



EFICASIA

OUR HISTORY



EFICASIA Operates Contact Centers since 2005. Currently we have over 3,000 workstations in 5 Contact Centers.

We are a team of Professionals with a passion for great service. This allows us to reach the best results in all areas: generating efficient processes, immediate responses and maximizing technology to achieve and surpass our client's expectations.



EFICASIA is a part of Iké Grupo Empresarial, a multinational assistance company with over 30 years of service and presence in Argentina, Colombia, Brazil and Mexico.



Our Company

We work for you



Mission

To provide Contact Center solutions with world class quality to our clients.

Vision

To consolidate Eficasia's presence in the Contact Center market in Latin America.

Social Innovation

We encourage actions to help our community and our environment.

Our Values

Reliability

We will deliver what we promised.

Honesty

We are transparent and consistent.

Loyalty

We are loyal to our company and its goals.

Leadership

We lead by example.

Innovation

Always generating and implementing new ideas.

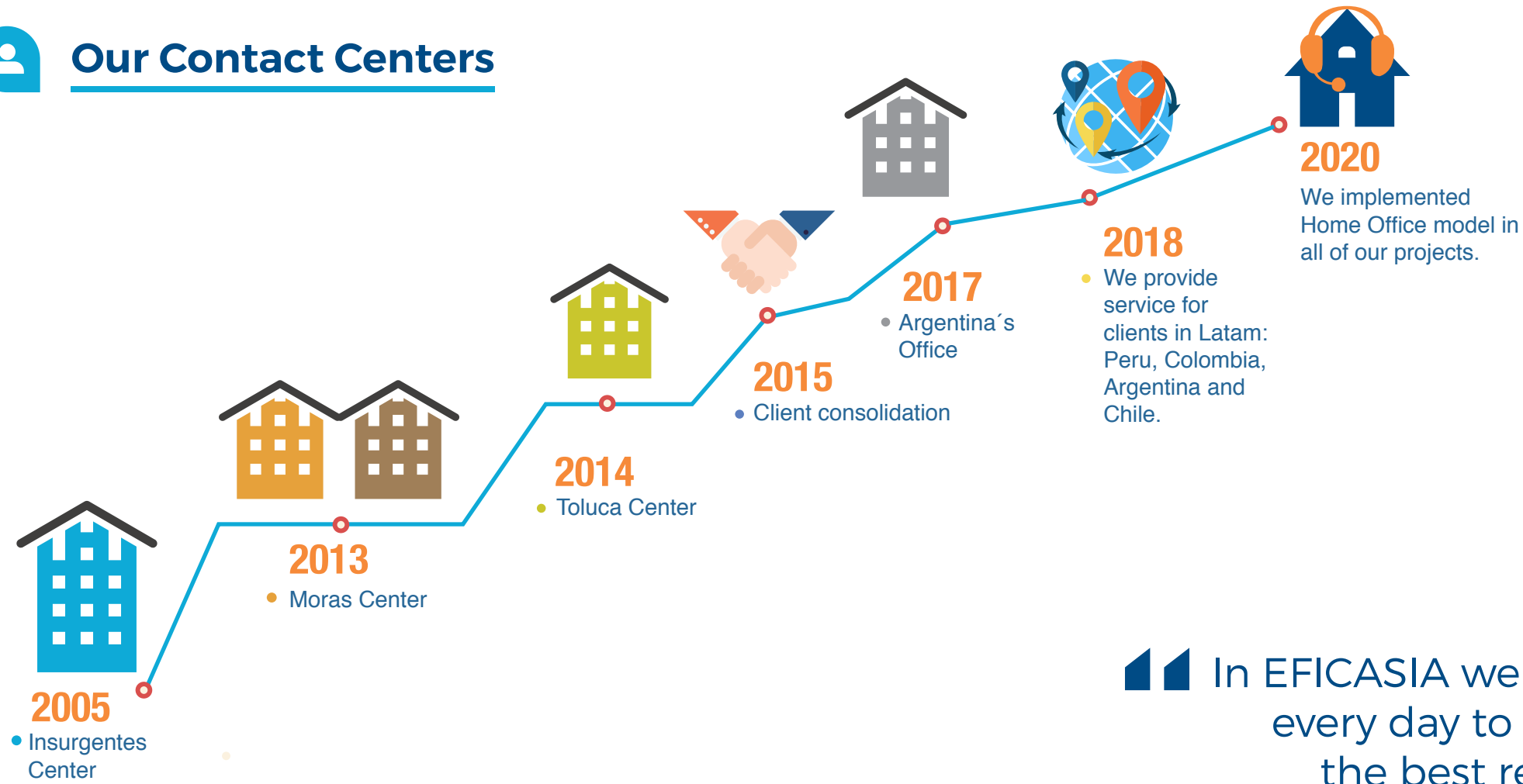
Responsibility

We assume the consequences of our own actions.



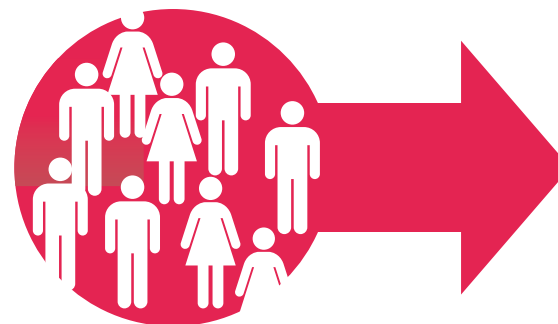
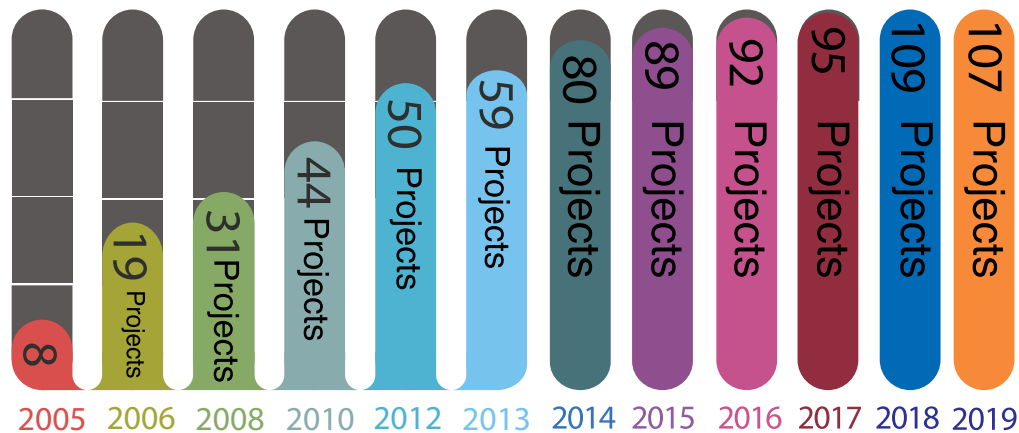
Milestones

Our Contact Centers



■ ■ In EFICASIA we work hard every day to achieve the best results ■ ■

Ongoing Projects



We are over 3000 colleagues

Workstations



Contact Centers

Over 3,000 workstations available for any kind of operation



Insurgentes

Insurgentes Sur No.1685, PH
Col. Guadalupe Inn
Álvaro Obregón, C.P. 01020



Moras

Moras No. 313 Col. del Valle
Benito Juárez, C.P. 03200



Toluca

Paseo Tollocan No. 1613,
Col. Reforma San Mateo Atenco
Toluca, Edo. De México, C.P. 52100



Morelia

Blvrd.Alfredo Zalce No.4485
Tres Marías, 58254
Morelia, Michoacán



Argentina

Esmeralda 1080
Ciudad Autónoma de Buenos Aires,
Argentina

Our Contact Centers are strategically located, close to main routes and transportation for our colleagues and clients.

“ We have the best infrastructure and experience for complex operation management, locally or regionally ”

Facilities

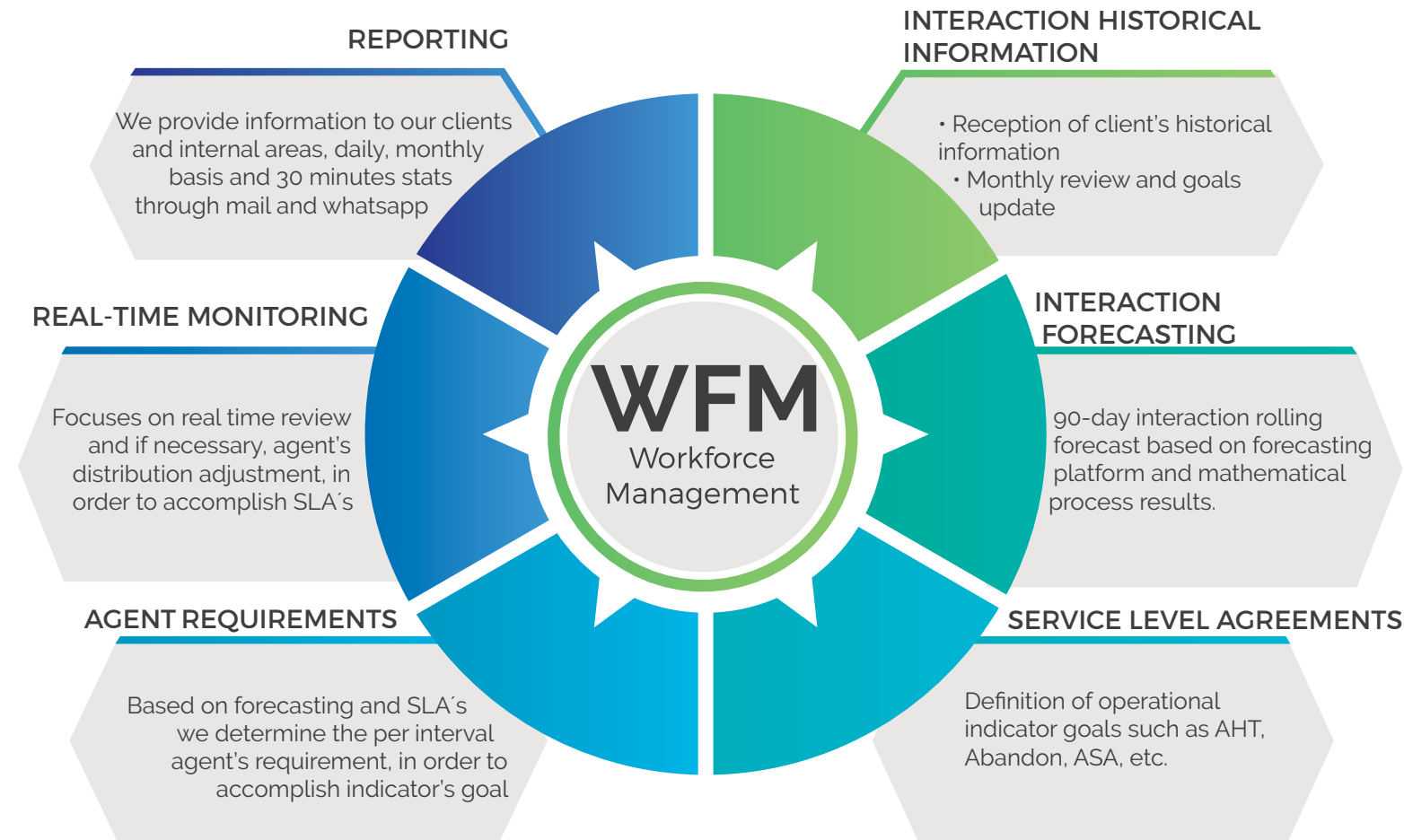
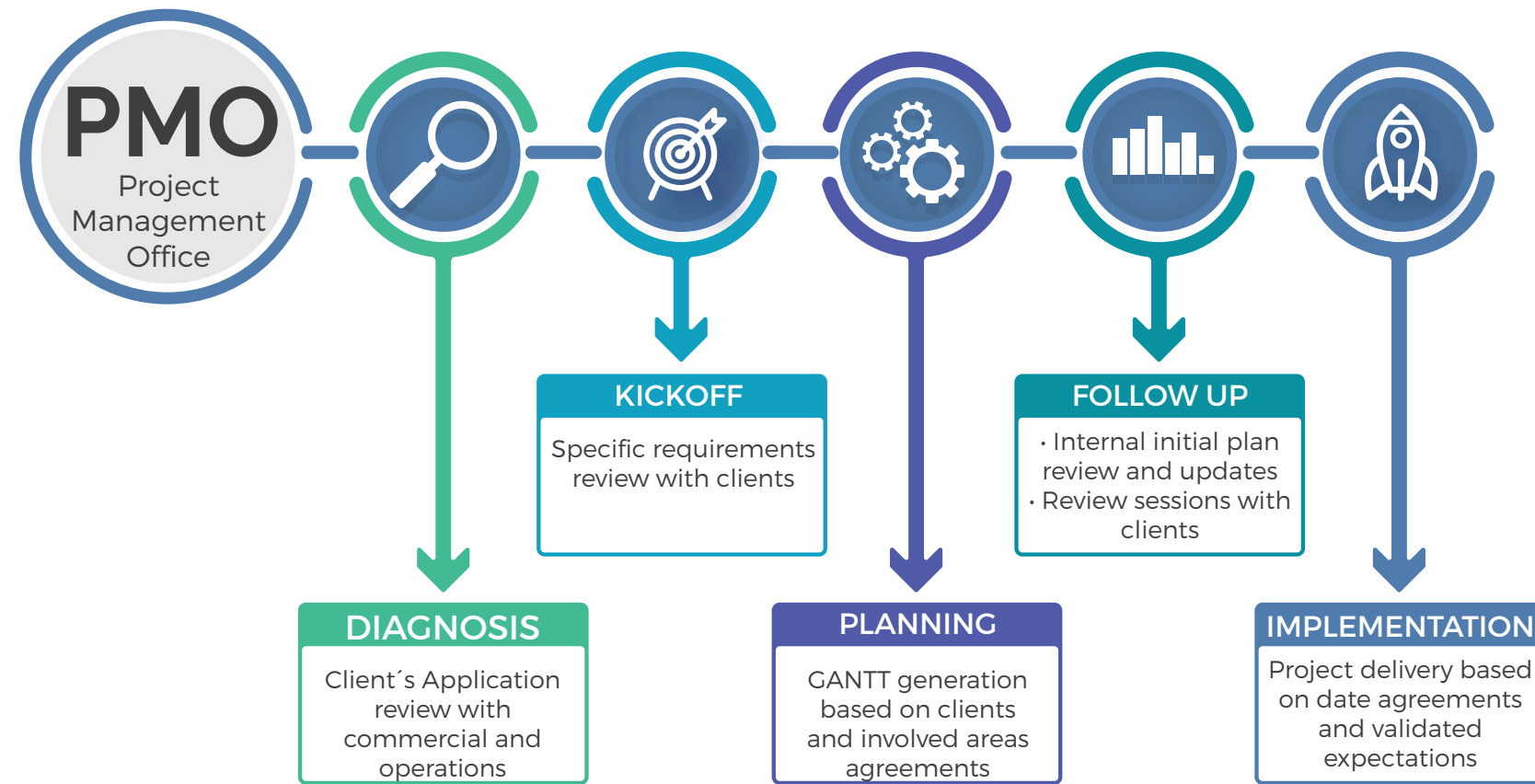
Our facilities are equipped with:

- Workstations with the best tools in the industry
- Executive meeting rooms
- Training rooms
- Lockers for our Telephone Agents
- Lunch and break areas
- Doctor's Office
- Parking
- Control Access and Security Personnel
- Video Surveillance and anti-fire systems

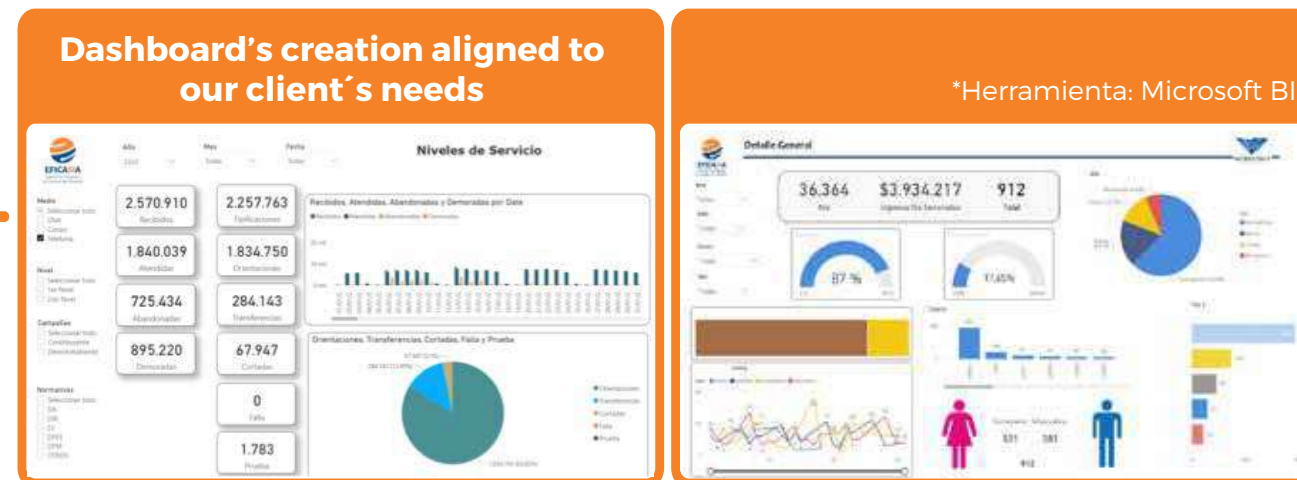


Business Intelligence (PMO • WFM • BI)

Our main objective is to focus on cost efficiency through automating activities, processes and key performance indicators compliance; as well as, provide our clients with reliable and timely information that helps on decision making.

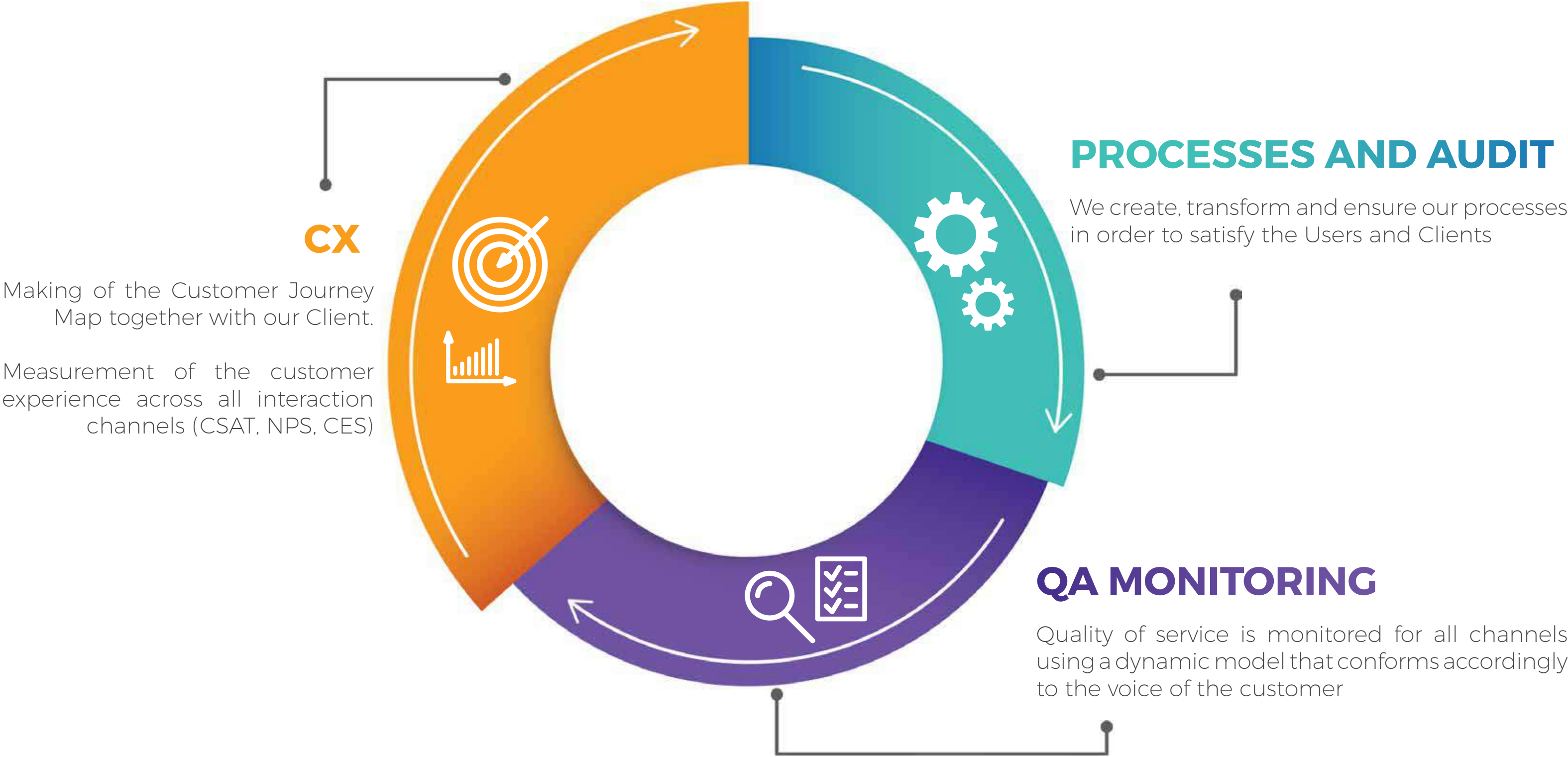


BI Business Intelligence



BI dashboards provide agile, reliable and timely information, helping customers with easier trend analysis, enhanced visibility and better decision making.

Customer Centricity



CX

Making of the Customer Journey Map together with our Client.
Measurement of the customer experience across all interaction channels (CSAT, NPS, CES)

PROCESSES AND AUDIT

We create, transform and ensure our processes in order to satisfy the Users and Clients

QA MONITORING

Quality of service is monitored for all channels using a dynamic model that conforms accordingly to the voice of the customer

Certifications



EFICASIA has been certificated in:

PCI Certification
Payment Card Industry Security Standards Certification



ISO 9001:2015 Management of Quality System certification which guarantees that our processes are documented and permanently updated



ISO 27001-2013 Management of Information Security System



Business Continuity System based on ISO 22301



System based on ISO 37001



Global Quality Model certification for the interaction with clients 2.0 (World Class) in our 4 Contact Centers.



Customer Experience COPC certified key talent.



ITIL Key staff certified on the methodology



Certification and Autoregulation in privacy matters recognized by the Instituto Nacional de Transparencia (National Institute of Transparency)



Key Staff certificated in labor proficiency to provide training



We are certain that in order to achieve a high performance operation it is vital to certify processes and assure compliance of such processes with a continuous improvement methodology

Talent

We offer multiple growth paths to our talent



Since 2015, we have been awarded the Empresa Socialmente Responsable (Socially Responsible Company) Certification by the Centro Mexicano para la Filantropía (CEMEFI)



We are the first Contact Center in Mexico to achieve the certification in the Mexican Norm NMX-R-025-SCFI-2015 for Labor Equality, Diversity and Inclusion



We are a Super Empresa (Super Company).
A great place to work

In EFICASIA, our talent has the opportunity to learn and develop in a culture of respect, confidence and success.

Our training is focused on developing teamwork, customer service, leadership and communication skills.

We encourage our talent to grow professionally and as a person. All our job opportunities are published in intern communication channels so they can apply and participate in a fair and transparent selection process.

We have a Talent Retention Team in which our specialists find ways to keep and retain our employee when possible.

We work continuously in:

- Employee Career Plan
- Training and development programs
- Motivation and team building activities



Talent and Social Responsibility

We believe integration strengthens our team and contributes to deliver better solutions.

We promote growth and development of our employees through these programs and awards.



Communication and Social Responsibility

We encourage Social Responsibility among our employees with many sensibilization campaigns and community support programs to generate a transformation in our society and environment.

We are a diverse and inclusive organization which offers the same opportunities and we acknowledge the skills and experience of our employees regardless of age, color, disability or civil status.



Quality of Life

We have a Quality of Life program named: Benefit Club and we have motivation and team building activities for our employees.

In Eficasia we have several channels in which our employees can express themselves



Technology

We use the best technology tools to operate each one of the campaigns, personalizing the infrastructure, telecommunication, architecture, network and information security in all of our operations.



“ We look forward to satisfying the needs of our clients and exceed continuously their expectations, by improving our technological solutions. ”



Artificial Intelligence & Workflow

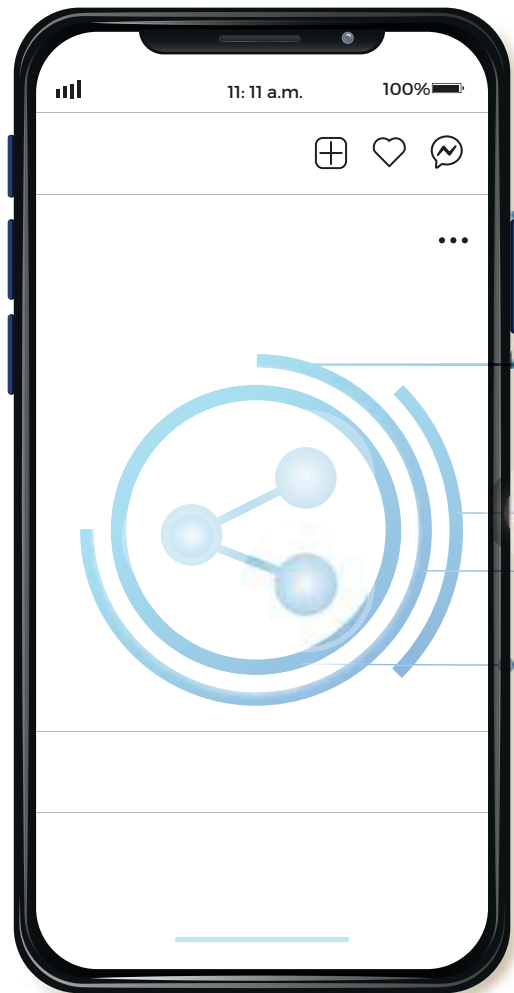
Our **Workflow** solutions allow us to have total traceability of the initial channel of attention, status and final resolution, regardless of how many channels it has gone through in the process. This is important in any workflow process because it allows us to know “when, where, what, and by whom”.

Workflow solutions with IA allow us to manage files massively and securely, using means such as chatbots, email, and WhatsApp.

● Chat Bot

● Voice Bot

● Collaborative chat



- WhatsApp
- Facebook
- Mailing
- SMS
- Chat
- Web Call Back
- Transactional IVR
- Click to Call
- Blaster

Automatic Solutions

● Voice Bot:

Specific answers to simple questions with a basic cognitive level adapted to simple answers.



● Speech Recognition

Artificial intelligence that allows spoken communication between humans and computers through biometric authentication, (Text to Speech)



● WhatsApp:

With this solution, we can send and receive information, not only with text messages but also share images, documents in different formats, easily and safely, having the ability to send massive information, from our multichannel platform.



● RPA (Robotic Process Automation):

With robotic process automation technology, we can carry out automatic activities through specialized software, allowing us to carry out data extractions, perform calculations, execute information analysis, even connect to APIs, and since they are easily adaptable bots, we can configure them to solve processes and operational flows.



Solutions

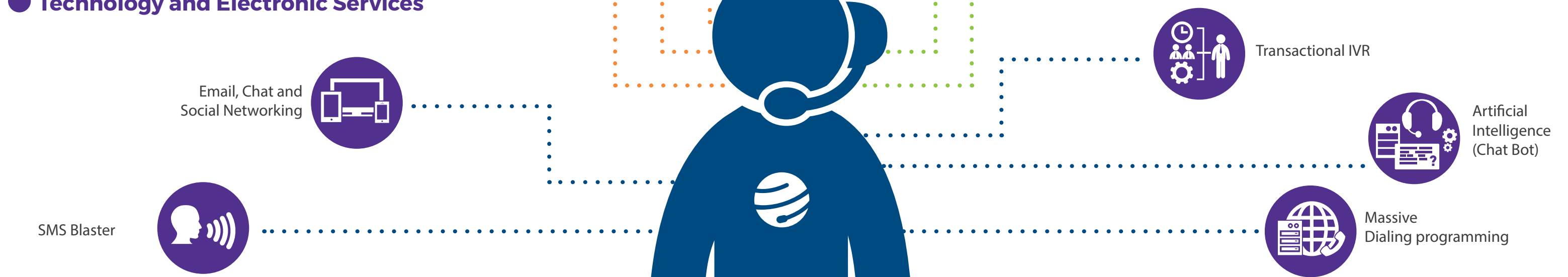
Our solutions are based in Quality, Technology and Specialized Human Talent.

We have experience offering successful solutions. Our service portfolio allows us to generate full and personalized strategies for each one of our clients.

Telephone Services



Technology and Electronic Services



Our Clients

We offer the best experience to each one of our clients through our Team of professionals, documented processes and state of the art Technology.



Success Cases

Awards by the Instituto Mexicano de Teleservicios

- Best Technology contribution award
BPO, KPO, ITO Sector:

“Ripley: Acortando el Camino”

- Best Operation Strategy BPO-KPO-ITO:

“Omnichannel AON”

- Best Customer Experience CX Strategy
BPO, KPO, ITO Sector:

“Convirtiendo al cliente con una buena experiencia”

- Best Customer Experience CX Strategy

“Evolucionando la experiencia del cliente”

- Best Supervisor Talent award
BPO - KPO - ITO Sector

- Best Customer Service Executive award,
BPO - KPO - ITO Sector.



We accomplished these scenarios based on quality service, call handle time reductions, constant training plans and human resources development

· 1st place in Contact Center Customer Service for Afore XXI Banorte as per CONSAR.

Innovation Solutions

· We successfully implemented Artificial Intelligence (Chat Bot) in one of our projects, achieving a 40% efficiency in basic information interaction.

· We service annually 245k Offshore calls from countries like Peru, Colombia, Chile and Argentina.

· We integrated customer service via WhatsApp in omnichannel projects.



Today we own a stable, secure and intuitive platform.

COVID-19 Actions:

Cuidate con EFICASIA

We are fully committed with our employees, clients and with our society. This is why since March 2020 due to the pandemic, we implemented immediate action to take care of the health of our employees and also grant the continuity of our services.

- We communicate on a daily basis prevention and hygiene measures and we keep official information through our corporate channels
- Sanitizing gel and towels in strategic spots with high traffic
- Body temperature measure before entering the Contact Centers
- Special equipment for Medical Staff in our facilities
- Permanent supply of personal protection equipment (reusable masks and plastic face masks)
- Constant communication about the importance of using correctly the masks and face masks
- Línea Cuidate con Eficasia, (Take Care with Eficasia) direct line, medical attention and telephone assistance for employees and family. Medical Orientation Telephone Line for psychological assistance, Orientación Médica Telefónica (OMT 800 2222 668)
 - Home Office implementation and flexible schedule
 - Programmed Sanitization of workspaces and common areas
 - Maintenance of air conditioning and air filters, along with safe distance signaling
 - Training and information about COVID-19



Línea Cuidate con EFICASIA

Tu salud y bienestar son muy importantes para Eficasia, por ello ponemos a tu disposición nuestra línea de asesoría médica:

55 5015 5030

Recibirás atención telefónica gratuita para:

- Consultoría Médica Telefónica / Virtual
- Médico a domicilio (en casos de posible contagio de COVID-19 y previa consultoría médica)
- Ambulancia (para traslados de pacientes que hayan sido revisados previamente por un médico o que esté confirmado positivo COVID-19)
- Referencias y Medicamentos a domicilio

Atención las 24 hrs
Operado por iike Asterca

Conoce la **GUÍA DE SALUD**
Cuidate con EFICASIA

Ponemos a tu disposición esta guía en la que podrás conocer más sobre la enfermedad COVID-19. En su contenido podrás encontrar:

- ▶ ¿Qué es el COVID-19?
- ▶ Medios de transmisión y síntomas
- ▶ Medidas de prevención y cuidados en el trabajo
- ▶ Recomendaciones para el bienestar emocional
- ▶ Líneas de apoyo y nuestras acciones implementadas



Contigo en la **NUEVA NORMALIDAD**



EFICASIA

Soluciones Integrales
en Centros de Contacto

Contact
México

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