



Case Study

**Energia**

emotional experience company

 **contact**  
a broadvoice Company



**Emergia revolutionizes the traditional approaches to outsourcing. Its internal culture of “emotional experience”, its flexibility and rapid response capacity combine with the solidity of infrastructures and processes.**

## Case Study: Emergia

### Challenge

Emergia was looking for a platform that would allow them to be more agile and efficient in resolving the possible scenarios that would arise (either in person or in remote working) thus guaranteeing the continuity of the service with the highest security standards.

### Solution

The GoContact platform, being cloud-native and Omnichannel, guarantees the efficiency, flexibility, and agility that Emergia seeks in its interactions with customers. This tool completely solves the configuration needs, adapting to any on-site or remote work scenario, and guaranteeing the continuity of the service.

### Results

With the GoContact solution, Emergia has achieved an omnichannel view of the whole customer life cycle (from acquisition to service, recovery, and retention) facilitating decision-making with greater precision.



“...adapting to  
any scenario...”

**“The GoContact Platform  
completely solves the  
configuration needs because  
it adapts to any scenario,  
whether in person or remote  
working, and thus guarantees  
the continuity of the service in  
any circumstance. In addition,  
the essential functionalities for  
optimal customer management  
are not lost at any time,”**

says Carlos Fernando Sánchez,  
General Director of Emergia  
Colombia.

## **Emergia Emotional Experience Company**

Emergia is a multinational business solutions company, specializing in comprehensive customer experience management and process outsourcing.

Since 2005 it has positioned itself as a strategic partner of leading companies in sectors such as Airlines, Banking, Government, Retail, Health, Insurance, Telecommunications and Utilities, through a constant commitment to technology and innovation. For this, Emergia has developed solutions with an E2E vision adapted to each sector and supported by a secure and omnichannel technological platform, as well as the integration of online and offline environments.

Formed by a group of professionals with extensive experience in the sector, Emergia revolutionizes the traditional approaches to outsourcing. Its internal culture of “emotional experience”, its flexibility and rapid response capacity combine with the solidity of infrastructures and processes to offer consistent and innovative solutions adapted to the needs of each company.

With an international presence and offices in Spain and Colombia, the company offers its services in 9 languages.

## **The Urgent Need For a Cloud Solution**

The pandemic emphasized the necessity for remote work; an idea that had already haunted the company (especially in Colombia). Additionally, this necessity of being able to work from anywhere in an agile and efficient way, was specified in a project with a strategic business partner for Emergia; a leading financial institution in Colombia, which needed to have very high service and security standards. The GoContact platform met those requirements.

**The GoContact team  
(as standard in their projects)  
offered 24/7 support  
throughout the start-up  
process.**

## Choosing GoContact

Emergia chose GoContact as a service provider because it quickly adapted to the needs of the BPO company by providing its knowledge and experience, but above all, because GoContact guaranteed them constant and daily monitoring throughout the process. Thanks to GoContact, they were able to have a cloud solution that allowed teams to connect from anywhere and at any time, with agility and flexibility. From a strategic point of view, both companies shared a common desire to grow in new markets with the quality and safety that both demanded.

## A Job Always Carried Out Hand In Hand

The key to the success of the project was the involvement and coordination of the teams from both companies. The GoContact team (as standard in their projects) offered 24/7 support throughout the start-up process. In addition, their efforts were not limited to the process of launching and implementing the solution, as they continue to accompany Emergia in the monitoring and development of new improvements to the platform.

The fundamental pillar has been the continuous improvement in Emergia's operating model, so having partners that allow them to achieve this is the key.

**“Employees have received the tool very well because they perceive it to be user friendly and above all it allows them to carry out their daily management from a new operating mode.”**

Carlos Fernando Sánchez,  
General Director of Emergia  
Colombia

## The Day-To-Day Work Of The Workers

“Employees have received the tool very well because they perceive it to be user friendly and above all it allows them to carry out their daily management from a new operating mode.” Carlos Fernando Sánchez, General Director of Emergia Colombia.

Among the most outstanding comments about the tool, is the opportunity for agents to carry out new training and training processes in an interactive way. This also highlights the possibility and ease of receiving feedback from team leaders in real time, something essential to strengthen their corporate role.

At this point, Emergia has a distribution of approximately 50% of the agents working remotely with the remainder working in either Emergia or client facilities. In this way Emergia cover all possible scenarios and are able to reinforce the presence in each in an agile and simple way.

“Being able to count on this tool allows us to work in distributed scenarios that can change from one day to the next without seeing impacts on operating results, guaranteeing business continuity with the highest quality standards.” - affirms Carlos Fernando Sánchez, General Director.





**“Currently, our collaboration is active, that is, it continues to grow, with campaigns in motion and implementation of new projects”**

André Santos,  
COO at GoContact.

## The Continuity Of The Work Between Emergia and GoContact

The GoContact tool has impacted more than 600 people who work today under two business models; the first of them in-house at the client's facilities and the second in remote working mode, allowing the consultants to work from their homes.

In either mode, GoContact has created the perfect combination between the value of people and technological innovation, which helps to improve the relationship with the client in any contact channel.

For this reason, Emergia and GoContact will continue to work together for a long time; “Currently, our collaboration is active, that is, it continues to grow, with campaigns in motion and implementation of new projects. Our focus, as real business partners, is the continuous improvement of our clients, which is why we will continue working together in new branches and projects” says André Santos, COO at GoContact.

## Client Testimony



"GoContact gave us the possibility to accelerate the implementation of flexible and agile solutions that the market demands more and more and that are a pillar of our strategic plan."

Miguel Matey - CEO of Emergia.



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