



ADVANTAGE COMMUNICATIONS CENTRE IN KINGSTON, JAMAICA

ACI's Kingston location brings together agents with extensive contact centre experience. The centre launched in October 2013 with an initial compliment of 14 agents working 1 shift line. The agent team today boasts a total of 76 years of collective contact centre experience. That's an average of 3.5 years per agent. The workforce is highly educated and available, and ACI is able to bring together an impressive leadership and front line team as a result of its very competitive model for employees and commitment to being the best in class employer in the Caribbean.

Key Benefits for our Clients

- ▶ Dedicated mid-level management and engaged agents with less than 10 per cent attrition and 5 per cent absenteeism in the first year of operation, much better than industry average
- ▶ Oversight and proactive transfer of expertise from the Atlantic Canada leadership team
- ▶ Modern, state-of-the-art, scalable facility in the heart of Kingston's business district
- ▶ Neutral, native English accent
- ▶ Highly educated and experienced workforce
- ▶ Work ethic and productivity is proven to be superior to other near-shore and off-shore locations
- ▶ Strong negotiation and problem-solving skills which can translate into higher debt collection rates, lower error/rework rates and first-contact resolution
- ▶ Capacity and resources available for immediate engagement

Leadership On The Ground

ICD GROUP: Jamaican Shareholder Group

Advantage Communications is proud of our active and involved shareholder group. Our Canadian shareholders are local to Prince Edward Island and play a very active role in the company. Our Jamaican shareholders are local to Kingston, Jamaica and have been heavily involved in rebuilding Kingston's robust downtown business district.



Founded in 1962, ICD is an investment holding company that has operated in all sectors of the Jamaican economy.

ICD is the parent company of:
British Caribbean Insurance Company
CGM Gallagher Group
West Indies Home Contractors Ltd
WIHCON Properties Limited

Many of ICD's investment interests have helped to shape industry and commerce in Jamaica and will continue to do just that. ICD's reach now extends to the wider Caribbean region and North America with focus on core industries including financial services, real estate construction and development, insurance, property management and communications.

ICD strongly believes in investing in businesses that create employment and growth opportunities in the country in which that business operates.