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Alorica Expands Its Cairo Operations, Increasing Workforce by 450% and Cementing Its Position as a Regional CX Powerhouse

Hiring surge and facility buildout to support significant client growth across travel, retail and tech sectors

IRVINE, Calif.--([BUSINESS WIRE/AETOSWire](#))-- [Alorica Inc.](#), a global leader in digitally powered customer experiences (CX), announced its site expansion in Cairo, Egypt to meet rising demand from its global customer base. With the most number of new clients ramping up this year across the travel, retail, healthcare and technology sectors, the company plans to scale its local workforce to 1,500 employees by the end of 2025, growing more than five times its size from last year. Hiring for over 1,220 positions is already underway, tapping into the city's deep bench of multilingual, tech-savvy talent to support top-tier brands across the United States and Europe.

As part of the phased buildout, the company is expanding to two more floors in its current Cairo West location, along with adding a modern cafeteria and gaming area designed to enhance the employee experience. Construction is scheduled for completion by early October.

To fuel the growth, Alorica is expanding its recruitment pipeline through partnerships with ITIDA—Egypt's information technology development authority—and local universities, such as the German University in Cairo (GUC), the American University in Cairo (AUC), Nile University (NU), Cairo University and Ain Shams University.

“Central Cairo is quickly becoming the premier offshore CX hub, and we’re proud to have established our footprint here early on,” stated Mike Clifton, Co-CEO of Alorica. “Egypt is one of the most dynamic offshore markets and a fantastic match for our Fortune 500 clients. It’s also our most rapidly expanding site in the EMEA region—driven by world-class talent, operational discipline and a strong cost advantage. With a 5% attrition rate and a consistent track record of exceeding KPIs, our team delivers the kind of performance that defines high-impact CX.”

With convenient access to public transportation for commuting, Alorica’s Cairo West facility spans more than 9,000 square meters and includes five interactive training rooms. The site delivers multilingual, omnichannel support across voice, chat, email, SMS, social media and back-office functions in more than 12 languages, including Arabic, English, French, German, Italian, Russian and Spanish. The team specializes in customer care, tech support and revenue generation, powering agile CX delivery for clients in high-growth industries.

“We build where we see bold opportunity and lasting value—for our clients and our people,” said Max Schwendner, Co-CEO of Alorica. “Cairo offers both. Egypt is home to the [largest](#)

multilingual talent pool in the Middle East—and second largest in the EMEA region—so we’re investing here with purpose. Our high employee net promoter score of 70, which is well above the industry standard for excellence of 50, indicates that our employees in the area are extremely engaged and committed to making a sustainable impact not only to accelerate their careers but to deliver the best service to their customers and local community.”

The company’s investments in people and innovation continues to be consistently recognized across the industry. In 2025 alone, Alorica IQ has earned nine technology awards, underscoring its leadership in AI-powered CX innovation. In June, Alorica was named the CMP Research Best of the Best for Employee Experience at CCW (Customer Contact Week), further validating its commitment to workplace excellence. The company also continues to earn Great Place to Work® certifications around the world, including first-time honors in India, Jamaica, Uruguay, the Dominican Republic and Paraguay—plus repeat recognition in the Philippines, Guatemala, Colombia, Honduras, Mexico and Panama. Paired with accolades like the 2024 Stevie® Award for Customer Service Employer of the Year and the 2024 Asia-Pacific Stevie® Award for Innovative Achievement in Diversity & Inclusion, these milestones reflect Alorica’s winning formula: combining advanced technology with a people-focused culture.

To learn more about job opportunities, go to: <https://www.alorica.com/careers/emea>

About Alorica

Alorica is a global customer experience leader in designing and deploying tech-enabled, personalized CX solutions at scale. As a full-service, strategic partner and top CX company, we combine next-gen technology and managed service expertise with a digital-first, human-focused approach. Our 100,000+ experts across 17 countries—including agents, technologists and solutionists—empower brands around the world with tailored interactions customers crave. Through our multifaceted technology portfolio and 150% YoY investment in digital innovation, our clients have access to pioneering technology and digital transformation results that include a 120% increase in engagement, 45%+ in contact reduction, and 20% in cost savings. With 26 years of proven CX experience and a track record of best-in-class performance, Alorica has earned world-class customer and employee satisfaction scores—driving long-term loyalty. To learn more, visit www.alorica.com.

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