



CX CENTAX

Best
Partner in
Outourcing



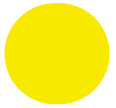
Since 1994



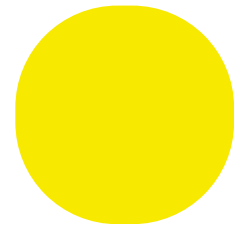
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WHO WE ARE

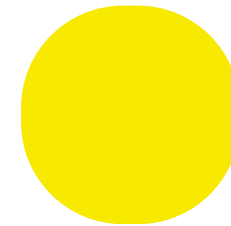
Our Identity: BPO and Consulting

-  CX Centax is an innovative partner in the Contact Center sector, capable of managing all touchpoints of Customer Experience. We manage omnichannel activities, 24/7, of **engagement, valorization** and **relationship** with customers and potential customers.
-  We are also specialized in the creation of consultancy projects for the **analysis and redesign of Customer Care**, with the aim of increasing the effectiveness and efficiency of all customer relationship processes.
-  We are strongly oriented towards quality: of services, provided with a "**one-contact-solution**" approach, of people and strategies.

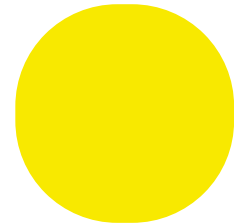
BPO ADVANTAGES



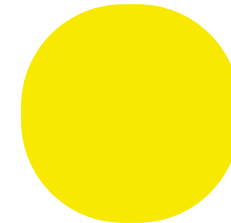
Greater organizational **flexibility** for managing predictable and contingent peaks.



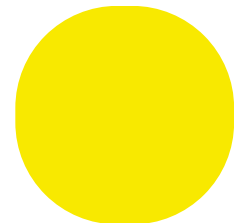
Saving on the **total cost** of managing Customer Care both operationally and technologically.



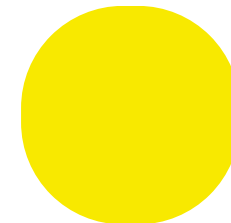
Possibility to **reallocate internal staff** to more complex and high-value specific activities.



Optimization of all Customer Care activities thanks to process **know-how**.



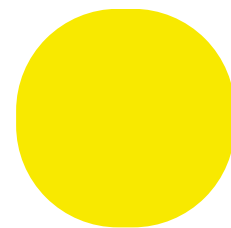
Project **scalability**: the ability to test pilot solutions before internalizing them.



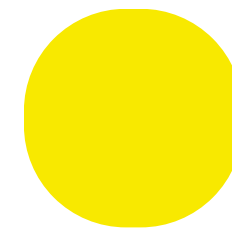
Traceability, thanks to custom reporting, which leads to targeted and precise **improvements**.

CONSULTING

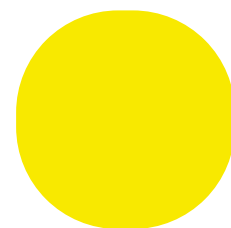
The value of relying on a Partner for the analysis and redesign of Customer Care processes



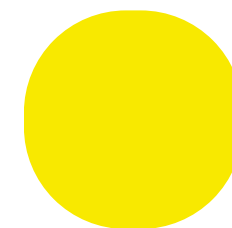
We offer our **thirty-year knowledge** of best practices and the most effective techniques to provide customized solutions



We achieve enhanced **operational efficiency** and substantial **cost reduction**, along with expedited time to market.



Our team comprises **highly qualified** project managers, business analysts, and process architects.



We consistently stay informed about the latest technologies and trends in the industry, providing innovative and **state-of-the-art solutions**.

OUR SERVICES

Total Customer Management

ENGAGEMENT

Pre Sales

- Digital Marketing & Lead Generation
- Appointment Scheduling

VALORIZATION

Sales

- Digital Selling
- E-commerce Management
- Fundraising

RELATION

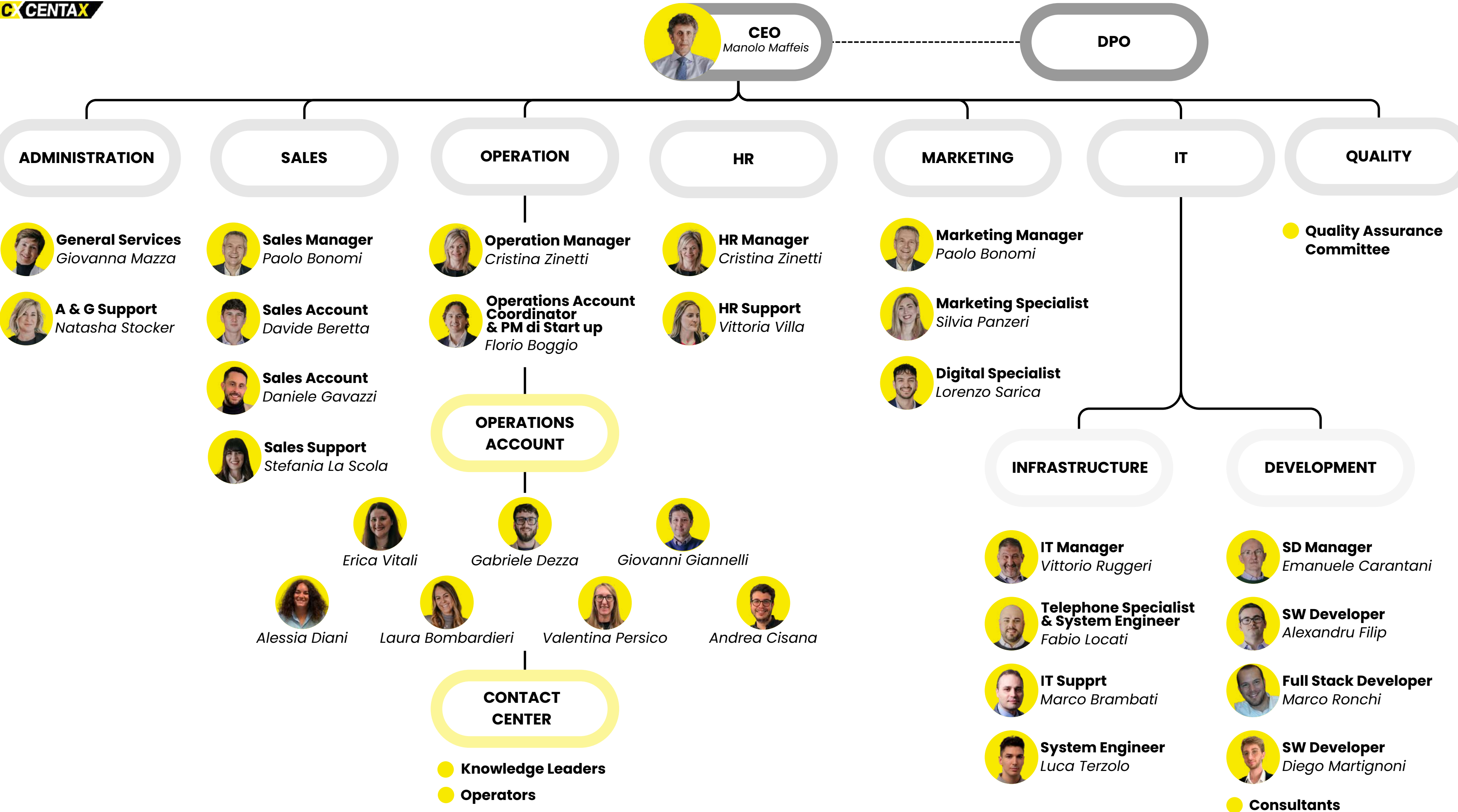
Post Sales

- Customer Care
- Help Desk
- Back Office
- Customer Loyalty

ANALYSES

Consultancy

- Assessment & Service Design



Technology

The CX Centax **Infrastructure Area** manages hardware configurations (ACD-CTI-IVR systems) and oversees the establishment of Contact Center stations (connectivity, VPN, token, VDI, etc.), with a strong emphasis on all aspects pertaining to security and compliance.

- **600+** Configured physical and virtual stations
- **2** Remote Data Centers for Business Continuity and Disaster Recovery purposes, featuring redundant Tier III and Tier IV certified servers.

Innovation

CX Centax's **CX Lab** creates tailored proprietary solutions and applications designed to enhance the management of BPO projects.


It is the quintessential consultant for organizations seeking innovative solutions in the realms of CRM, software licensing, and system integration.

- Front Office
- Activity Manager
- Email2DB
- uNear

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INNOVATIVE SOLUTIONS

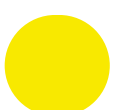
AI from a Digital Human Perspective

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Our objective is to revolutionize Customer Care through innovative technological paradigms: to consistently deliver high-quality services that are increasingly rapid and tailored, facilitated by advanced projects that leverage **artificial intelligence** techniques to transform the customer relationship.

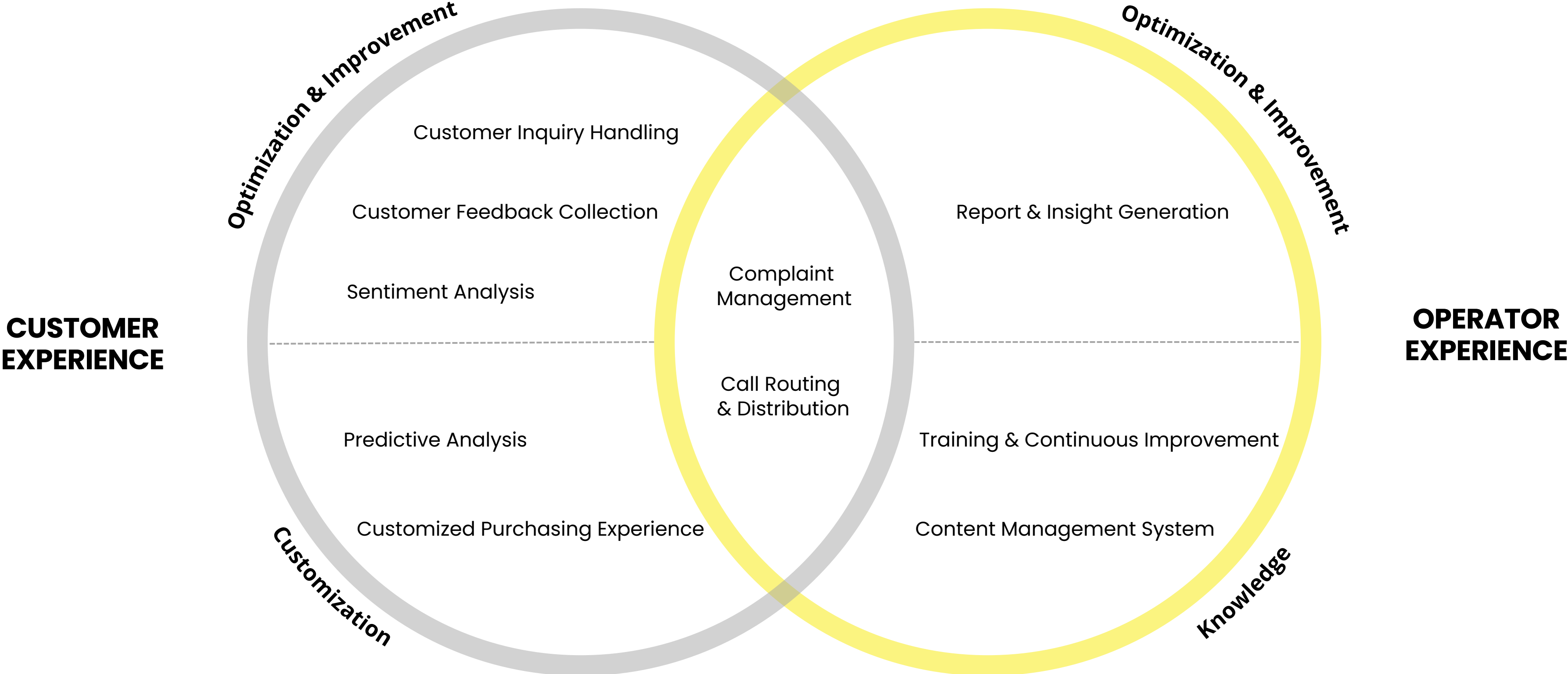
A solid yellow circle.

To facilitate **personalized and empathetic interactions**, our solutions employ advanced profiling, sentiment analysis, and automation technologies grounded in the latest Large Language Models.

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Security is our foundation: we ensure secure and verified communications, a system that is safe for Contact Center operators and for the customers themselves.

AI



PEOPLE

Generational synergies

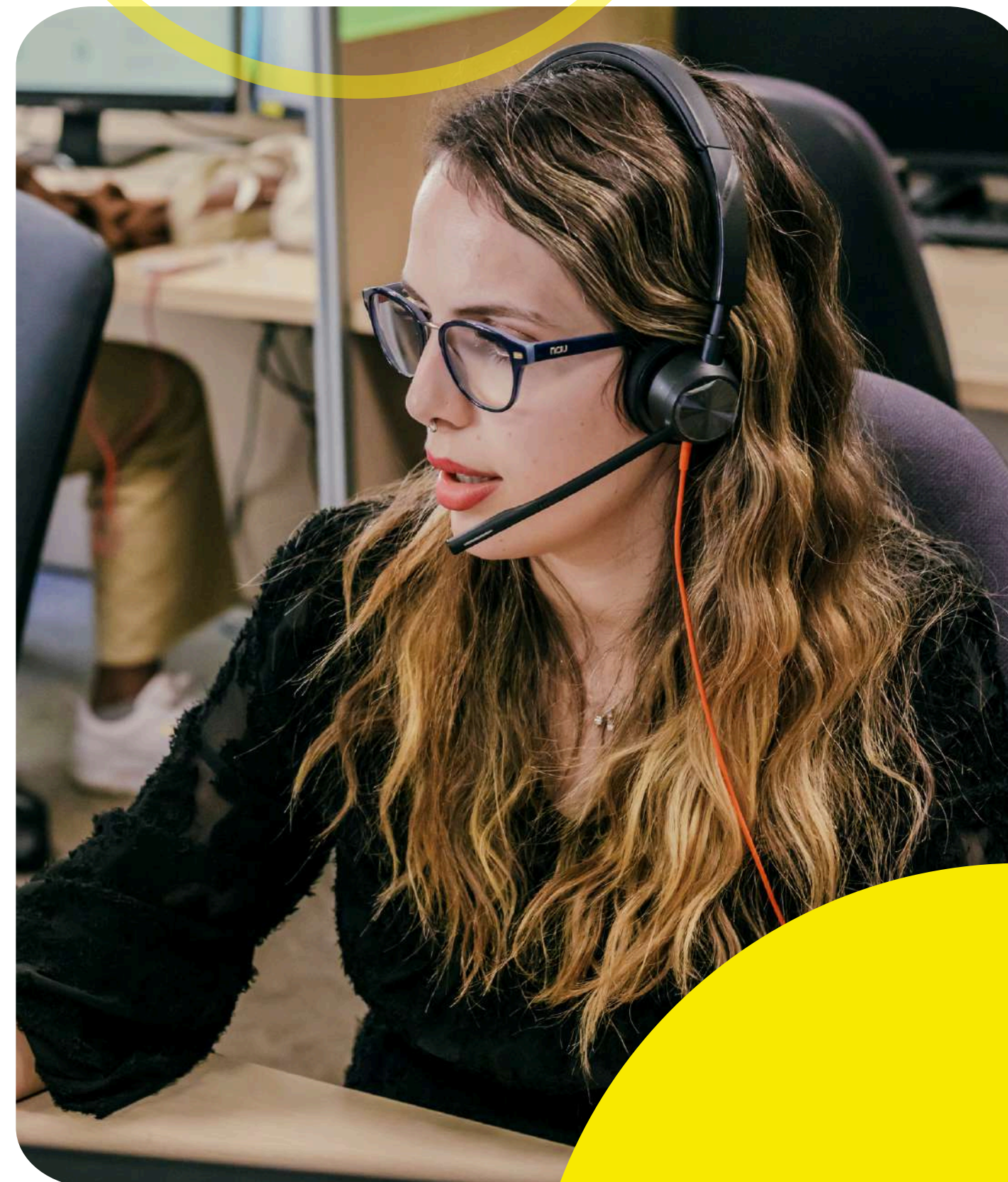
CX Centax employs more than **400 highly qualified** front-end and back-end professionals, recruited through systematic hiring processes.

The composition of the work teams is as follows:

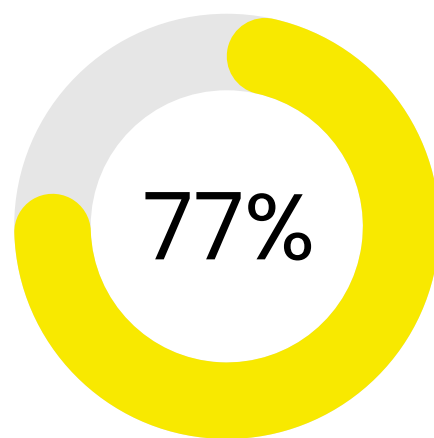
- Mainly by young and brilliant university students for relational activities (78%)
- Figures with higher seniority for engagement, valorization and coordination activities (22%)

For a compliant management of specific projects, the use of **certified personnel** (OAM, IVASS, ...) is foreseen.

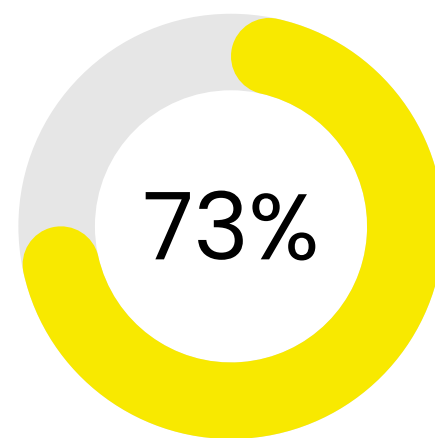
The approximately **30 staff members** have proven, multi-year experience in the BPO sector.



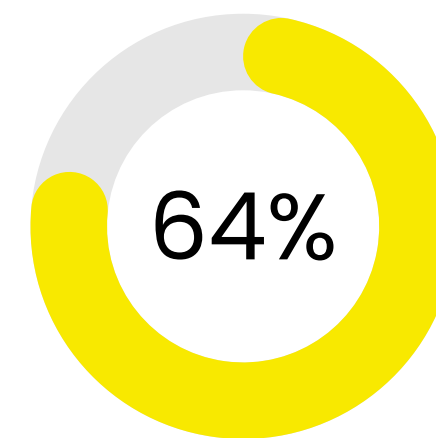
NUMBERS



Women

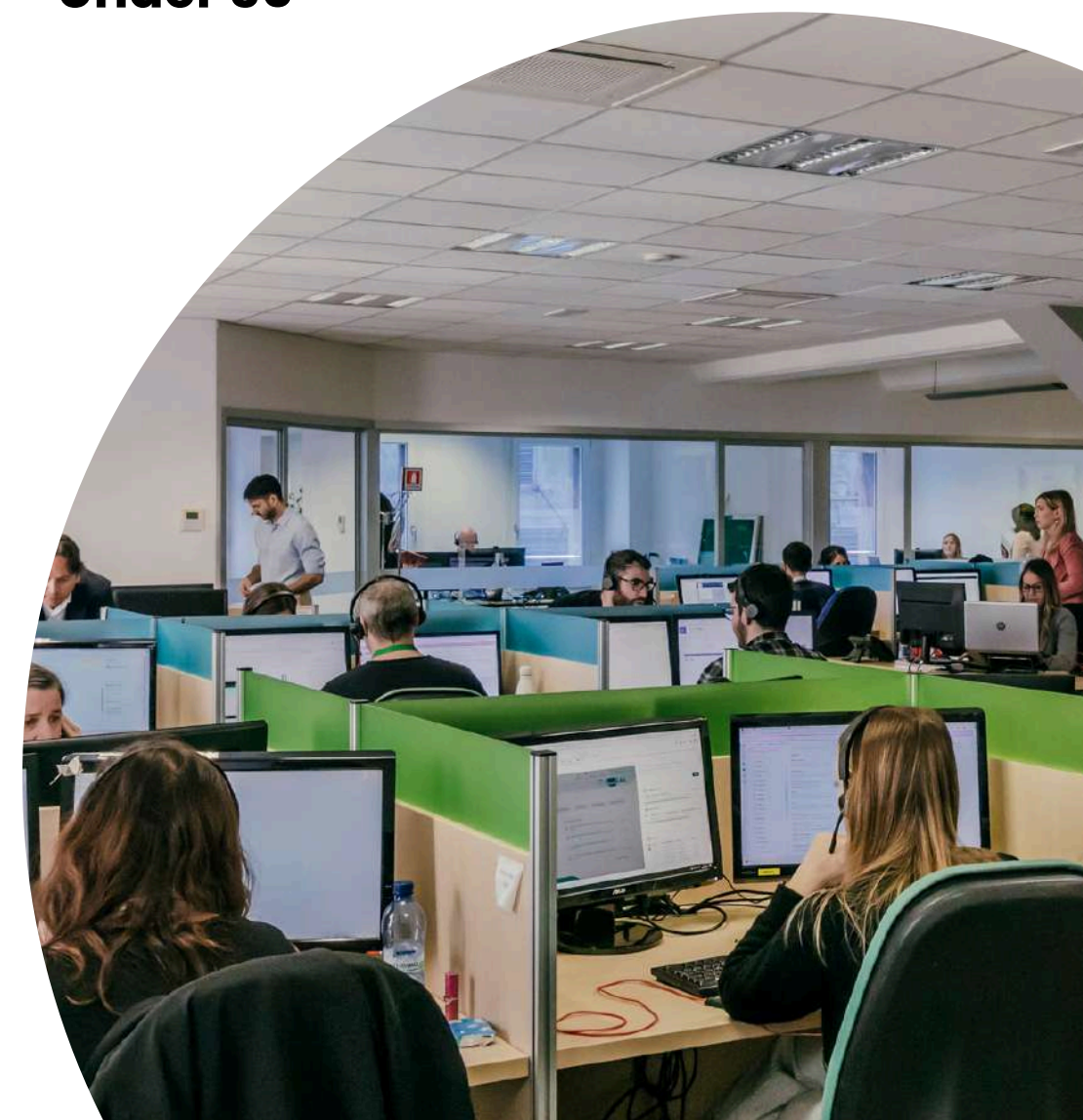


Graduates/Recent Graduates



Under 30

- **14** languages spoken
- **800** hours of training/month
- **3.5** years average turnover for inbound activities
- **8.5** years average turnover for outbound activities



WORKLIFE

Why do people choose to work with us?



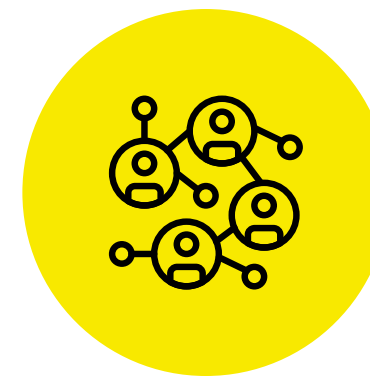
Employment contract

Employees hired with a regular national Telco/Commercial contract.



Tools

Investment in the best work tools, management applications and comfortable environments.



Flexibility

Self-submission of weekly work shift availability through the CX Lab application.



Employee Experience

Dynamic environment, regular assessments of the corporate climate, engagement initiatives, team-building exercises, and competitions.



PROJECT START-UP

Methodology and Approach

CX Centax employs a **Hybrid Project Management** methodology (Waterfall + Agile) to streamline and optimize processes and technologies, striving for a continuous **equilibrium between performance and quality** delivered.

The insights derived from the most successful case histories have enabled us to pinpoint the **Best Practices** for effectively managing the initiation of new omnichannel Contact Center services:

1 Kick-off meeting

2 Assessment & Service Design

3 Project team

4 Operational Tools

5 Security and compliance

6 Progress Report and monitoring

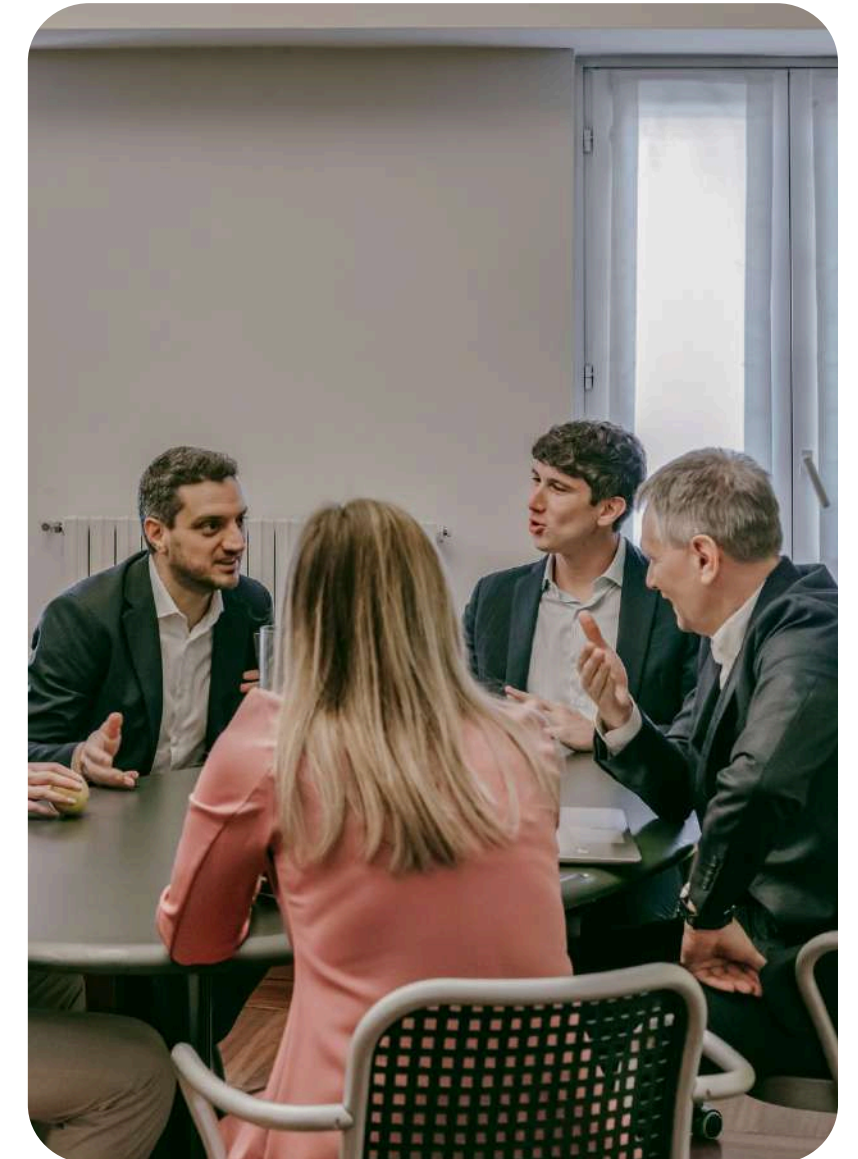
KICK-OFF MEETING

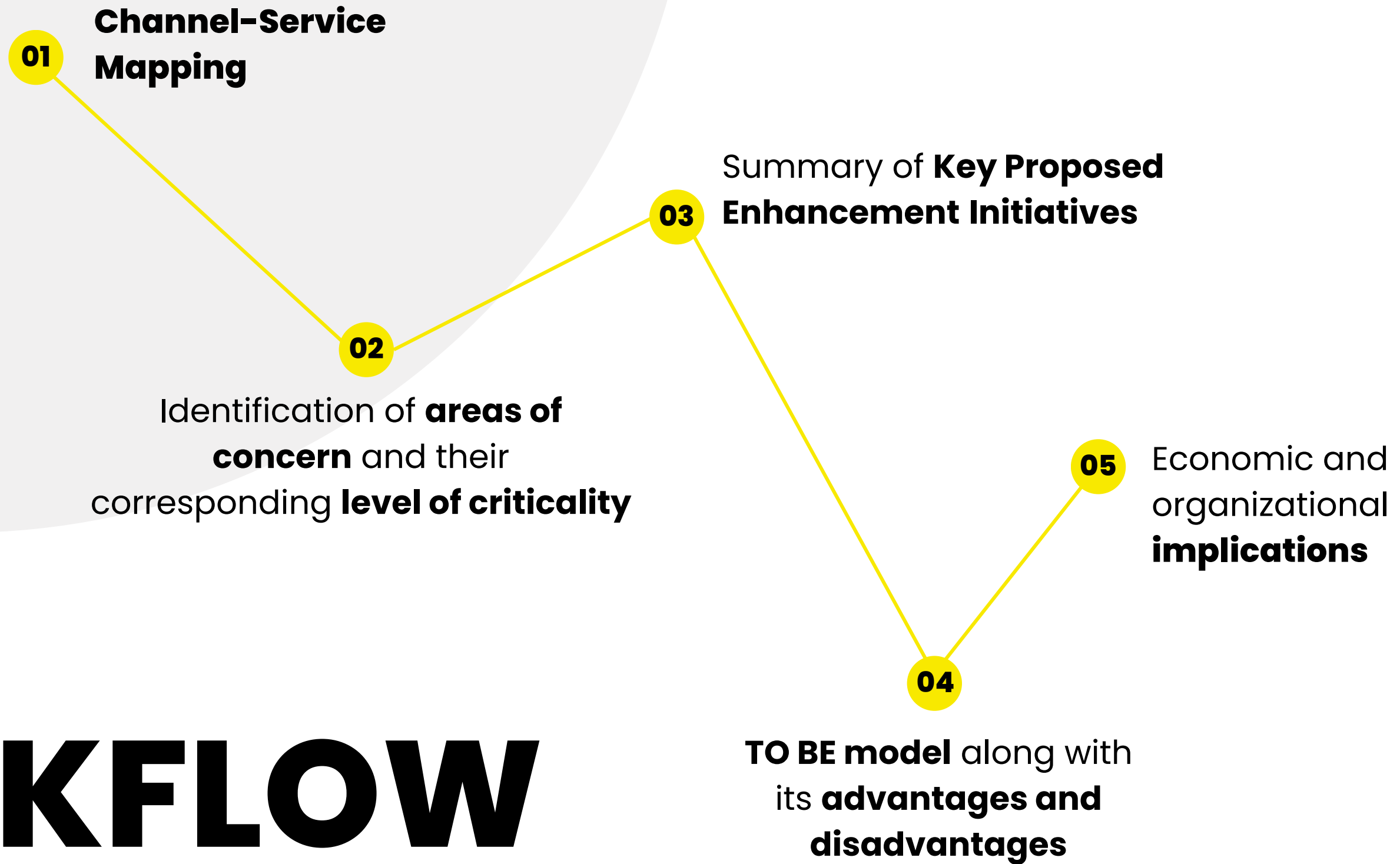
CX Centax approaches each service with meticulous attention to both quantitative and qualitative management levels, making the **sharing of data and objectives** with the customer a pivotal moment.

To ensure the successful initiation of each new project, an initial meeting for analysis and comparison among the parties is scheduled, during which Sales, Operations Account, and the Client gather all specifications of the agreed-upon activity and engage in proactive comparison.

This meeting serves as a precursor to the internal establishment of an **effective management flow** designed to train the team responsible for the activity and technical IT implementations.

During the Kick-off phase, the **training plan** for staff will be disseminated, along with a detailed comparison of procedures and any specific cases.





WORKFLOW

Assessment & Service Design

STAFF FIGURES

3

For the management of BPO projects, Centax foresees the involvement of the following dedicated figures, at different levels:



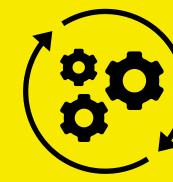
Project Manager

Coordinates the initiation, defining and optimizing workflows and processes.



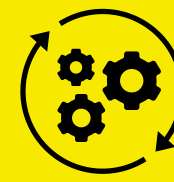
HR Specialist

Recruits dedicated resources both internally and externally.



Operation Account (OA)

Operational contact for Rolling Service, overseeing the entire project.



Knowledge Leader

They assist the OA in training and providing resources.



Developer & System Integrator

CX Lab professionals who configure and integrate management software

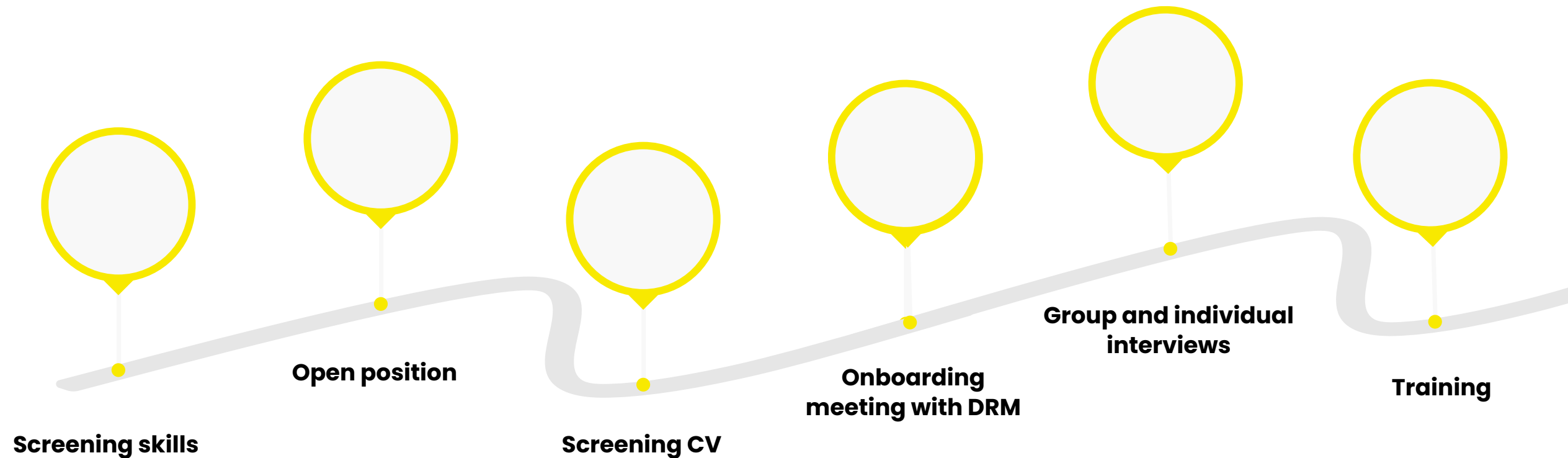


Telephone & System Engineer

Responsible for the configuration of the workstations and the upkeep of the CX infrastructure.

TEAM COMPOSITION 3

One of our main success factors to ensure a high level Customer eXperience is the quality of our Front and Back-End staff, the result of a consolidated HR strategy.



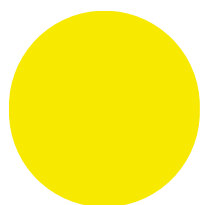
The ideally identified profiles, newly hired and/or figures reallocated from other services, include:

- High level education
- Quick-learning ability
- Ability to use digital technologies
- Previous expertise and any certifications

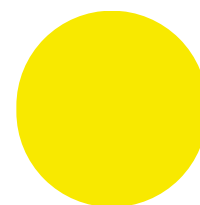
TOOLS

4

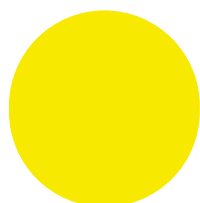
In addition to the operational aspects, CX Centax is capable of managing and overseeing, through proprietary solutions, all that relates to technical and IT fields, with a Digital Human approach.

**Redmine**

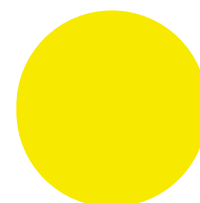
Screening and mapping of events occurring in each managed project

**CMS with Virtual Assistant AI**

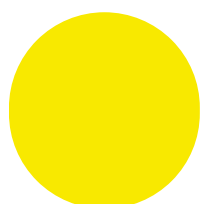
Advanced web app that contains structured KB, easily searchable.

**Email2DB**

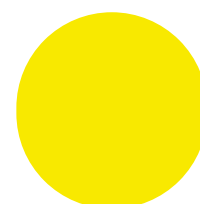
Software for categorizing and efficiently managing emails

**Front-Office**

Troubleshooting for the management of support processes

**CX Academy**

Digital training platform based on gamification

**Enghouse ContaCT Highway**

Multichannel phone bar, integrated with the Notification Center

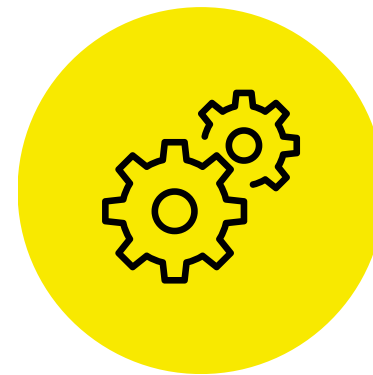
SECURITY AND COMPLIANCE

To ensure Business Security and compliance with all regulations, we adopt security rules and devices in accordance with the highest industry standards.



DATA PROTECTION

- Maximum protection of sensitive data
- Constant comparison with respective DPOs
- Possible activation of PCI zone
- VPN Connections
- Archive Protection
- Careful evaluation of NDAs



SYSTEMS AND TOOLS

- Facility security
- Redundant Firewalls
- Business Continuity Solutions
- Disaster Recovery between Data Centers
- Automatic BackUp systems with remote replications
- Antivirus procedures



PEOPLE

- Certified and qualified staff
- Operational Security Policy
- Constant monitoring of processes
- Strict authorization procedures with security hierarchies
- GDPR compliance also on Remote Working

MONITORING

SLA/KPI Control

CX Centax has specialized operational personnel focused on data analysis and interpretation.

Operation Accounts and Data Scientists use **Power BI** solutions to create **interactive, real-time dashboards**, providing the necessary information to take action on operational flows in case of irregular situations.

This ensures an ideal management process from an organizational monitoring perspective, while simultaneously contributing to improving the perceived quality of Customer Care Services.



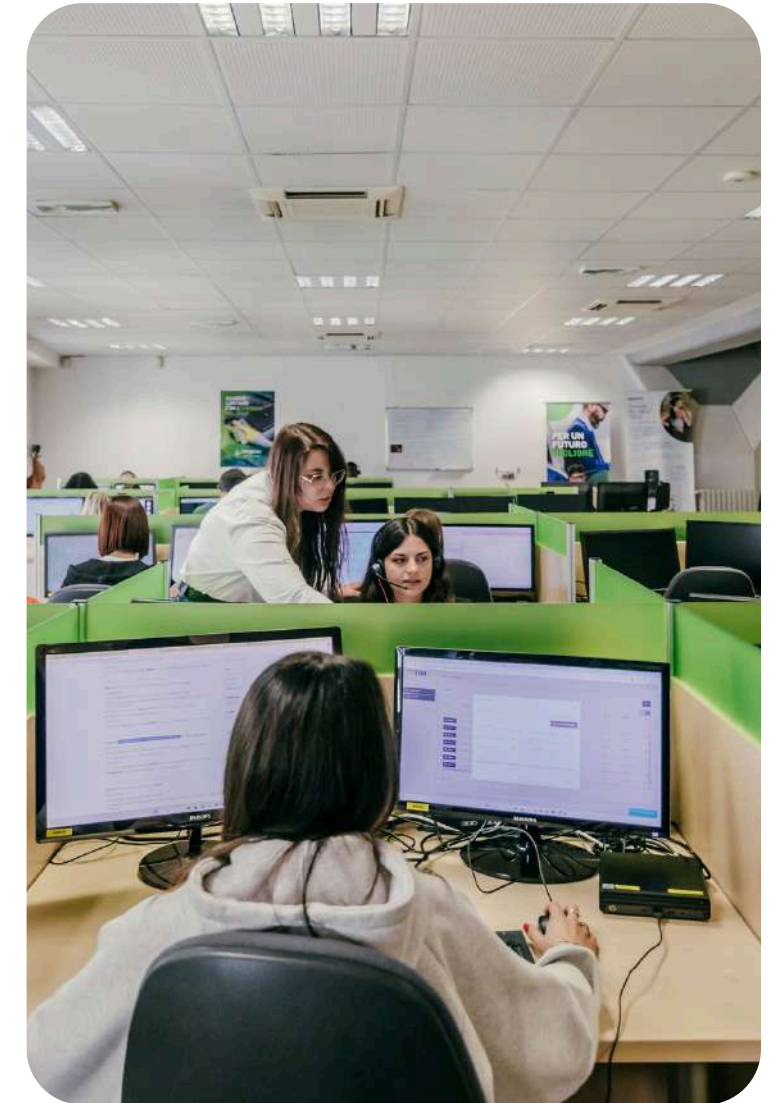
PROGRESS REPORT

For all managed projects, periodic Progress Report meetings are scheduled, during which these aspects are analyzed:

- **Volumes and Forecast**
- **KPIs and Service Levels**
- **Customer Satisfaction**
- **Improvement Planning**

A daily bulletin board is prepared where specific cases, peculiar events, issues, and their corresponding management (response times, applied procedures, suggested workarounds, etc.) are recorded.

Suggestions are shared with the aim of continuously improving the effectiveness and efficiency of the provided service.



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QUALITY COMMITTEE

Its primary objective is to promote the **continuous improvement of the quality** of the services offered, through the definition and approval of policies and procedures, the monitoring of key KPIs, and the identification and implementation of appropriate corrective actions.

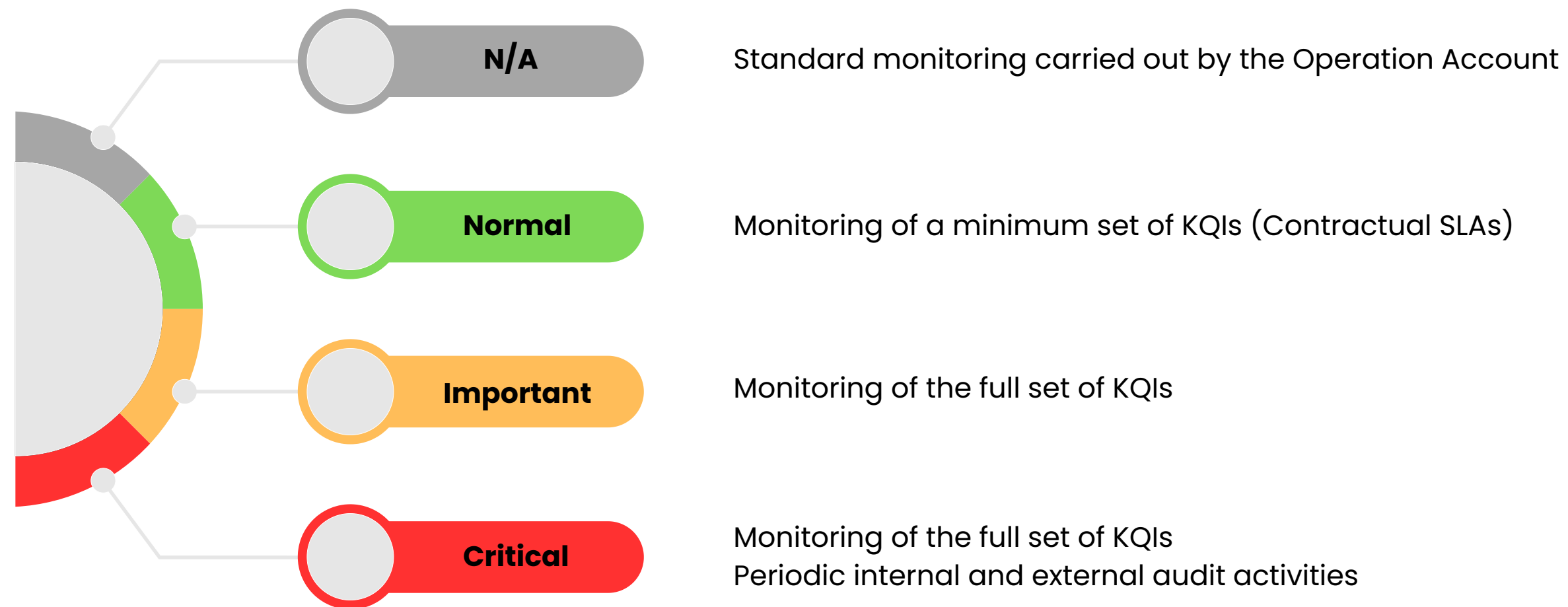
The main topics addressed within the Committee include:

- Certifications, Policies, and Procedures
- Monitoring System for Projects
- Self-evaluation and Audit Process
- Action Plan

CLASSIFICATION

Project Monitoring System

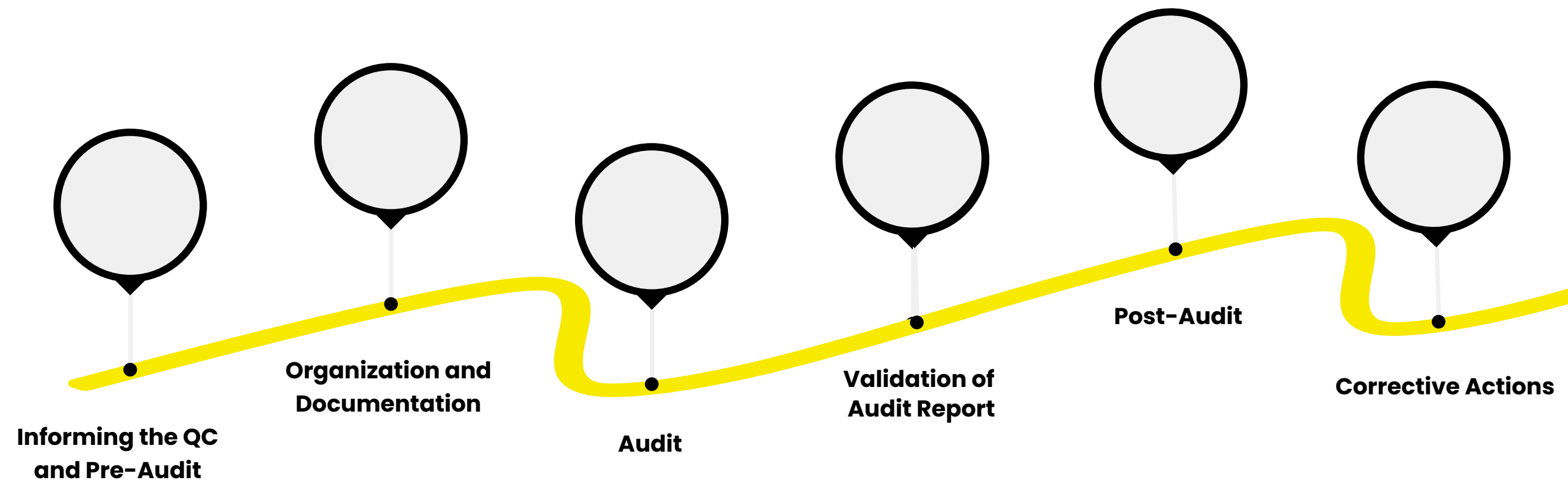
Four levels of relevance and their corresponding predefined KQIs have been established for analysis:



As the relevance increases, the oversight and controls by the Committee become more thorough.

AUDIT

The DPO periodically carries out independent audit activities.
Additionally, CX Centax is subject to audits by third-party certifying bodies and/or by clients.



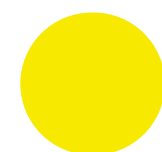
The Operation Account assigned to the project oversees the technical control aspects: defining the questionnaire, the sample subject to self-assessment, selection criteria, and frequency (usually on a monthly basis).



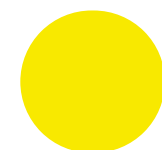
CERTIFICATIONS



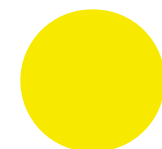
CX Centax adopts Best Practices in the fields of Data Privacy, Data Security, GDPR, quality, ethics, and environmental sustainability:



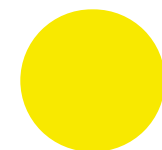
ISO 9001:2015 and **ISO 27001:2018**



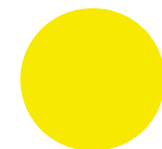
Data Privacy (Legislative Decree No. 101/2018)



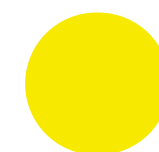
Communications Operators Register – No. 2710



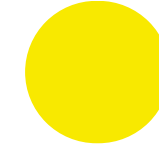
SEDEX-SMETA: Ethical audits



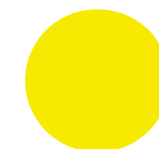
IVASS



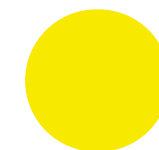
GDPR Compliance



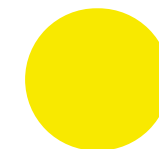
PCI-DSS for credit card management



Workplace Health Promotion Program



ECOVADIS: Eco-sustainability rating



OAM

REFERENCES

Finance



BPER:



Pharma

Medtronic

sanofi

FUJIFILM

Lifescan

Food & Beverage

CAMPARI



NESPRESSO

ESSELUNGA

Consumer Goods



IMETEC



LUXOTICA

Tecnologia – IT

aruba.it



No Profit



GREENPEACE



Telco & Utility



FASTWEB



Trasporti – Automotive



ESG APPROACH

Our Sustainable Commitment



Environmental

100% energy from renewable sources

Environmental sustainability certifications
(ECOVADIS, SEDEX-SMETA)

Centax Planet

Corporate beehives



Social

Work Health Program

Privacy Policy

Inclusion, equity, and respect for diversity

Community relations (support for local
sports and cultural organizations)



Governance

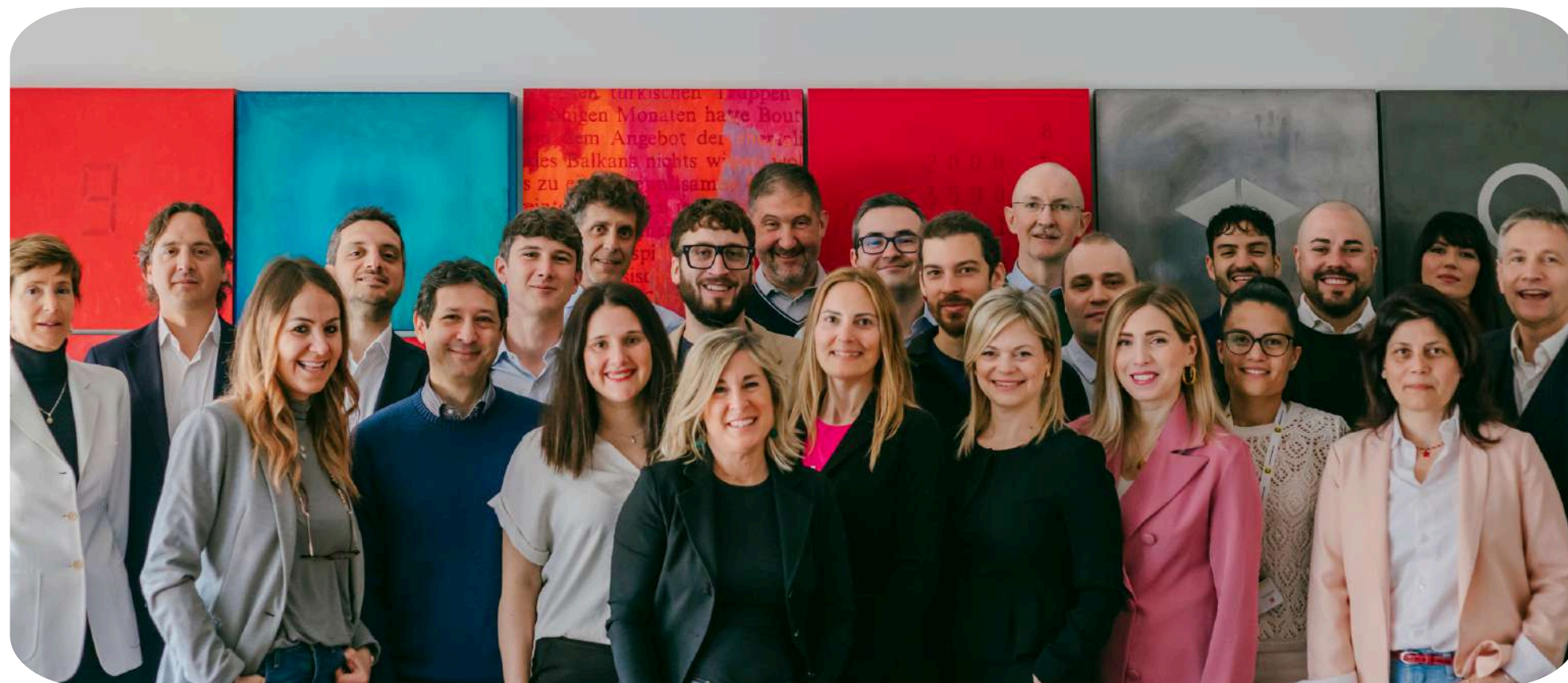
Code of Ethics

Legality Rating

Financial transparency

Corporate integrity

CONTACTS



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