mind Links

CASE STUDY 01 · RETAIL & E-COMMERCE

Building an English-speaking customer service team in Syria

How a US or European online retailer can add support capacity and extend its hours, at a fraction of the cost of hiring at home.

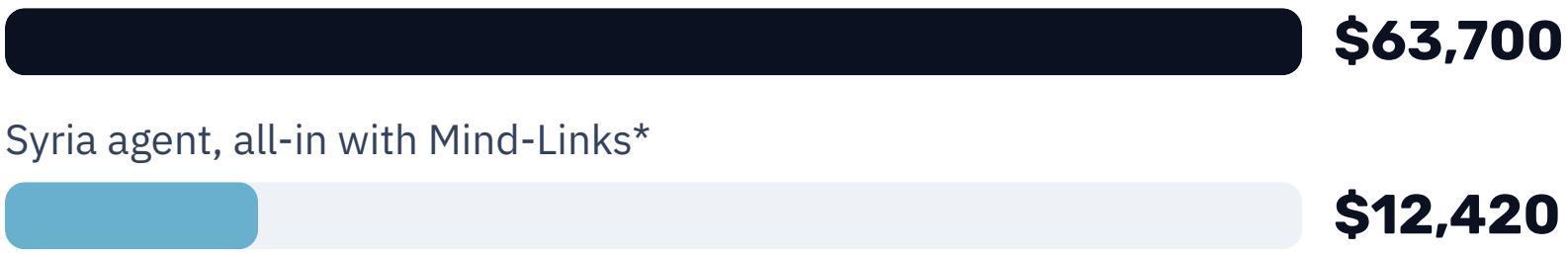
An illustrative business case

Swipe to see the business case →

THE INDUSTRY TODAY

Online retail keeps growing. So does the support it needs.

ANNUAL COST OF ONE CUSTOMER SERVICE AGENT



17.1%
of US retail sales were online in Q2 2026, with e-commerce up 12.2% year on year.

289,500
US customer service openings a year, all of them to replace people who leave.

31.2%
average yearly agent turnover in UK contact centres.

Sources: US Census Bureau (Q2 2026); US BLS Occupational Outlook (2025 median wage, 2025–35 openings); UK Contact Centre KPI Benchmarking Report 2025/26. US cost uses the BLS median wage plus benefits (29.7% of compensation, BLS ECEC June 2025).
*Syria cost: expected salary $700/month + Contractor of Record fee + $250 workspace seat, about 80% lower.

PAIN POINTS AND OUR SOLUTION

Customers expect fast answers at any hour. Staffing that at home is expensive and hard to keep.

01 High cost per agent

Wages, benefits and office space make in-house support one of the biggest overheads for online retailers.

OUR SOLUTION A dedicated team in Syria at about 82% lower cost, with no entity or office to set up.

02 Peaks and turnover

Holiday peaks multiply tickets, while agent churn keeps you in constant hiring mode.

OUR SOLUTION We recruit and test fast, scale the team up for peak season and replace leavers for you.

03 Slow replies cost sales

Late chats and order updates turn into abandoned carts, refunds and poor reviews.

OUR SOLUTION Our offices run 24 hours, so customers get answers around the clock, in English and Arabic.

04 Hiring abroad is complicated

Contracts, payroll and local rules make building an offshore team feel risky.

OUR SOLUTION Mind-Links is your Contractor of Record and handles contracts, payroll and compliance.

THE TEAM

A 10-person support hub, covering chat, email and social

8 **Customer service agents**

Fluent English across chat, email and social channels, plus native Arabic

1 **Team lead**

Shift planning, escalations and daily reporting to your CX manager

1 **QA & training specialist**

Chat and email reviews, knowledge base upkeep, onboarding new agents

The team works in your helpdesk, follows your playbooks and works your shifts: US business hours, evenings, weekends or overnight.

WHY SYRIA, WHY MIND-LINKS

Three advantages, one partner

01 Talent

- A large pool of university graduates in business, IT, engineering and healthcare.
- Strong English, plus native Arabic for your Middle East customers.
- Motivated people looking for stable, long-term roles with international companies.

02 Cost

- About 82% lower all-in cost than the same team in the US.*
- No local entity, office lease or payroll setup to fund.
- Contractor of Record from $50 + 5% of salary per person per month.**

03 A reliable partner, end to end

- One partner for everything: we recruit, test, contract, pay, seat and equip your team.
- UAE headquarters with our own branch in Syria, so you deal with a regional company you can hold to account.
- Offices open 24 hours with backup power and secured IT, ready for any shift.

*See the cost breakdown in this carousel. **Indicative price; final pricing depends on the engagement.

HOW MIND-LINKS MAKES IT WORK

From brief to a working team, with one partner

01 Recruit and test

We shortlist from our network and test every candidate on English level and customer service skills.

HR Services · Testing Hub

02 Contract and pay

We act as Contractor of Record: local contracts, monthly payroll and compliance.

Contractor of Record

03 Seat the team

A managed office in Damascus, open 24 hours, with backup power, fast internet and security, so the team can work any shift.

Workspace Solutions

04 Equip and secure

Laptops and headsets set up to your standards, enrolled in device management.

IT Procurement · IT Asset Mgmt

05 Scale with demand

Add agents ahead of Black Friday and the holidays through the same contract and invoice.

One partner, one invoice

THE NUMBERS

What the team costs, role by role

Role	Syria, all-in per person / month	US, salary + benefits per person / month
8× Customer service agent	**$1,035**	**$5,308**
1× Team lead	**$1,245**	**$8,238**
1× QA & training specialist	**$1,140**	**$8,213**



$579K
saved every year

82%
lower cost

Syria all-in = expected monthly salary + Contractor of Record fee ($50 + 5% of salary) + workspace seat ($250). US = BLS May 2025 median wage + benefits at 29.7% of total compensation (BLS ECEC, June 2025). US figures leave out office space and equipment, so the real gap is wider. Equipment and recruitment fees are agreed separately. US roles: customer service representatives, first-line office supervisors, training and development specialists.

THE BUSINESS CASE

More coverage and faster replies, for a fraction of the cost of hiring at home

82%

lower annual cost than the same team in the US: about $128K vs $707K*

24/7

coverage on any shift pattern, from offices that never close

1

partner, one contract, one monthly invoice

*Based on the role-by-role cost breakdown on the previous slide. Actual costs depend on roles, seniority and team size.

mind-Links

LET'S TALK

Ready to build your support team in Syria?

Mind-Links helps international companies recruit, contract, pay and equip teams in Syria, Jordan, Lebanon and Egypt.

Book a demo

mind-links.com