

Soluções de experiência do cliente omnichannel



MERGERSCORP

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A empresa é líder global no fornecimento de soluções de experiência do cliente (CX) omnichannel, especializada em melhorar as interações digitais entre as marcas e seus clientes. Como uma corporação de benefício público, a empresa se concentra em capacitar organizações que causam impacto e fornecer soluções de experiência do cliente orientadas por dados em vários setores. A empresa aplica uma abordagem científica à experimentação, abrangendo coleta de dados, formulação de hipóteses, definição de critérios de sucesso, implantação de experimentos e análise estatística rigorosa. Esse método garantiu que as decisões fossem baseadas em dados, minimizando os riscos e maximizando os retornos sobre os investimentos em marketing.

A empresa também promove parcerias sólidas com provedores confiáveis para oferecer um conjunto abrangente de serviços digitais, que vão além de sua especialização principal em experiência do cliente. Esse modelo colaborativo permite que a empresa ofereça soluções consultivas de alta qualidade sem diluir sua especialização. Como uma corporação de benefício público, a empresa se dedica a trabalhar com empreendedores e organizações que visam a criar um impacto positivo. Sua missão é ajudar entidades orientadas por objetivos a ampliar suas contribuições para a sociedade, a economia e o meio ambiente.

Com uma presença global estratégica, práticas orientadas por dados e um profundo compromisso com um impacto significativo, a empresa está bem posicionada para o crescimento contínuo e a liderança no setor de experiência do cliente.

Setores atendidos:

Business-to-Consumer (B2C), Business-to-Business (B2B), Educação (EDU), Organizações sem fins lucrativos (NPO), Agências digitais, Organizações voltadas para a sustentabilidade, Telecomunicações,

Serviços oferecidos:

Soluções de experiência do cliente omnichannel, pesquisa e percepções do usuário, experimentação digital, otimização da taxa de conversão (CRO), suporte técnico

Geografia:

Operações globais com presença estratégica na América Latina e nas Filipinas

Número de funcionários:

2000 FTEs

Receita:

\$50 M

EBITDA:

\$8 M

TARGET PRICE

\$ 56,000,000

GROSS REVENUE

\$ 50,000,000

EBITDA

\$ 8,000,000

BUSINESS TYPE

Central de atendimento

COUNTRY

Filipinas

BUSINESS ID

L#20250905

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