

Emergia, the quality reference in customer relationship management

Emergia was born in 2005 with an innovative philosophy and a marked growth strategy. With operative aptitude to manage big accounts from its beginnings, Emergia leans on the best technology and works with a COPC quality standard based methodology. The first managerial line possesses an average of more than 10 years of experience in the contact center, customer care and BPO industry. The second line of executives (the top 20) also have a wide experience in the sector, being in turn a very young team (of less than 40 years all of them). Speed, precision and consistency are their best advantages.



The core business of Emergia relies on its multichannel contact center. Some of the services offered there are:

- 3 Customer Care
- 3 Telesales (cross & up-selling campaigns)
- 3 Supply Chain Support
- 3 Customer value through ARPU increase
- 3 Collection Management
- 3 Help Desk Levels 1 & 2
- 3 Administrative & Documental Management
- 3 Invoice & Data Entry

Providing services, both from Spain and offshore platforms, Emergia supports its commitment to quality in all its locations thanks to its management of the specific processes and procedures, the technologic tools developed and its verifying models of operative evidences.

"That's why our clients in Spain, France, Colombia, Chile and USA trust in us to generate value to their customers using multichannel strategies (telephone, web, e-mail, chat, sms, IVR ...). Our principal goal is contributing in the consciousness of the organizations about the increasing strategic character that the contact centers are adopting nowadays", says Alejandro Zurbano López, CEO of Emergia.

Its business area Emergia Consulting is employed nowadays at integral projects of consultancy in contact center that allow Emergia to open new horizons in a sector where there will prevail *"the extension of BPO (Business Process Outsourcing) services inside the customer care industry, through contact centers focused on Business Intelligence, operative costs optimization and, above all, complete satisfaction of end users"*, comments Alejandro Zurbano.

Emergia Consulting's commitments

- 9 Strategic alignment of objectives
- 9 Operative costs reduction
- 9 Increased incomes through the contact centre
- 9 Critical mistake minimization
- 9 Satisfaction Growth of the end customer / user

More information:
www.emergiacc.com

COPC Approach (world reference standard: "Customer Operation Performance Center")

- 9 Service as quick response
- 9 Quality as precision and consistency
- 9 Analysis of the relative weight of the operative factors in the satisfaction of the clients and end users
- 9 Improvement processes aligned with final results
- 9 Evidence documentation
- 9 Proactive strategies & prevention of inefficiency