



protelbpo.com

**What does it take to convert your customer's call or question to lifelong loyalty?**

**Contact center staffing flexibility. Cost and value. Exceptional and reliable quality. And last but not never, ever least ... Empathy.**



**English is the first language.**



**Nearshore BPO offers incredible value.**



**Labor shortages are not a problem in Belize.**



**Staffing flexibility: From 5 to 1,500 seats, we can help with whatever comes your way.**



**Cost savings of 40-60% compared to domestic operations.**



**Highly positive, energetic culture with attrition rates well below industry standards.**

**At Protel BPO, we never compromise on what it takes for your brand to put its best foot forward for customer loyalty and success. Across our team we believe nothing matters more than how your customers view your brand.**

### **How do we carry out this promise?**

**The warmth of the English language for every call creates a customer experience around exceptional quality.**

Belize is the only country in the region with English as its official language, but over 50% of the population also speaks Spanish. This means that when you partner with Protel BPO, you get the benefit of English-first, bilingual agents - filled with warmth, vigor and generosity.

**Nearshore BPO means consistent value and flexibility.**

Belize is truly unique as a nearshore contact center location. Protel BPO is located in Belize City, Belize, at the heart of the Central American country. It's only a **two-hour flight from Miami to Belize**, making it very convenient for your team collaborations. We offer flexible seating capacities, making Protel BPO a great fit for your needs. Our hands-on leadership helps increase the value you receive by creating a positive, promote-from-within environment. Plus, Protel BPO is PCI Certified and HIPAA compliant.

**Labor shortages are not a problem for Protel BPO - And this constantly boosts the value and quality your brand receives.**

Belize is also a consistently growing and well-staffed location for contact center laborers, meaning you have the confidence of reducing problems like call labor shortages. In fact, the contact center industry is the 4th largest in Belize, and growing! Jobs are favored and sought after, and Protel BPO maintains a high retention rate. Not only do we have an enthusiastic labor force, but our ongoing incentives and trainings create an environment where our agents are excited to come to work.

**Empathy isn't a phrase you hear all the time - except at Protel BPO.**

Our team, from contact center agent to Quality Assurance to Team Lead and upper-level management practices empathy daily. Our rigorous training, called Brand Camp, helps our team with specific skills toward understanding and being sensitive to the needs of each individual customer they connect with. Empathy as a core value also means fewer escalated calls and faster resolved calls, and we have the data to demonstrate these successes.

# JCrew Engages Protel BPO to Solve Higher Customer Expectations, and Keep Pace With Changing Demands

*"Thank you to all the Protel team for a terrific holiday season. The quality of the work and extra hours put in by our Protel partners in Belize saved us on several days – and it's truly appreciated! For peak days, with your help, we ran a +90% occupancy, ~30s ASA and 86% FCR (first contact resolution). That's in the top 1% of the industry KPIs – and truly ELITE stuff!"*

*- JCrew Team*

Like many large-scale retailers, a well-known Fortune 500 clothing retailer found itself pivoting not just once, but twice, as the pandemic abruptly led to the closure of many of its brick-and-mortar stores. What followed was almost as sudden: the quick shift to increased online sales. Yet this meant the need for excellent customer service for phone calls and online ordering was more critical than ever before.

On a bigger level, the retailer's ability to respond to their customers' needs signaled a readiness to provide the resources, tools and service to keep pace with whatever the next twist or turn in the unfolding pandemic might be.

They chose Protel BPO, and have continued to see increased success and outcomes.

Each week, Protel BPO reviews the reports for quality, efficiency, effectiveness and outcomes like Average Order Value, while evaluating each agent's performance. The reports equip team leaders as they choose which agents to spend time training or helping them refine their strategy. In addition, the top clothing retailer's own coaches and trainers are used in conjunction with Protel leadership.

The retailer team and Protel BPO meet both daily and weekly to ensure that the companies are in agreement on their strategies and discuss any challenges that need to be overcome together. Protel BPO has been able to meet each of the key performance indicators (KPIs) this retailer put in place.



## Protel BPO in Action: Hello Fresh Success

The world's leading meal kit company has several BPO partners and needed to add additional capacity by adding another BPO company. They initially opted to work with a company in another Caribbean country. However, during the discovery process, they realized that there was not an alignment in terms of work ethic and culture. When they saw how critical it would be to have specialists offering superior customer service, they recruited Protel BPO.

In addition to meeting aggressive CSAT goals the world's leading meal kit company wanted to pursue improvements in areas like average handle time (AHT) and quality. At the end of every interaction, Protel BPO contact center agents requested that customers complete a survey and rate the quality of service they received, as well as how well agents from Protel BPO assisted them.

After only two months from launch, Protel BPO was able to win first place in the Quality Olympics that took place over an eight-week period across six partner locations in four countries.

Protel BPO is able to offer the world's leading meal kit company nearshore pricing, but you might even call it "next door pricing" because it is only a short flight from several U.S. cities. In fact, clients often say that they can have breakfast at home and lunch in Belize. Clients like the world's leading meal kit company save as much as 40% to 60% when they choose Protel BPO, the nearshore provider next door.

*"One thing that continually stands out is our authenticity of approach – across leadership, training, sales, and service. What you see online is what you get. Our team is real, dedicated and hard-working. They are everything and more I hoped for when I started Protel BPO here in my home country. I am continually inspired by the ways our company makes an impact on the opportunities now, and in the future, for the amazing people of Belize."*

*- Kevin Herrera, Founder and CEO, Protel BPO*

*"Protel is not just another call center. Here we really do strive for goals, for as big as they can be. We are given an opportunity for us to explore our ideas, for us to implement whatever we think is best for the client's campaign. And we really do work very hard so that we can meet goals, so that we can meet KPIs, so we can meet whatever goal is expected. We enjoy the work because we really want to keep that campaign here at Protel, and we want the client to be able to grow, as well."*

*- Hannah Ayala, Quality Assurance Analyst*