

# San Francisco Chronicle

## Granada Corp Runs Its Own 501c3 to Improve Employees' Quality of Life

**Helping employees thrive in their personal lives is the right thing and leads to better results**

**Santa Barbara, CA / August 22, 2011** - - **Granada Corp**, a leading provider of outsourced customer support services to companies serving the Hispanic market, announced today that it now owns and operates the Quality of Life Project, a 501c3 also based in Santa Barbara, California.

The non profit's purpose is to help people live more enjoyable and contented lives. The organization accomplishes this by interviewing people that are accomplished, inspiring, thoughtful people with a seeming knack for life; and then sharing the interviewees' life perspectives and practices with the general public. The Quality of Life Project interviews well known individuals like Richard Branson, Tom Skerritt and Jacqueline Novogratz, as well as lesser known but equally interesting individuals such as Solly Amon who runs a fish market in Seattle. Other recent interviews include Moctesuma Esparza, Fernando Espuelas and Annie Duke.

Luly Flores, Human Resources Manager, stated, "Granada invests its time in Quality of Life Project out of respect for our employees. We want to provide them resources to get the most of their personal lives, not just work lives. We owe that to them. It's also good for business because nothing is more relevant to our ability to serve clients better than the quality, loyalty and motivation of our employees."

Luis Rivera, a work-from-home customer support agent at Granada Corp, commented, "Spending time going through the interviews is like having coffee with these people and learning what they do to get the most out of life. I've definitely been inspired by a few best practices I've come across. The more successful I am in my personal life the better I perform for clients on a daily basis."

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About Granada Corporation

[Granada Corporation](http://www.granadacorporation.com) is a leading provider of outsourced customer support for companies serving the Hispanic market. Granada localizes all areas of its operations to ensure its clients have the most effective Hispanic customer support infrastructure possible. The results are improved conversion rates, better customer satisfaction scores, greater call productivity and significantly higher retention rates. More information on Granada Corp is available at [www.granadacorporation.com](http://www.granadacorporation.com).

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