

Granada Tripling its Virtual Workforce in 2015

Driven by Robust Growth in Auto Insurance Sector

Los Angeles, CA / September 1, 2015 - - Granada Corporation, a leading boutique provider in the customer support industry, announced that it is having a record year due to robust partnership growth within its auto insurance vertical.

Granada executed new auto insurance partnerships in the second quarter with some of the country's leading non-standard underwriters. As with its other insurance partners, the company's domain expertise in the Hispanic market offers a strategic component to the company's built-to-suit delivery model for both sales and customer service. Granada is able to also offer best-in-class English and full multi-lingual solutions to clients.

"This has been a very exciting year for the company," commented Ryan Romero, Granada's CEO. "I couldn't be more proud of what our team has accomplished. Our infrastructure and staffing strategy has been proven scalable and we are ready for onward growth in 2016. It is truly an honor to be entrusted by our partners to serve as an extension of their businesses."

Within the insurance sector, companies understand now more than ever the value that a partner like Granada brings to their strategic infrastructure. The company's work-from-home specialization and Hispanic customer experience expertise impacts:

- Cost efficiencies – Significantly reduced attrition costs of virtual workforce driven by proprietary screening tools being fully leveraged in a more vast recruitment environment;
- Lifetime customer value – Longer tenured agents with more subject matter expertise lead to improved customer experience;
- Scalability – Specialized profiles such as insurance licensed or multilingual agents are more effectively sourced in unconstrained geographic environment.