

# Soluciones omnicanal para la experiencia del cliente



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## Soluciones omnicanal para la experiencia del cliente

La empresa es un proveedor líder mundial de soluciones omnicanal de experiencia del cliente (CX), especializado en mejorar las interacciones digitales entre las marcas y sus clientes. Como Corporación de Beneficio Público, la empresa se centra en potenciar a las organizaciones que generan impacto y en ofrecer soluciones de experiencia del cliente basadas en datos en diversos sectores. La empresa aplica un enfoque científico a la experimentación, que abarca la recogida de datos, la formulación de hipótesis, la definición de criterios de éxito, el despliegue de experimentos y un riguroso análisis estadístico. Este método garantizaba que las decisiones se basaran en datos, minimizando el riesgo y maximizando el rendimiento de las inversiones en marketing.

La empresa también fomenta sólidas asociaciones con proveedores de confianza para ofrecer un conjunto completo de servicios digitales, que van más allá de su experiencia básica en experiencia del cliente. Este modelo de colaboración permite a la empresa ofrecer soluciones consultivas de alta calidad sin diluir su especialización. Como Corporación de Beneficencia Pública, la empresa se dedica a trabajar con empresarios y organizaciones que pretenden crear un impacto positivo. Su misión es ayudar a las entidades con fines específicos a ampliar sus contribuciones a la sociedad, la economía y el medio ambiente.

Con una huella estratégica global, prácticas basadas en datos y un profundo compromiso con un impacto significativo, la empresa está bien posicionada para un crecimiento y liderazgo continuos en el sector de la experiencia del cliente.

Industrias atendidas:

Empresa a consumidor (B2C), Empresa a empresa (B2B), Educación (EDU), Organizaciones sin ánimo de lucro (ONL), Agencias digitales, Organizaciones centradas en la sostenibilidad, Telecomunicaciones,

Servicios ofrecidos:

Soluciones omnicanal para la experiencia del cliente, investigación y conocimiento del usuario, experimentación digital, optimización de la tasa de conversión (CRO), asistencia técnica

Geografía:

Operaciones globales con presencia estratégica en LATAM y Filipinas

Personal:

2000 ETC

Ingresos:

\$50 M

EBITDA:

\$8 M

TARGET PRICE

\$ 56,000,000

GROSS REVENUE

\$ 50,000,000

EBITDA

\$ 8,000,000

BUSINESS TYPE

Centro de llamadas

COUNTRY

Filipinas

BUSINESS ID

L#20250905

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