



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 | Back office services |
| Sales/acquisition | Database management |
| Translation services | Application processing |
| Content moderation | 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.