

Affinitas Corporation Company Profile



founded: 1993

corporate headquarters: Omaha, Nebraska

call center facilities:

Lawrence, Kansas
Lawton, Oklahoma
Mesa, Arizona

Córdoba, Argentina*

*Operated by sister company ASA Services, S.A.

technical capabilities:

Over 1,000 Internet-enabled agent stations
3,000,000 calls per month capacity
24 X 7 X 365 operations
Blended inbound and outbound stations
Dedicated and centralized Quality Assurance
Data-driven scripting/dialog
Consumer, Small Business and Enterprise solutions

specialized services:

Acquisition/Inside Sales	Language Translation Services
Cross-sell/Upsell/Retention	Help Desk/Technical Support
Customer Care	Back-office Operations
Multilingual/Multicultural	Club/Continuity/Subscription Marketing

complementary services:

Creative Services	Data/Analytics/List Services
Web/Online Marketing	Direct Mail Production and Management

industries served:

Financial Services	Location-Based Services
Wireless/Telecom	Insurance
Broadband/Internet	Healthcare
Cable Television	And more

the Affinitas difference:

Speed-to-market	ROI focus
Holistic strategic approach	Dedicated and flexible account management
Multiple channel expertise	Partners in your business model and process

mission:

To help companies communicate and establish personalized, profitable, and long-lasting relationships with customers, employees and constituents through a variety of direct media and marketing channels.