizations, she helps companies unlock scalable, cost-effective staffing models by leveraging high-performing teams across Latin America. With a strong focus on operational efficiency and strategic workforce planning, Hunter has partnered closely with clients to streamline processes, enhance talent acquisition outcomes, and build resilient workforce strategies that adapt to today's fast-changing market.



**Glenda Quiroz , Business Consultant**



With more than eight years of experience in the staffing industry, Quiroz specializes in helping businesses solve complex hiring challenges by leveraging nearshore talent across Latin America. From boutique law firms to large corporations, she works with decision makers who are ready to scale their teams without sacrificing quality or breaking the budget.

# AGENDA

## 1. Understanding the Landscape

Difference between offshore, onshore, and nearshore models, and see why nearshore is becoming a preferred choice for staffing firms.

## 2. Maximizing Impact

Identify key roles and departments that benefit most from nearshore talent, and how these teams can support U.S. staff without sacrificing speed, accuracy, or client satisfaction.

## 3. Build for Success

Explore best practices for recruiting, managing, and integrating nearshore teams into a blended workforce strategy.

# OUR WORLDWIDE PRESENCE

Onshore



Offshore



# Onshore

**Definition:** Hiring talent within the same country as the business- U.S. hiring.

## Advantages

- Good for businesses who need their employees in office or in the field.
- Typically no cultural or time zone differences.
- Strong language alignment.
- Employees can work in person.

## Challenges

- High labor costs (especially in the U.S.).
- Limited talent pool in specialized areas.
- Taxes and benefits - high payroll taxes - need competitive benefits.
- High turnover in the U.S.
- Money spent on onboarding/hiring.
- Time spent on prior to hiring and hiring.

# Offshore

**Definition:** Hiring talent in distant regions (e.g., U.S. companies hiring in Asia or Eastern Europe).

## Advantages

- Significant cost savings (often the lowest cost option).
- Access to a very large talent pool.

## Challenges

- Large time zone gaps (often 10–12 hours)- even if candidates mirror our work hours, they will be working nights which can pose difficulty.
- Communication and cultural differences.

# Nearshore

**Definition:** Hiring talent in nearby countries, often in the same or similar time zones (e.g., U.S. companies hiring in Latin America)

## Advantages

- **Time zone alignment:** Teams can work in real time with U.S. staff
- **Cultural affinity:** Shared business culture, communication styles, and customer service expectations
- **Language skills:** Strong pool of bilingual professionals
- **Cost savings:** Typically 50–60% lower than U.S. hiring, while maintaining quality
- **Scalability:** Easier to build dedicated, long-term teams
- Reduce risks and save time.

## Challenges

- Requires trusted partners for compliance and HR structures.
- Slightly higher costs than offshore, but with higher ROI.



# U.S. Businesses Are Facing These Common Challenges



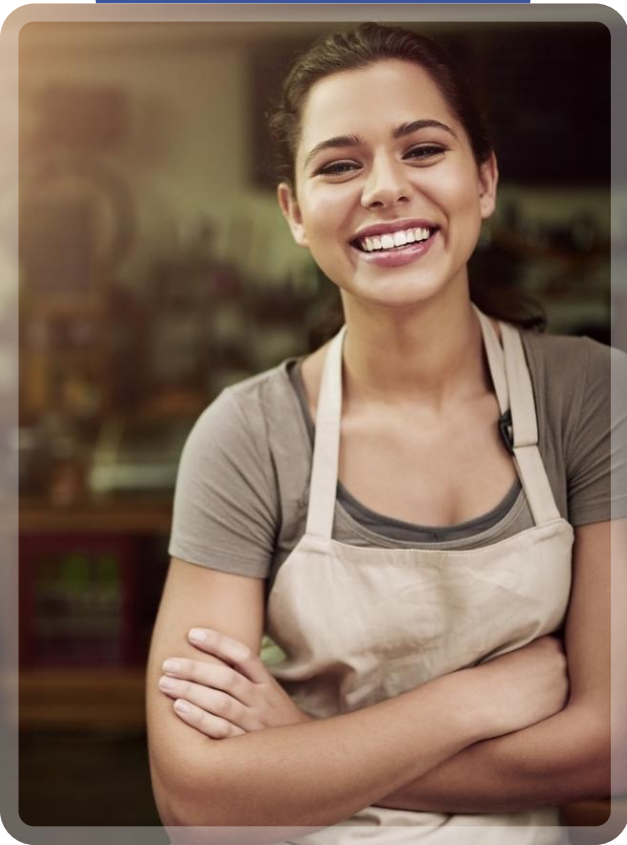
**ATTRACTING AND  
RETAINING** Quality  
Talent



**MAXIMIZING**  
Employee  
Productivity



Seeking Ways  
to **REDUCE**  
**EXPENSES**



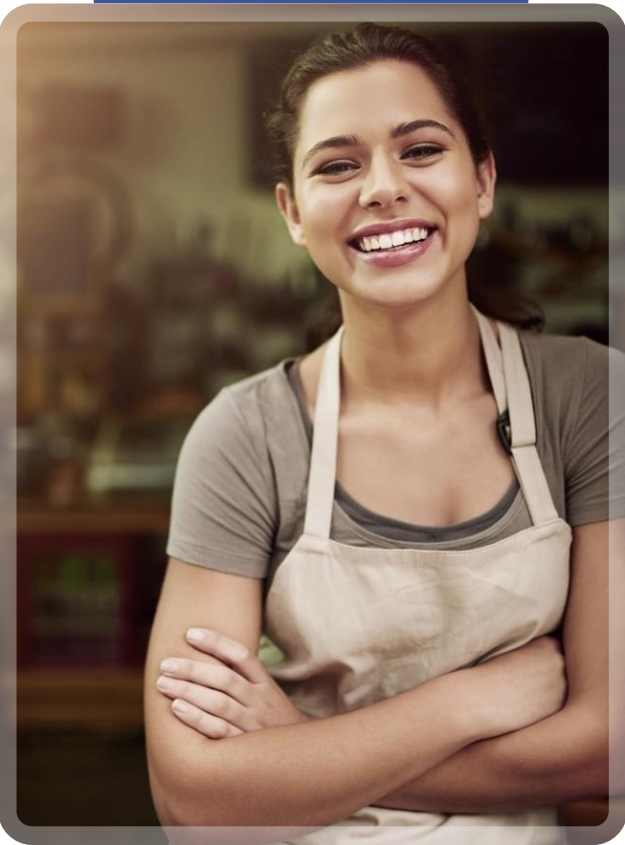
## Challenge

### Attracting and Retaining Talent in the U.S.

Challenges attracting and retaining talent in the U.S. are due to:

- Rising salary expectations.
- High turnover rates.
- Intense competition for top talent is driving up costs and slowing down growth.
- Companies are also struggling with productivity due to frequent staffing gaps.
- Silver Tsunami, thousands of experienced professionals head into retirement without enough younger professionals entering the field to replace them.





## Solution

Tap into highly skilled professionals in Latin America who share similar time zones, cultural compatibility, and strong English proficiency.

This model enables U.S. businesses to:

- Access a broader talent pool without compromising on quality.
- Reduce hiring costs while maintaining competitive compensation for nearshore teams.
- Improve retention rates thanks to strong career development opportunities and engagement strategies.
- Enhance collaboration with real-time communication and minimal time zone differences.

# Challenge

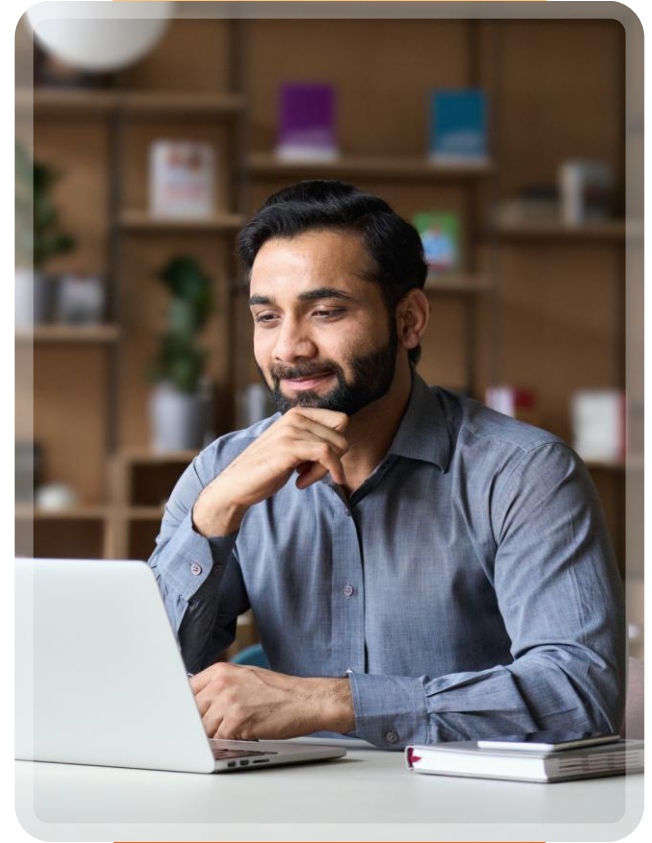
## Productivity

While U.S.-based employees bring strong expertise, many businesses face productivity challenges due to:

- › Employee Burnout
- › High Turnover
- › Inflated Labor Costs

The pressure to deliver more with fewer resources often leads to:

- › Disengagement
- › Missed Deadlines
- › Inconsistent Performance



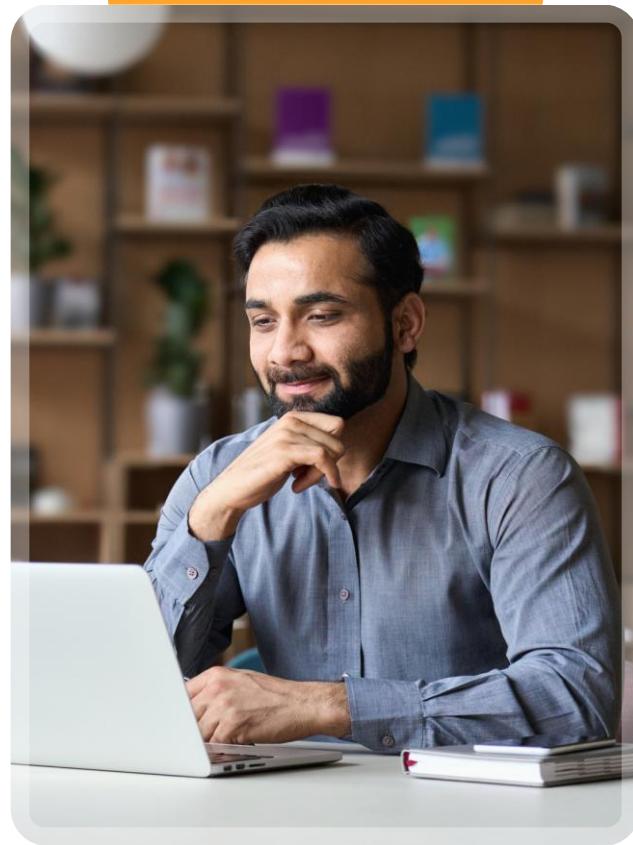
# Solution

## Nearshore Teams Drive Sustainable Productivity

Nearshore staffing offers a productivity edge by providing access to motivated, well-trained professionals in nearby regions who are eager to contribute and grow.

These teams often demonstrate:

- Higher engagement levels, driven by strong career incentives.
- Schedule alignment, real-time communication and agile workflows.
- Lower turnover: less time spent onboarding and more time focused on delivering results and higher retention rates.
- Cost-effective scalability, allowing businesses to expand teams without compromising quality or speed.
- Great support staff for your U.S. Teams.
- Scalability Without Complexity: scale up quickly without setting up global entities, managing foreign payroll, or having to handle the recruiting process yourself.



# Labor Costs & How Nearshore Can Help

## U.S. Hire - Legal Assistant, Paralegal (1–2 Years Experience)

- › **Base Salary**  
\$3,500 – \$4,500/month (\$42K - \$54K annually)
- › **Payroll Taxes + Benefits**  
\$1,000 – \$1,500/month
- › **Overhead (office, equipment, software, etc.)**  
\$500 – \$800/month
- › **Total Monthly Cost**  
\$5,000 – \$6,800 (\$60K - \$81K annually)

## Nearshore Professional (Same Experience Level) + Bilingual (English/Spanish Speaking)

*Hired through a managed staffing partner  
(includes: recruitment, onboarding, and helping  
you manage your employees with our on-site  
supervisors at no additional cost).*

- › **All-Inclusive Monthly Flat Fee**  
\$2,200 – \$2,800 (Includes salary, taxes, benefits, office, On-site Supervisors, HR, IT, and compliance)
- › **Total Monthly Cost**  
\$2,200 – \$2,800 (\$26K - \$34K annually)

# The Cost of Hiring an Employee

It's More than Just Salary



## Recruitment

- Internal Labor Costs
- Software/Tech Stack
- Job Posting Ads
- Background Check
- Drug Screening
- Workplace Setup
- Welcome Kit



## Non-Mandatory Payments

- Health Insurance
- Dental Insurance
- Life Insurance
- Vision Insurance
- PTO
- Long-term Disability
- Retirement Plans



## Mandatory Payments

- FICA Social Security Tax
- FICA Medicare
- FUTA Tax
- SUTA Tax
- Workers' Compensation



## Overhead Costs

- Rent
- Energy
- Sewage
- Internet
- Phone Lines
- Psychologist
- Medical Staff
- Solvo University
- Office Supplies
- IT Support
- Housekeeper
- Stationary & Cafeteria
- Legal
- PEO
- On-site Supervision
- HR Incentives

A photograph of two women in an office setting, smiling and shaking hands. The woman on the left has long brown hair and wears glasses and a grey sweater. The woman on the right has short grey hair and wears a brown t-shirt. They are standing in front of large glass windows that look out onto a modern office building. In the background, other office workers can be seen working at desks.

# Maximize Impact

Identify key roles and departments that benefit most from nearshore talent, and how these teams can support U.S. staff without sacrificing speed, accuracy, or client satisfaction.

# INDUSTRIES SUPPORTED



Accounting



Developers



Back Office



Logistics



HR & Payroll



Sales & Marketing



Legal



Staffing



IT & Helpdesk



Customer Support

You'll Get  
Personalized  
Support Every  
Step of the Way





# Build for Success

Explore best practices for recruiting, managing,  
and integrating nearshore teams into a blended  
workforce strategy.



## Define Clear Goals Before You Hire

- Identify which roles are best suited for nearshore (back-office, client-facing, or specialized roles).
- Decide if the goal is cost savings, scalability, specialized skills, or bilingual support.
- Build KPIs around productivity, quality, and retention.

## Partner with the Right Provider

- Choose a partner that ensures compliance, payroll, and legal structures are handled correctly.
- Look for proven experience in your industry (e.g., law firms, healthcare, finance).
- Vet for strong data security and confidentiality practices (HIPAA, SOC 2, PCI).

## Prioritize Communication & Time Zone Alignment

- Leverage the biggest advantage of nearshore—real-time collaboration.
- Schedule overlapping working hours for meetings and support.
- Invest in communication tools (Slack, Teams, Zoom) and establish protocols for responsiveness.

## Integrate Teams Like They're Local

- Treat nearshore staff as an extension of your in-house team, not contractors.
- Provide training, onboarding, and cultural alignment sessions.
- Celebrate wins together and include them in company meetings.

## Focus on Retention & Engagement

- Offer career growth opportunities, not just a job.
- Provide ongoing feedback, training, and recognition.
- Ensure benefits and HR support are competitive in their local market.

## Maintain Quality Control & Oversight

- Use clear SOPs (standard operating procedures) for tasks.
- Track metrics around productivity, error rates, and client satisfaction.
- Schedule regular check-ins with both the nearshore team and your clients.



# Start Small, **SCALE SMART**

- Pilot with 1–2 roles to refine the process.
- Gather feedback from both U.S. managers and nearshore staff.
- Once processes are optimized, scale gradually and strategically.



# Questions?



# Thank you for your time.

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**You will now be redirected  
to a brief survey**