



**PENTAFON**

TAYLORMADE RESULTS

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Contact Center & BPO

More than 17 years operating Contact Centers in customer service, collections and sales services for large corporations. 2,600 stations in 7 centers in Mexico and Latin America. We are certified in PCI-DSS level 1, ISO 27001, ISO 18295, ISO 9001, CIC 2.0 Global Model and ANSI / TIA 942 TIER II.

We use Genesys platform to provide omnichannel services of high quality and continuity thanks to its technical infrastructure in high availability.

One of the 100 best companies to work in Mexico according to Great Place to Work.



# THE EXPERIENCE OF CUSTOMER AS A COMPETITIVE GLOBAL ASSET

Customer experience is one of the main competitive factors in the business sector worldwide. The way it is managed adds value added to brands and therefore a competitive advantage above other companies.

Rapid advancement in technology has facilitated customer service through different communication channels, through which establishes relationships between brands and their consumers. This has allowed strengthening customer loyalty, increase sales and strengthen the reputation of the company.

Therefore, it is essential that companies adopt a multi-channel approach to engaging with their clients, achieved with an integrated and consistent way, where the contact center has become a fundamental and central piece.

We are an efficient omnichannel contact center. A secure alternative with robust information management, flexible and versatile in its operation.

At PentaFon, we provide our clients with latest generation and infrastructure that ensures service continuity. Likewise, we have certified processes in terms of security of the information, financial transactions security, quality of processes and talent management. All this, added to the one on one attention we provide, allows us to value the needs of each company we work with and offer them tailor-made solutions.



# OUR SERVICES

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## CUSTOMER SERVICE

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We maintain and improve the satisfaction of your customers through interacting with them through all voice and data channels. Our customer services process adhere to the best industry practices to ensure compliance with required service levels.

## COLLECTION

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We support your financial goals and recover portfolio at levels above average. Our management model integrates technology into the intelligence strategy and database dialing to increase the number and frequency of contacts. Everything with compliance of the current regulations.

## SALES

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We support you in achieving your business goals by integrating technology and human factor with database intelligence processes. In this way we group profiles, generate and qualify leads applying the best industry practices.

## HUMAN RESOURCES

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Registered with the REPSE, we offer services of attraction, selection, training and staff management according to current regulation.



# MANAGEMENT MODEL

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## SAFETY AND REGULATIONS

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We have the highest levels of international certifications to guarantee security in data protection and secure transactions through the contact center. We fully comply with the provisions of the Federal Law on Protection of Personal Data in Possession of Individuals, CNBV, CONDUSEF, REUS, PROFECO and with customer security protocols to ensure the confidentiality of your information and your transactions.

## HUMAN CAPITAL

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Our human capital management, certified by Great Place to Work® and recognized by the IMT as the best management of talent in the country, is focused on people. The processes of attraction, selection, training and talent management are fully automated systems based on artificial intelligence, which allows identifying not only competencies, but also the trajectory and environment of the people. The loyalty plan of Pentafon is founded on the health and well-being of collaborators; training processes based on e-Learning, or taught by certified instructors, they guarantee learning and our supervision model is based on personalized coaching. All this allows us to have satisfied employees and customers.

## TECHNOLOGICAL PLATFORM

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Our company strongly believes in invest in a fully omnichannel platform integrated with all WFM modules, monitoring, quality, reports and speech & text analytics based on Genesys, which enable efficient processes, as well as a deep management of relevant and updated information, incorporating BI to facilitate decision making of our clients. Interconnected systems between different sites as well as additional support with a private network in the cloud, guarantee the continuity of the operation in the event of unforeseen events or disasters. Our Pentahome® and Mobility® technology allows us to extend our operation of teleworking with the same levels of security, availability and efficiency than in the centers.

# OUR CERTIFICATIONS

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## PCI-DSS LEVEL 1

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Maximum level, which is the only one that guarantees safety in the processing, storage and transmission of data from cardholders and therefore the safe handling of client's sensitive data. It focuses on the implementation of secure networks, data encryption, access control information, assignment of unique identifications and restriction of physical access to data. With this, PentaFon ensures a safe environment for information and transactions, supports remote payment collection, creates media encrypted client-provider and offers anti fraud protection.

## ISO 27001

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PentaFon establishes, maintains and improves the secure information management of our and your clients. We achieve this through the development of information security policies, risk assessment, installation of security processes and operation continuity.

## ISO 18295

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Through incorporating the client's strategy in certified processes, it has as an objective to maximize the end user experience in each of the contact center interactions, differentiating the offer and ensuring loyalty of our clients' clients.





## **ANSI / TIA 942 TIER II**

An international external body certifies the infrastructure of our computing centers, facilities, equipment and components (N + 1) with double electrical distribution line, including electrical substations, which guarantee an availability of at least 99.741%. By meeting high levels of infrastructure performance of data centers, efficiency and reliability are increased, reducing risk and cost in operations.

## **ISO 9001**

We guarantee a quality management system that allows to offer products and services attached to standards that meet or exceed your expectations. This involves documenting, controlling, measuring, evaluating and providing feedback on the processes involved in the generation of the service to ensure their adherence to promised levels of quality and value.

## **GREAT PLACE TO WORK**

GPTW®, a global authority on organizational culture assessment, certifies Pentafon as one of the 100 best companies to work for in Mexico, so pride in working in the organization and positive relationships between colleagues and leaders translates into better customer service.



# OUR INFRASTRUCTURE AND TECHNOLOGY

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We have top technology through the multichannel platform Genesys, where we integrate all the modules to maximize the efficiency:

## COMMAND CENTER

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Real-time monitoring of all KPI's to maximize efficiency, even from work at home with the Pentahome® solution.

## TOTAL OMNICHANNEL

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In and out access through all media voice and data on a single screen with attention and unified reports.

## INFOMART

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Generate online reports and analyze data through interactive panels.

## SPEECH MAINER

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Integrated module that allows to measure the quality of the service and give online feedback to operators.

## ARTIFICIAL INTELLIGENCE

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Through Xira, it enables us to develop the robots and necessary RPA's to streamline operations, improve service and ensure safe operations, whether remote or in the center.





## **SPEECH & TEXT ANALYTICS**

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It maximizes the visualization of agent-client interactions, which allows to identify opportunities for improvement in processes and design products to maximize the customer experience.

## **BUSINESS INTELLIGENCE**

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We integrate operating information with business, on interactive panels in real time, to carry out strategically decision making.

**PENTAFON<sup>®</sup>**

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We guarantee productivity, safety, efficiency and availability in our operations from home, integrating talent and technology, to ensure the objectives and needs of our clients and collaborators.

## **TECHNOLOGICAL INFRASTRUCTURE**

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To ensure the continuity of our services, Pentafon has infrastructure in high availability with redundant interconnections for voice, data and links of communication in our 5 centers distributed in the country and 2 in Latin America. All centers have safety equipment, as well as double emergency backup of electricity and electrical connections. As a second level of protection, we have a private network in the cloud, in high availability, which allows us to continue the operation from home or any alternate site in the event of a disaster or pandemic. The solution of Sophos protects our networks, computers and systems against intruders or attacks, guarantees data security and integrity and minimize the risk of information loss of our clients.



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Pentaфон Contact Center & BPO



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Pentaфон



Experiencia Pentaфон

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Mariano Escobedo 220

Thiers 251

## MTY

Paras 802

## MORELIA

Av. Las cañadas 140

## VENEZUELA

Francisco de Miranda  
Caracas

Av. Principal de los Ruices  
Caracas

