

Demand for Call Centres in South Korea Market Forecast 2026–2036: Market to Reach USD 2.5 bn by 2036 at 7.0% CAGR | FMI

The demand for call centres in south korea is projected to grow from USD 1.3 billion in 2026 to USD 2.5 billion by 2036, at a CAGR of 7.0%.

NEW YORK, DE, UNITED STATES,
February 17, 2026 /EINPresswire.com/
-- The [Call Center Industry in South Korea](#) is projected to reach USD 1.3 billion in 2026 and expand to USD 2.5 billion by 2036, registering a CAGR of 7.0%. Demand for call centres in South Korea is being reshaped by rapid digitalization, regulatory modernization, and a national focus on service excellence.



Call Center Industry in South Korea

Customer contact operations are evolving from cost-driven support functions to strategic revenue, retention, and analytics hubs. Enterprises are integrating AI, omnichannel engagement, and cloud-native infrastructure to meet the exceptionally high expectations of South Korea's digitally fluent consumers.

Quick Industry Snapshot (2026–2036)

- Industry size (2026): USD 1.3 billion
- Forecast size (2036): USD 2.5 billion
- CAGR: 7.0%
- Leading deployment mode: Cloud-Based (25.5% share)
- Leading vertical: BFSI & Government (70.2% share)
- Leading component: Software Solutions (55.0% share)
- Fastest-growing region: Jeju (8.4% CAGR)
- Key companies: Teleperformance, Concentrix, TTEC, Foundever, Alorica

Why is Demand for Call Centres Rising in South Korea?

- **Hyper-Digital Consumers:** South Korean consumers expect seamless, real-time, and personalized interactions across voice, chat, social media, and messaging apps. Businesses are therefore investing in integrated customer experience management platforms that unify all touchpoints.
- **Regulatory Complexity in BFSI & Telecom:** Financial institutions and government agencies must comply with stringent compliance logging, call recording, and data security regulations. Advanced contact centre systems with auditable workflows are now mandatory rather than optional.
- **Shift Toward Customer Lifetime Value:** Companies increasingly view call centres as revenue-generation engines, leveraging predictive analytics, AI routing, and sentiment analysis to increase upselling, cross-selling, and retention.

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Segment Analysis

By Deployment Mode

Cloud-based deployment leads with a 25.5% share and represents the fastest-growing model.

Why cloud dominates: |

- Rapid scalability for peak volumes
- Remote and distributed workforce enablement
- Lower capital expenditure
- Seamless AI and analytics integration

On-premises solutions persist in sectors with high data sovereignty requirements, while hybrid models bridge legacy infrastructure and digital transformation.

By Vertical

BFSI and Government collectively command 70.2% of total demand.

These sectors generate high inquiry volumes and require:

Secure call recording

- Process compliance
- Data privacy adherence
- Multichannel citizen engagement

Healthcare and IT & Telecom are emerging growth verticals, leveraging call centres for patient engagement, technical support, and subscription lifecycle management.

By Component

Software solutions account for 55.0% of industry value, highlighting the transition from manpower-driven models to technology-led operations.

Key software investments include:

AI chatbots

- Intelligent call routing
- Workforce Engagement Management (WEM)
- Advanced customer analytics
- Generative AI-powered agent assist tools

Services remain critical for integration, consulting, training, and managed operations.

Regional Demand Dynamics in South Korea

- Jeju (8.4% CAGR – Fastest Growth): Jeju has emerged as a technology and fintech hub supported by digital infrastructure and tax incentives. The region attracts distributed workforces and back-office operations, accelerating contact centre expansion.
- South Gyeongsang (7.4% CAGR): Driven by heavy industry and the port economy of Busan, demand stems from B2B technical support, logistics services, and multilingual customer assistance.
- South Jeolla (6.7% CAGR): Growth is supported by regional innovation cities and science parks fostering technology and service businesses.
- North Jeolla (5.6% CAGR): Moderate expansion is tied to modernization of local government services and cooperative-based direct-to-consumer models in agriculture and renewable energy.

Key Growth Drivers

Nationwide digital transformation

- Corporate focus on CX differentiation
- Rising labor costs accelerating automation
- Adoption of Contact Centre as a Service (CCaaS)
- Growing omnichannel retail and e-commerce support

Restraints and Challenges

Integration complexity with legacy CRM and ERP systems

- Talent shortages for high-touch, complex inquiry management
- Data security and privacy concerns in cloud deployments
- Margin pressure from intense global competition

Emerging Opportunities

AI & Generative Automation

Generative AI is transforming call centres by:

Automatically summarizing calls

- Recommending personalized follow-ups
- Providing real-time agent assistance
- Enhancing sentiment analysis

SME Market Expansion : CCaaS subscription models are unlocking advanced capabilities for small and medium enterprises previously unable to afford enterprise-grade systems.

Omnichannel Retail Support: As online and offline commerce converges, demand is rising for unified engagement platforms that track customer journeys end-to-end.

Competitive Landscape

Competition is intense between global BPO providers and tech-native CCaaS platforms. Large players such as Teleperformance and Concentrix leverage global delivery capabilities and vertical expertise, particularly in regulated industries.

Meanwhile, agile technology-focused providers differentiate through:

AI integration depth

- Real-time analytics

- Scalable cloud-native architecture
- Faster innovation cycles

Strategic partnerships with cloud infrastructure providers and CRM ecosystems are becoming decisive competitive advantages.

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