

PRESS RELEASE

# Covisian Group joins the Gremio Colombiano de la Experiencia (Colombian Guild of Experience)



Covisian Group (branded as GSS in Colombia), a multinational provider of business process outsourcing services and innovative contact centre solutions with a presence in Colombia since 2009, announced that it has joined the Gremio Colombiano de la Experiencia (GCX), with the aim of exchanging practices, knowledge and collaboration with other experts in search of managing the entire experience of both internal and external customers.

“We offer advanced contact center solutions and innovative technology to help large corporations improve their business results, hence the importance of belonging to the Gremio to have these spaces that allow us to be at the forefront in Colombia” said **Martha Berrio, General Director of GSS Colombia.**

GCX is an organization specialized in the development, incorporation and dissemination of the best national and international practices in Customer Experience and total human experience management to create sustainable businesses, with business excellence and with the interconnection of the different actors, be it customers, collaborators, distributors, suppliers, citizens, patients, etc...

“We are going to achieve in Colombia a community of companies where the *human centric* is the strategy that will transform and evolve business. A community where people are the cornerstone of business continuity in organizations, but which also leads us to achieve the ultimate goal of improving

the quality of life of Colombians; we are very pleased that a multinational like Covisian Group shares this vision and is part of our Gremio”, said **Silvia Milena Arias Ramírez, Executive Director of GCX.**

Covisian Group is a multinational company comprising more than 23,000 people, 4,500 in Colombia, which offers a complete range of advanced customer management services and cutting-edge technologies to more than 150 customers globally from its more than 38 offices located in 6 different countries.

The company also has created the Covisian Academy brand, through which it is consolidating a global community of innovation and exchange of ideas in the customer management and CRM sector, which is based on training as a fundamental pillar of digital transformation and will become a leverage of experiences in conjunction with the Gremio.