

The Dallas Morning News

Granada Experiences 2X Growth in Health Care Sector

Leveraging Virtual Workforce Model to Scale with Quality

Santa Barbara, CA / February 4, 2016 -- Granada Corporation, a boutique provider of customer support solutions announced today that its healthcare division has more than doubled in the last six months.

This growth was facilitated by a solution co-designed with a healthcare revenue cycle management partner. The solution leverages work-from-home customer support professionals to drive elevated customer experiences, greater personnel scalability and industry-leading employee tenure.

“Granada’s model works best with clients that don’t have a choice about quality: their success relies on exceptional, differentiated customer experience,” commented Ryan Romero, Granada’s CEO. “Our growth in the healthcare industry is driven by shared philosophies with our clients and a recognition that partnership quality can only happen from a foundation of trust. Our aim is to offer built-to-suit solutions that are a seamless extension of our clients’ enterprise.”

Granada’s work-from-home (WFH) model also allows clients the option of a “locals serving locals” customer support strategy. With this deployment type, Granada hires customer support and sales professionals in the geographic footprint of clients’ customer base, providing performance advantages and community equity benefits at the board level.