

Affinitas Corporation Contact Center Profile



founded: 1993

corporate headquarters: Omaha, Nebraska

contact center facilities:

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|------------------|--|
| Lawrence, Kansas | Harlingen, Texas |
| Lawton, Oklahoma | Córdoba, Argentina* |
| Gilbert, Arizona | *Operated by sister company ASA Services, S.A. |

technical capabilities:

- Over 1,500 Internet-enabled agent stations
- 3,000,000 calls per month capacity
- 24 X 7 X 365 operations
- Blended inbound, outbound, email, and online chat capabilities
- 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 | Energy |
| Wireless/Telecom | Healthcare |
| Broadband/Internet | Gaming |
| Cable Television | Social Media |

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.