

Case Study

Contact Center Expansion to Global BPO.

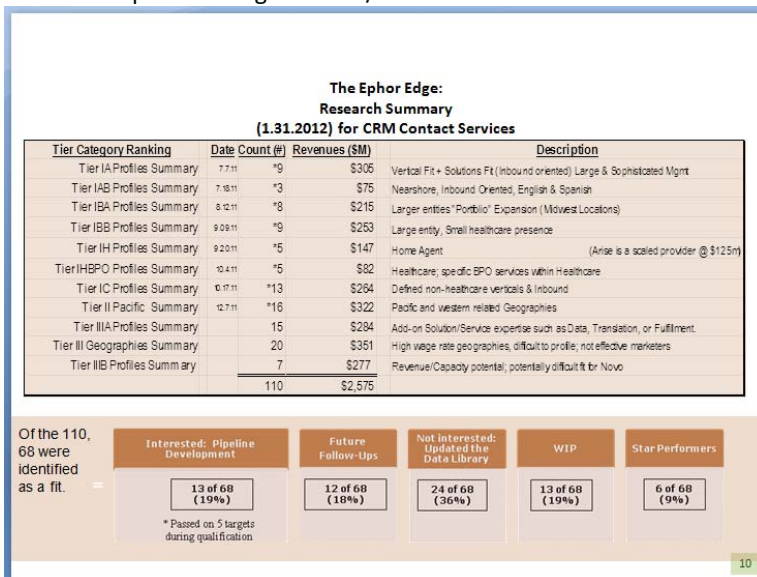


Situation Recap

Founded in 1987 to support its client's customer relationships and help grow their brands, in 2012 the \$40m center began expansion beyond its DFW contact center to expand its BPO capabilities and diversify its industry clients.

Sequence of Events

- I. **Define the Strategy.** Expansion strategy based on acquiring a portfolio of BPO capabilities to expand its centers and solutions.
- II. **The "Yellow Brick Road" strategy.** Conducted market & industry research of the capabilities and revenues of North American BPOs by size, and then prioritized and short-listed the candidates followed by signing numerous qualified acquisition targets to IOI/LOI.



Summary

Timeline of Events

Focused on helping brands connect and engage with their customers to generate leads, increase sales and provide superior customer engagement solutions that create remarkable experiences. We do this by creating personalized and relevant dialogue throughout the entire customer journey. Our certifications include ISO and ATA/SRO Certified, FDA, HIPAA and SSAE 16 Compliant.

[2012](#) – Novo1 merges with \$8.5m BudCo.

[2013](#) – Dialog Direct acquired by Glencoe Capital.

[2014](#) – Dialog acquires NOVO1 creating \$200m BPO with 4,100 global employees across 11 locations serving more than 250 global brands with In-house data scientists, creative agency, software development and innovation groups

[2017](#) – Qualfon BPO (16,500 employees in 28 locations) acquires Dialog Direct (3500 employees serving automotive, retail, financial, services, CPG and healthcare across 11 locations in the United States and Costa Rica).

Brands



Dialogue Marketing

Fund: Fund IV (Michigan Opportunities Fund)

Investment Date: December 2013

Dialogue is focused on customer engagement services that create remarkable experiences between brands and consumers. With more than 1,300 employees across 5 locations, Dialogue offers lead generation, customer care, inside sales support, social media engagement and order fulfillment services that build long term enterprise value and lifelong customer relationships.



Budco

Fund: Fund IV (Michigan Opportunities Fund)

Investment Date: December 2011

Budco is a business process outsourcing company that offers a diverse range of services — including electronic and physical transaction processing and fulfillment; e-store design, creation, and hosting; digital and physical marketing communication services; contact center services; database management services; and hosted IT services. Its clients include Fortune 500 companies across a broad array of industries, including pharmaceutical, automotive, financial services and consumer packaged goods.



NOVO 1

Fund: Fund IV (Michigan Opportunities Fund)

Investment Date: September 2009

Headquartered in Fort Worth, Texas, NOVO 1 is a leading provider of inbound customer interaction solutions to clients in a range of industries. With call centers located in Texas, Montana, and Wisconsin, NOVO 1 offers clients a full complement of customer service solutions, including product support, customer retention, program enrollment, appointment setting, and sales.