

The Boston Globe

Granada Corporation Pioneering Work-from-Home in Mexico

January 14, 2015. Granada, a leading boutique provider in the customer support industry, announced that it has successfully completed an 18-month test utilizing work-from-home customer support representatives in Mexico for U.S. clients.

“Our Mexico WFH and ‘micro site’ offering is now a proven deployment option after months of testing against our stringent technology, connectivity and security requirements, stated Mariana Ramos, Granada’s COO. “While our largest and faster-growing deployment model remains U.S. domestic work-from-home, we have experienced client demand for more diverse deployment options.”

In July 2014, Granada received Service Provider Level 1 PCI certification. While its Mexico-based customer support environment is PCI certified and is equally compliant as its U.S. operations, client demand for Mexico has been geared more towards support work that does not include credit card processing; such as technical support, customer care and outbound programs such as social media management, lead management and customer onboarding.