

# The Argo Story



Argo Contact Centers is an outsourced customer contact services provider that delivers unique and measurable value to our clients and their customers. Since 2003, Argo developed customized approaches to help businesses better interact with customer needs, whether transactional sales and support or ongoing relationships. In 2017, Argo was acquired by ITC Capital Partners, a privately held equity firm with a 100-year history of developing growth companies with high values, strong business practices and innovation. The rationale for the acquisition of Argo was based on the assumption that a quality business, like Argo, could be the foundation for effective growth and expansion in the high demand business process outsourcing (BPO) space. Among the key differentiators that support this position is the belief that core values coupled with innovation and a business systems approach to the contact center industry, would yield a better level of service, and a greater propensity to enhance the market position of the customers it serves.

Coincident with the acquisition, Argo augmented its management team with experienced veterans who have held executive positions with global industry leaders, as both service providers and buyers of outsourced services. This significant shift in management, together with several other attributes, constitutes the Argo difference.

Today, Argo offers a breadth of customer management and back office capabilities to clients in diverse markets across onshore, nearshore and virtual operations.

**Your success is our greatest accomplishment.**

## Why Argo as your business partner?

A DIFFERENT APPROACH - Argo recognizes that serving customers has grown more complex in the evolution of our clients' markets and the expanding demands to serve their customers effectively. Customers today require more access, whenever and wherever they are, with expectations for empathetic, easy and immediate sales, service or resolutions. We work to provide our clients with a distinct approach to customer experience management and back office processing that elevates service and delivers results. Our approach includes:

- **EXPERIENCE** – The depth of experience to craft, deploy and enhance customer experience and back office programs that deliver results
- **BUSINESS APPROACH** – Customized, boutique treatment of each client with proven business practices that supports their business goals
- **INNOVATION** – Beyond the buzz of AI, bots and analytics, Argo employs the best of technology that elevates the more important human touch for improved customer experience, resolutions and revenue impact
- **TRANSPARENCY** – A promise and construct of open transparency and active communication throughout our business relationship
- **VALUES** – We treat each other, our clients and their customers with compassion, genuine care and high ethics in every interaction; we believe this is a cornerstone to Argo, to good business and to any good human engagement, every day

To complement our unique approach to business and relationships, Argo also employs enhanced operational tools and processes to ensure superior implementations, operations and continuous improvement, including:

- Customer Analytics programs to predict and provide deeper insight into issues, resolutions, cost savings and improvements
- Video Recruiting & Hiring platform (Hirename) Incorporating the latest video technology customized to determine, recruit and hire the best applicants for each client's unique needs.
- Optimized Training Process (Micro Training) layering in platform and processes which maximize the time required to skill our most valuable asset.
- Enhanced Quality & Continuous Improvement Process and toolset to ensure high quality execution, continuous evaluation and refinement as business grows and changes.

### Verticals Served



Telecom & Media



Banking & Financial Services



Non Profit



Healthcare



E-commerce & Retail



Direct Response



Travel & Logistics

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## Core Services

- Omni-Channel Contact Center Services
- IB & OB Acquisition & Sales
- Direct Response
- Customer Care, Accounts and Billing Support
- Product & Technical Support
- Loyalty & Retention
- Total Lifetime Value Programs
- Back Office Services & Process Improvement
- Customer Analytics, CSAT & NPS Improvement
- Multi-lingual and Omni-Channel Support

## Omni-channel Capabilities

- Cloud & Visual IVR
- Inbound & Outbound Voice
- Email Support
- Chat Support
- SMS/MMS Text Support
- Social Media Monitoring & Response
- Managed Network & Infrastructure Services
- AI and RPA Innovation Services

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