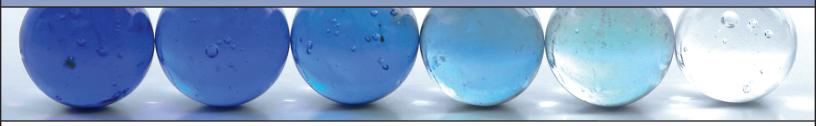
# ASA Services, S.A. Company Profile





#### founded: 2008

Operated in conjunction with sister company Affinitas Corporation, N.A.

location: Córdoba, Argentina, South America

#### capabilities:

300 Internet-enabled agent stations
Blended inbound and outbound calling
Live chat
Email management
1,000,000 contacts per month capacity
24 X 7 X 365 operations
Multilingual in English, Italian, German, Portuguese, French and Spanish
Dedicated and centralized Quality Assurance
Data-driven scripting/dialog
Consumer, Small Business and Enterprise solutions
On-site, unlimited back-up power generation

### specialized services:

Customer care Sales/acquisition Translation services Content moderation Back office services Database management Application processing Technical help desk

### advantages of Córdoba, Argentina:

Widely recognized as the Business Process Outsourcing (BPO) "hub" of Latin America Deep experience base – approximately 30% of contact centers are in Córdoba Recognized as a leader in Spanish bilingual and translation services Good voice and accent acceptance to US clients Robust technical infrastructure and connectivity with excellent redundancies 35% or greater savings versus a domestic U.S. facility Experienced and energetic workforce Well-educated employees from 8 major universities within the city of Córdoba



## 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.