

客户体验与业务流程外包



MERGERSCORP

一家成立于1999年、总部位于阿根廷科尔多瓦的成熟技术驱动型客户体验（CX）/业务流程外包（BPO）平台。

该公司为金融服务、保险、医疗保健及公共部门市场的客户提供客户服务、催收、后台支持以及基于人工智能的客户体验解决方案。

- 在阿根廷拥有26年的运营历史，品牌知名度很高
- 每年超过2000万次客户互动
- 97%的客户推荐率
- 超过80%的客户与本公司合作已逾10年
- 已通过 ISO 9001、ISO 27001 和 COPC 认证
- 基于技术的交付方案，融合了AI机器人、语音分析、WebRTC、WhatsApp集成以及自助服务工具
- 在高度受监管的行业（包括金融服务、保险、医疗保健和公共服务）拥有深厚的专业知识
- 成熟的运营平台，可立即进入阿根廷和南锥体市场

对于2025日历年，公司预测：

- 收入：1337万美元
- 毛利润：303万美元
- 息税折旧及摊销前利润（EBITDA）：165万美元
- 息税折旧及摊销前利润率：12%

该平台提供多渠道客户服务、催收与逾期账款管理、客户体验监测与分析、视频通话协助、销售支持、欺诈防范、后台服务以及基于人工智能的应用程序。

其技术栈包括生成式人工智能聊天机器人和语音机器人、语音分析、WebRTC、专有自动化基础设施、WhatsApp 集成以及数字客户体验渠道。

对于希望在阿根廷和南锥体地区建立或扩大近岸客户体验（CX）/业务流程外包（BPO）业务的买家而言，本公司提供了一个极具吸引力的平台。

TARGET PRICE

\$ 9,500,000

GROSS REVENUE

\$ 3,030,000

EBITDA

\$ 1,650,000

BUSINESS TYPE

呼叫中心

COUNTRY

阿根廷

BUSINESS ID

L#20261120

增长机遇包括拓展新市场、交叉销售相关的客户体验（CX）和后台服务、提升人工智能和自动化能力，以及利用阿根廷的人才储备和时区优势，以实现美洲地区更广泛的覆盖。

股东们正在评估各项战略方案，并寻求一位能够支持公司向阿根廷以外地区拓展业务的战略合作伙伴，同时充分利用公司已建立的客户关系、技术基础设施、认证资质以及经验丰富的管理团队。

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