





As a consecrated company, Qualfon respects and honors diversity in its workplace. Specifically, as a consecrated company, Qualfon recognizes the right of all its employees and business partners to exercise their freedom of religion and respects each individual's personal and spiritual beliefs as their own. To that end, Qualfon prohibits discrimination against and harassment of any employee or any applicant for employment because of their religion, race, color, national or ethnic origin, age, disability, sex, sexual orientation, gender identity and expression, veteran status or any other characteristic protected under applicable national, federal or state law where the company operates.

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**Q25 LIVING THE MISSION: BE THE BEST, MAKE EACH PERSON'S LIFE BETTER!**

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# OUR CALLING





*"A consecrated company is one that, responding to a special call from God, seeks to transcend mere business logic by living love for God and for the neighbor. The obedient response to this call is the underlying purpose of the company. It gives a unique orientation to its mission and vision, transforms the internal life of the organization – with a specially tailored culture, procedural framework, policies and programs – and improves the personal, family, and social life of each one of its members."*

ALFONSO GONZALEZ  
Founder & Chairman

# TABLE OF CONTENTS

## **OUR COMPANY – 8**

## **LETTER FROM ALFONSO AND MIKE – 10**

## **OUR HISTORY – 12**

The Journey

The Timeline

## **OUR MISSION – 18**

Why We Do It

Our Values

Our Leadership

Our Four Agreements

## **OUR BUSINESS – 24**

Our Footprint

Our Service

Our Value

## **OUR STORIES – 32**

Living Faith

We Embrace Cultural Diversity

We Focus On Each Person

We Think Big

We Are A Trusted And Loyal Partner For Our Clients

We Are Determined To Always Improve And Innovate

We Live Joyfully

We Stand Together

## **MY TOTAL VOCATION – 56**

## **THE GONZALEZ-FERNANDEZ FAMILY MESSAGE – 58**



OUR COMPANY,  
FOUNDED IN LOVE  
FOR OUR MISSION





Qualfon is a very different kind of company. We are driven by the principle of love. While success is extremely important to us, we are motivated by love to deliver intangible goods, such as excellent service to our clients, care for our employees and their families, as well as the communities in which they live. It is with this purposeful meaning of love that Qualfon was founded. Love for our mission and our people has guided our leadership for 25 years and is the bedrock of all we do. This book is a celebration of that love.

Because we are guided by love and faith, we are a consecrated business, which means we are stewards of the resources and talents that God has placed in our hands. Direction is given in a spirit of service, and property is managed for the good of all. The owners and executives, aware that they are stewards, are focused upon fulfilling the company's mission, to be of true service to our clients, taking care of our employees and their families, helping and servicing the various communities in which we operate around the world, all while generating a healthy return on investment.

## LETTER FROM ALFONSO AND MIKE

We thank God for his faithfulness during this first 25 years of our existence as a company. Through these years, we have served many people: clients, employees, neighbors and ourselves. We have grown as a business, and as individuals. We have learned many great lessons about what drives our business forward, how and when to ask for help, and how to care for and love those who surround us.

To those who do not know us, Qualfon began as an outsourcing company. Today, we are so much more. With operations around the world, we provide customized BPO plans for mail, marketing, analytics, customer service, and beyond. Each client, large and small, has their own unique identity and needs. Our goal is to be the best for them through our culture and our people.

Throughout this journey, our faith has guided us and brought many wonderful people to our team. Faith is what keeps us going, and

faith is why we strive to add goodness into the world. The journey is not over.

We are proud of how far we have come, but the best times are still ahead. We have plenty of growing and learning to do, and more lives we hope to improve. Our culture is a reminder of who we are and how we should behave. Our culture is the driver for all our actions.

The following pages share a living history of Qualfon, a history that continues to be written through a calling with a mission that's an amazing adventure. That same adventure gives meaning to the lives of the many who make possible what Qualfon is today, and to those who will build the Qualfon of tomorrow.

Alfonso Mike



ALFONSO GONZALEZ  
Founder & Chairman



MIKE MARROW  
Chief Executive Officer

# OUR HISTORY



*"Mexico City is the birthplace of Qualfon, where we started with humble beginnings. The Angel of Independence represents freedom and celebrates victory, watching over the city at all times."*



## OUR HISTORY

Our past and the journey we've taken have shaped every aspect of Qualfon.

We are grateful to those who broke ground on our early ambitions, and to those who offered support, kindness, and ingenuity along the way. Without the many people and organizations that got us started, Qualfon would not be what it is today. That is, in part, why we want to pay forward these gifts and put the individual at the center of our business.

Our mission is simple: to be the best and to make each person's life better. For every decision we make, we do so with that mission in mind. Over time, we have developed a company culture of which we are proud. It is both our map and compass, reminding us of where we have been while guiding us to where we will go.

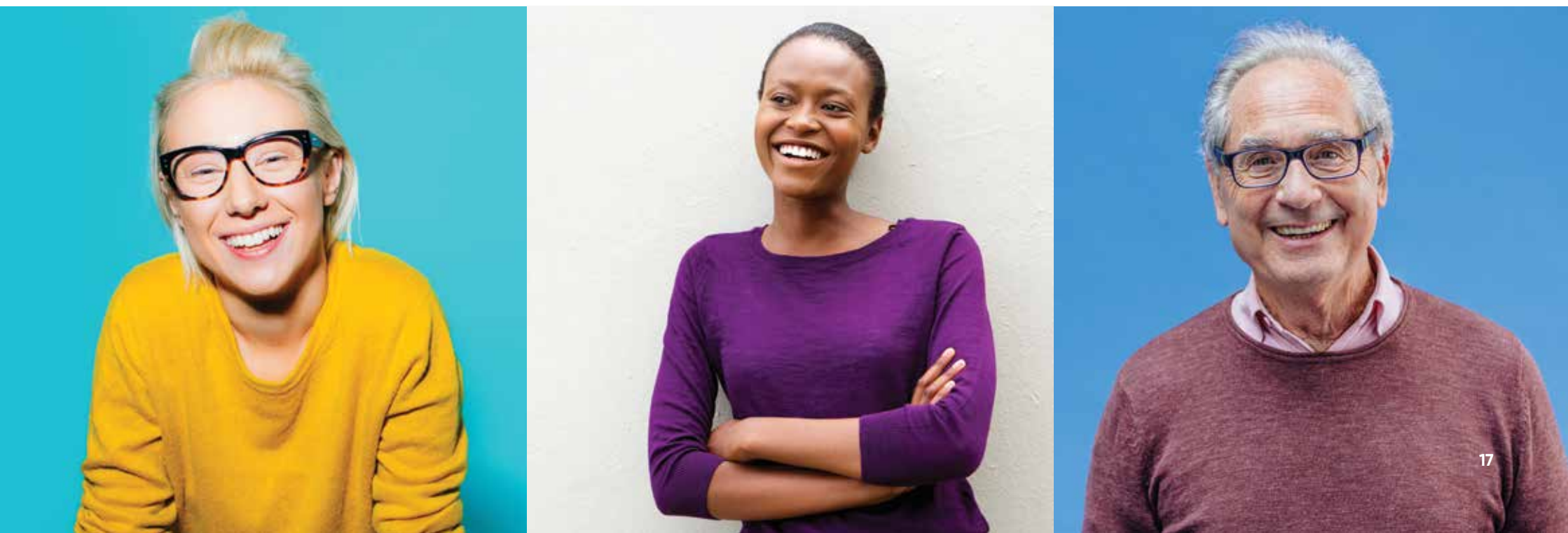




Some companies have similar roots to Qualfon: humble beginnings met by success thanks to a set of strong, moral core values. These similarities help us blend successfully and empower us to meet our clients' needs with excellence. Our journey is still unfolding, but this timeline is a testament to where we have come from. As you turn each page, we hope that you are impressed with the endurance, ingenuity, love, and faith it has taken to reach our milestones and achieve our successes.

The past 25 years stand as a testament to the dedication, hard work, and successes we have enjoyed. However, we are still writing our story, as the momentum of our mission has just begun. We look to the future with commitment and dedication to the mission, inspiration from all we have achieved, and the vision to service our clients with the goal of making each person's life better along the way.

# OUR MISSION



**FEW JOURNEYS ARE TAKEN ON ONLY ONE ROAD, AND OURS IS NO DIFFERENT.**

There have been many twists and turns, and many people have joined us along the way. A large part of our growth has been through the integration of other companies, thereby strengthening our service with the unique talents and regional knowledge of their people. Simultaneously, we help those companies adopt Qualfon's mission.





# QUALFON

## Milestones of Our History



1983. InterMedi@ Marketing Solutions, a professional services, customer relationship management organization, is founded.

### CENTER | PARTNERS

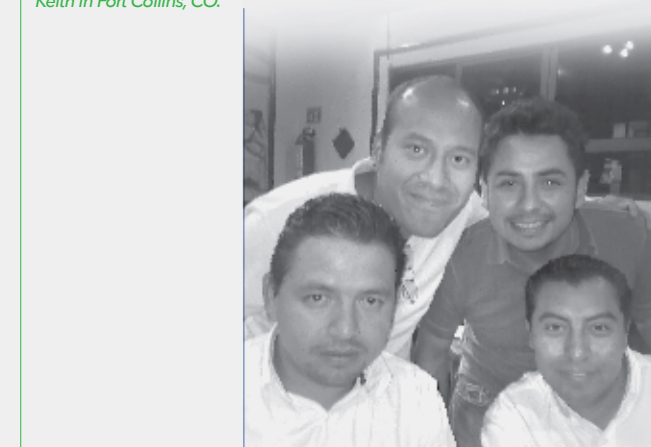
1994. First beginnings in investments destined to become a company associated with providing Internet services. Year with great challenges that would boost Qualfon.



1995. In June, Qualfon begins through an alliance with IBM through the management of its Internet access accounts and technical support service through its call center. Began operation in Mexico City. Qualfon was founded and began serving clients in the Business Process Outsourcing (BPO) industry. Partnered with Fortune 100 companies (IBM and AT&T) to provide sales and customer support for ISP services and to provide IVR services for clients.



1998. Center Partners is founded by Richard Keith in Fort Collins, CO.



1998. Center Partners is founded by Richard Keith in Fort Collins, CO.



2001. CP lands two major accounts requiring expansion of operations to Coeur d'Alene and Post Falls, ID.



2002. Opened a call center in the city of Monterrey, Nuevo Leon, Mexico, bringing it to the attention of larger companies in the North American telecommunications industry.

2003. WPP acquires Center Partners.

2003. The globalization of the company begins. It was necessary to register it under a name and designate a brand - "Qualfon" becomes the official name and arises by combining the terms of "Quality" and "Telephone" referring to quality in telecommunications.

2004. Qualfon opens a center in Argentina.



2005. Qualfon opens a service center in Guyana.



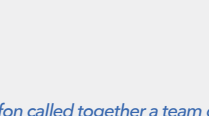
2006. A center opens in Cebu, Philippines. Alfonso Gonzalez consecrates Qualfon to God as sign of stewardship.

2007. North Idaho expands into Hayden.



2008. Qualfon called together a team of directors for a session of reflection about the organization's core values. The core values have now become an important part of Qualfon's daily operations. When we live these values, we build a deeper connection with our clients and make our company stand out in the market.

2009. DSG acquires Catskill Consulting and name changes to Data Control Group.

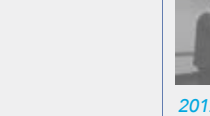


2010. DSG opens Xian Ops center. New client Chronos Solutions.

2012. Mike Marrow becomes Qualfon's CEO.



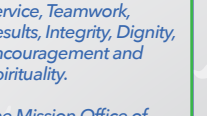
2013. Qualfon acquires DSG.



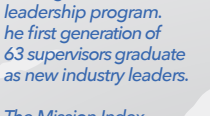
2014. Qualfon begins offering an academic leadership program. The first generation of 63 supervisors graduate as new industry leaders.



2016. Qualfon Advanced Technology Center opens in India.



2018. Qualfon opens a site in Cuatrociénegas, with the palpable commitment to provide jobs and development to the community.



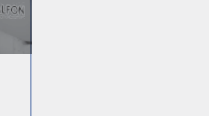
2020. Qualfon celebrates our 25th Anniversary.



2015. Haven for Hope opens brand new call center facility for up to 10 employees.



2016. PLAN 2040 begins.



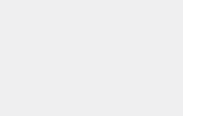
2017. Qualfon acquires Dialog Direct in December to now have 16,500 employees in 28 locations across five countries and continues to maintain a strong financial position, enabling it to invest in future growth.



2018. Qualfon acquires InterMedi@ Marketing Solutions.



2019. Qualfon acquires Culture Service, Growth (CSG).



2020. Qualfon celebrates our 25th Anniversary.







## OUR MISSION

Help as many individuals as possible pursue their total vocation, create an ever-growing number of career development opportunities, and be the partner of choice for all our clients.

Be the best and make each person's life better!

## WHY WE DO IT: OUR MISSION

Qualfon's mission is to help as many individuals as possible pursue their total vocation, create an ever-growing number of career development opportunities, and be the partner of choice for all our clients.

Be the best and make each person's life better!

It takes three things to help people live their total vocation:

- › **First**, people need to know they have a unique purpose in life
- › **Second**, encourage them to find out what it is
- › **Third**, help them achieve a sense of fulfillment

Qualfon is in an industry that consists of many young people. We strive to help them develop the skills necessary for overcoming challenges they may face in life. While we train each employee to excel at their job, we also empower them to take what they've learned to each destination on their life's journey.

*"The mission belongs to everyone. For our mission to become a reality, it has to be communicated to all, not just to the owner and executives. If every person in the organization understands our mission and purpose, then everyone can be effective and be universally inspired to unite around it. This is how we make our journey a successful one."*

ALFONSO



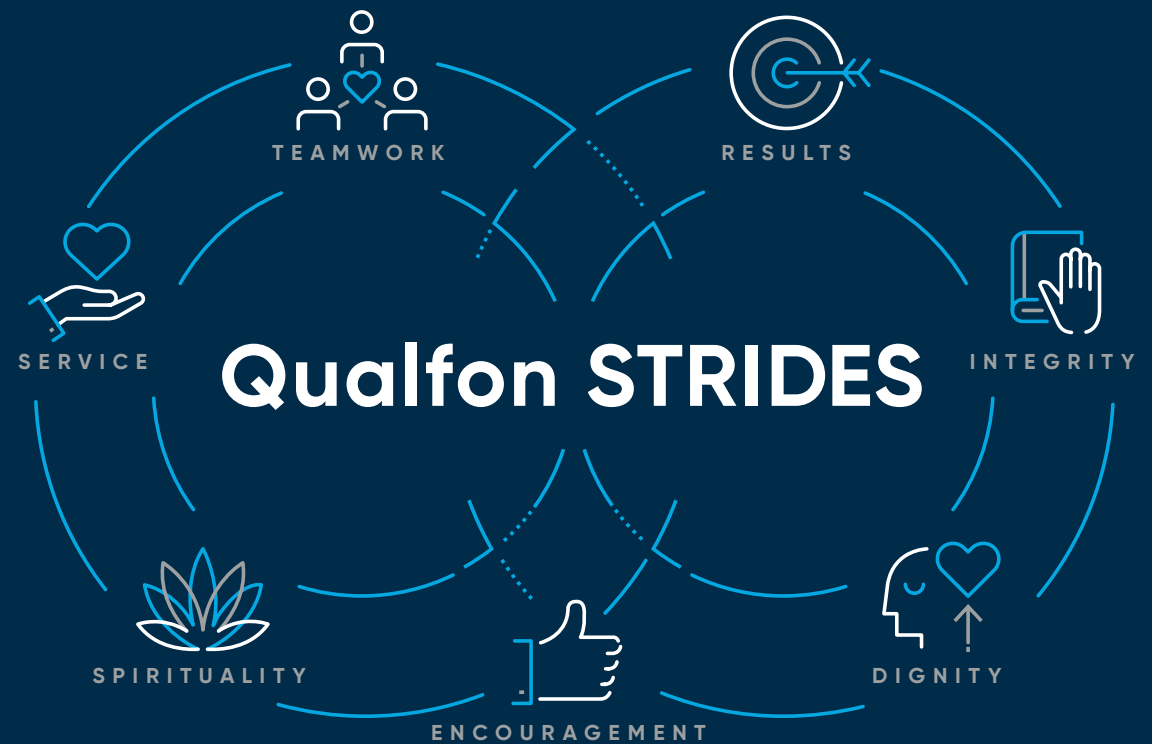


# OUR VALUES: STRIDES

The STRIDES shield represents our values.

- › Service
- › Teamwork
- › Results
- › Integrity
- › Dignity
- › Encouragement
- › Spirituality

We are all unique and from different parts of the world, but we are connected by the core values rooted in our everyday lives.



We demonstrate this unity in our diversity by displaying seven different colors, which reminds us that we are from different parts of the world, and all share in the same mission and values. This keeps us united and gives us direction.

# OUR LEADERSHIP

A Qualfon Mission Leader is a results-oriented professional and a mission-driven mentor, messenger and manager.

Qualfon Mission Leaders accept responsibility and stewardship for the mission entrusted to them. In turn, they entrust the mission to others in support of our clients' needs and to improve the lives of each person, their families and communities. These leaders understand their attitude and actions cause a ripple effect, and being a positive influence within their team affects the people with whom their team interacts.



## AS A MENTOR ...

Members are supported to reach their full potential. They take this responsibility as a moral obligation, regardless of the time and effort it may require.



## AS A MANAGER ...

Qualfon Mission Leaders care for their direct teams and provide them with the time, tools, systems, methods, and processes to meet their obligations and exceed their KPIs. They understand the importance of the team's accuracy and continuous improvement.



## AS A MESSENGER ...

Qualfon Mission Leaders inspire and encourage the values that energize the Qualfon culture. They recognize and celebrate each other's wins. They do not limit themselves to only indicating "what" to do, but include "why" in their directions.





# OUR FOUR AGREEMENTS

Being a Mission Leader also means honoring the four agreements to:

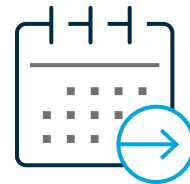
- › Keep\_Commitments@Qualfon
- › Move\_Fast@Qualfon
- › Add\_Value@Qualfon
- › Spend\_Wisely@Qualfon

These four agreements provide a road map for putting the Qualfon values to work for the customer.

Each are interrelated and by acting on one, we generally touch the other three. It is imperative that we think of each individually, as well as how they work synergistically, to provide the quality service that is expected and synonymous with Qualfon.



**BY KEEPING COMMITMENTS**, we follow through on promises.



**BY MOVING FAST**, we achieve our goals on or ahead of schedule.



**BY ADDING VALUE**, we find better and more creative ways to serve clients and colleagues.



**BY SPENDING WISELY**, we remain financially healthy, grow our business, and continue to improve employees' lives, their families, and communities.



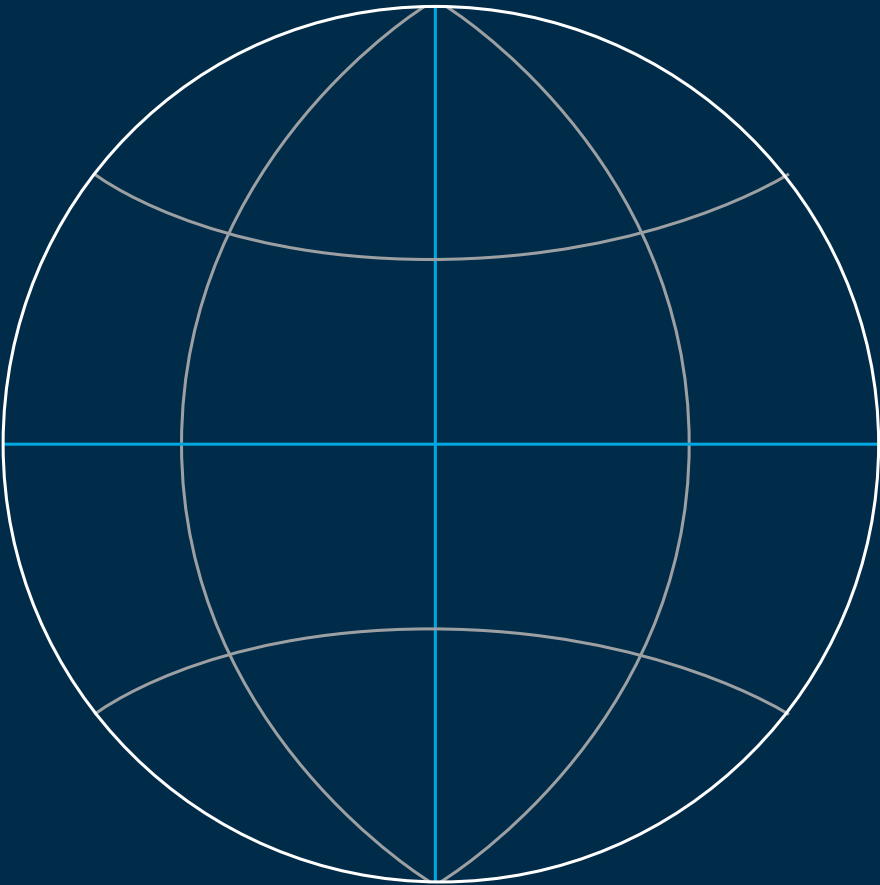
# OUR BUSINESS





# OUR GLOBAL FOOTPRINT

Our U.S. sites provide quality services across multiple time zones. Our facilities in Asia and North, Central and South America expand our scope and provide us the flexibility to service our clients' needs efficiently. Understanding different cultures leads to understanding people better, which is an important part of our philosophy.





# OUR SERVICES

## We do what we do so well because of our employees.

Our long-held people-driven philosophy creates a culture that places an emphasis on the well-being of people. Happy employees who are reaching their potential are more engaged and stay with us longer. This means we all take better care of customers, resulting in increased customer satisfaction and higher conversion rates at lower costs.

## We also empower employees with powerful tools.

Qualfon's integrated suite of services provides an exceptional, end-to-end customer experience. Sourced individually or leveraged together, they provide solutions that drive business outcomes. This vertically integrated ecosystem allows Qualfon to expedite business relationships from prospect to partner. That keeps everyone happy.

## We are with you every step of the way.

The right communication to the right person at the right time: this is the core of what we do. However, it is not all we do. Thirty-seven years of industry expertise and a wide global footprint provide our clients the right locations, strategies, capabilities and technology to manage every aspect of business. However, most of all, we have the right people.





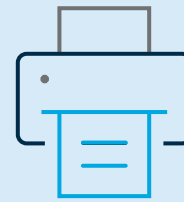
### CONTACT CENTER

Provides immediate solutions and delivers answers with superior, 24/7 customer care.



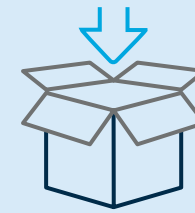
### DIGITAL AND DIRECT MARKETING

Create strategies that deliver personal, relevant and convenient customer experiences.



### PRINT

Uses the latest printing technology and processes to ensure superior levels of execution for all direct mail communications.



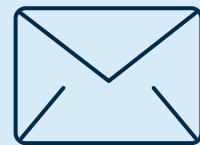
### FULFILLMENT

Focuses on innovative solutions that complement each other, so the customer experience is seamless from beginning to end.



### DATA AND ANALYTICS

Identify customers, increase sales and improve loyalty, and use insights gained through big data analytics to increase sales and improve customer loyalty.



### MAIL

Is delivered with the latest technology, strategic locations, in-house creative and printing capabilities, and handpicked global partners.



### BACK OFFICE

Lowers costs and increases efficiency by streamlining business processes through scalable solutions.



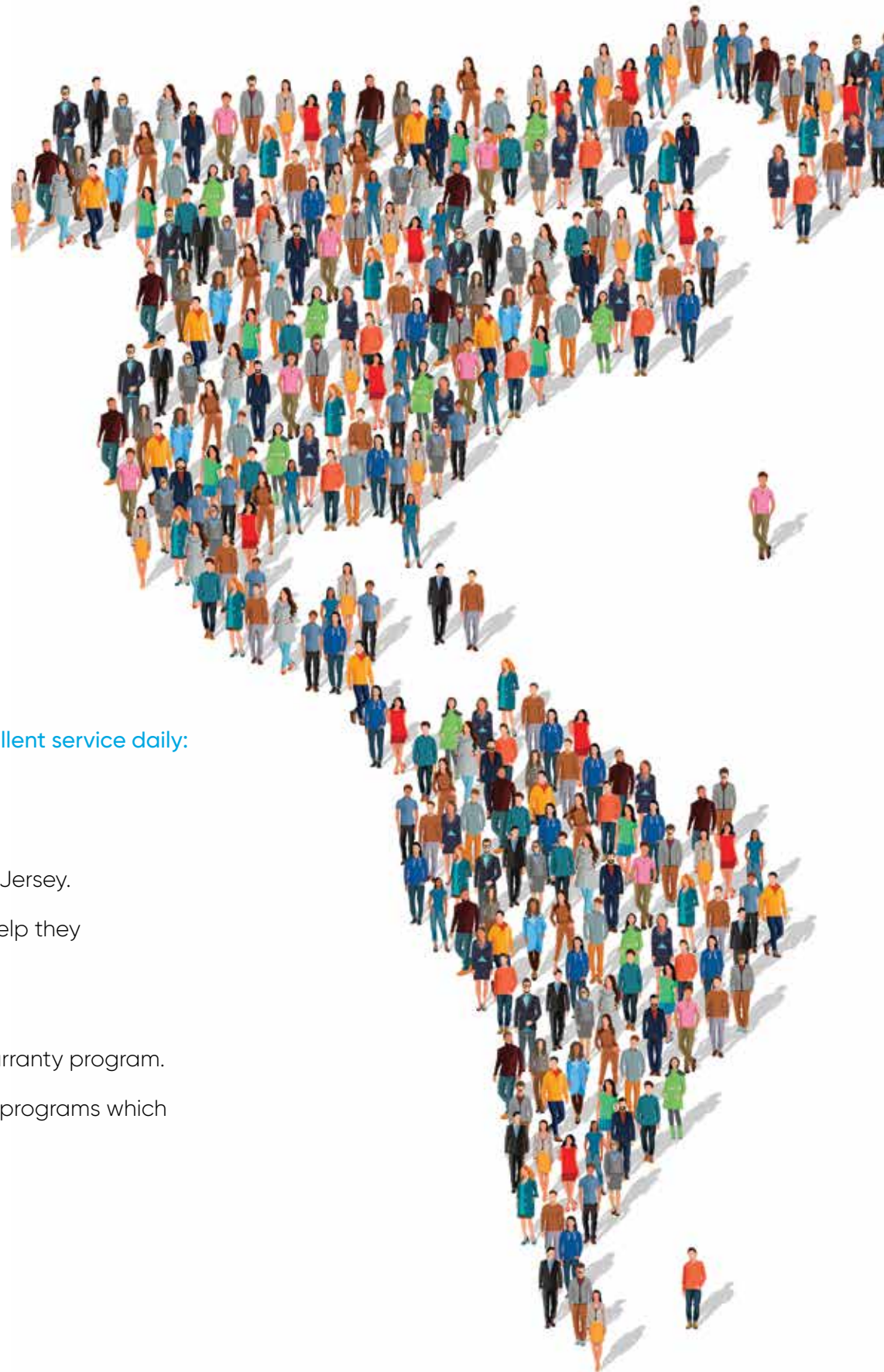
## OUR VALUE: CELEBRATED IN A CONNECTED WORLD

**Qualfon's culture celebrates the diversity of others.**

Our mission to make each person's life better harnesses that individuality while understanding that we are all fundamentally similar. With that mindset, we provide the highest quality, personalized service across the globe.

Examples of Qualfon employees from around the globe providing excellent service daily:

- › **Qualfon's Cuatro Ciénegas:** Manage the payroll of a large company in the Philippines.
- › **Mexico City:** Issue transit tickets via video monitoring system for New Jersey.
- › **Mexico:** Ensure someone stranded on the side of the road gets the help they need via roadside assistance.
- › **Guyana:** Sell satellite radio to prospective customers.
- › **Highland Park, MI:** Create a marketing strategy for an automotive warranty program.
- › **Highland Park, MI:** Service several large-scale clients in multichannel programs which include strategy, creative, print and digital.
- › **India:** Develop software for companies worldwide.








# OUR STORIES





Our collective experiences demonstrate the values we cherish. Those experiences are a testament to how we will conduct ourselves in the future. We are a growing company with individuals from many countries and many backgrounds. Our culture is multifaceted and allows our company to grow and thrive because of the growth of each individual.

## LIVING FAITH

At Qualfon, we believe that each individual has a purpose in life; for many, this purpose is linked with their faith. Living with faith can fill our hearts with profound joy and help us believe we can do the impossible. Our faith is stronger than our fear. The Qualfon family is composed of individuals from many diverse cultures, beliefs, and ethnicities; we respect each individual and their beliefs.





## CONSECRATION OF QUALFON 2006

On their way to Cebu, Philippines in 2006, Alfonso Gonzalez and Abelardo Cruz invited the Qualfon family to consecrate the company to the love of God.

A consecrated company is one that, responding to a special call from God, seeks to transcend mere business logic by living love for God and for neighbor. The faithful response to this call is the underlying purpose of the company. It gives a unique orientation to its mission and vision, transforms the internal life of the organization—with a specially tailored culture, procedural framework, policies and programs—and improves the personal, family, and social life of each one of its members, always expressing a profound respect and appreciation for the beliefs of each of its members.



## ENTRUSTING THE MISSION

Qualfon began its Entrusting the Mission ceremonies as a way to encourage and invite new employees to live the mission, both for themselves and for others. During the ceremony, Qualfon renews its commitment and entrusts the mission to new managers and emphasizes the importance of the mission to all employees.



During the January 2012 Summit in Mexico City, Alfonso Gonzalez informally led the first Entrusting the Mission ceremony for Mike Marrow, who was becoming Qualfon's new CEO. Before an audience of all the Summit participants, Mike Marrow accepted the mission of Qualfon and committed to caring for each member of the Qualfon family.





## WE EMBRACE CULTURAL DIVERSITY

We are all different here at Qualfon. We come from different countries, backgrounds, faiths, and each employee brings something new to the Qualfon family. Learning to work in a culturally diverse environment is fundamental to serving our purpose and enriches our daily experience. It not only makes us more business savvy, but demands that we expand our capacity for empathy. Being united while being different is indeed demanding; yet, it is a demand that makes us recognize, accept, respect, and celebrate our cultural diversity further.



INTERFAITH CHAPEL/REFLECTION ROOM AT OUR SITES

The Interfaith Chapel is a place for employees to worship in their particular faith tradition, as well as bond with those belonging to another faith. **The three goals of interfaith dialogue are:** **1.** To know oneself more profoundly and appreciate one’s own faith tradition. **2.** To know the other ever more authentically and gain a friendly understanding of others as they are. **3.** To live more fully and to delve into one’s community, including those of a different faith.



DEDICATION OF THE INTERFAITH CHAPEL  
IN GUYANA



**QUALFON CELEBRATES THE SPIRIT  
OF PATRIOTISM AND FREEDOM**  
Costumes and performances fill everyone’s hearts with the spirit of patriotism. Cheering the national slogans, flag hoisting and face painting are among the activities at this experience in Mexico, Costa Rica, USA, India, Guyana and the Philippines sites.



**FOCO PRIDE EVENT**  
FoCo Pride is an annual event in Fort Collins, CO.



DEDICATION OF THE INTERFAITH CHAPEL  
IN HIGHLAND PARK, MICHIGAN



**REV. ELOY BEDIA, GENERAL CHAPLAIN OF  
QUALFON DURING A MOTIVATIONAL TALK**



# WE FOCUS ON EACH PERSON

We are a person-driven organization.

Throughout the course of our history, our mission has motivated us to value our employees and to do everything we can to help them thrive. We believe that by delivering great service to our clients, we are providing the opportunity to make each person's life better! Our mission and the STRIDES values serve as beacons that guide our actions and help us to always put the person first.





# YOU MATTER WITH MIKE SURVEY

## An Effective Feedback Channel for Qualfon Employees

Qualfon uses a bi-weekly employee survey to make prioritized improvements in the workplace. For five years now, this survey has opened lines of communication, enabling Qualfon to effectively capture, share, and respond to employee feedback.

*"Employee comments allow us to identify the largest areas of opportunity and where we need to resolve important or urgent issues. Through this channel, we can hear which drumbeats are loud, soft, and constant. Mike and the executive team use this information to prioritize initiatives."*

PAMELA HERNANDEZ  
Mission Index & Reports Coordinator

*"According to our results, more than 90 percent of you understand the mission and the values of Qualfon. That is outstanding! This is really, really nice to see. If our actions match our words, our employees will believe in our mission. It is critically important for all of us to walk the talk. Thank you all so much for everything you are doing to foster the Qualfon mission."*

MIKE MARROW  
In a response to a recent survey.





### GROWING THE QUALFON MISSION 1,345 Six Sigma-certified leaders

Investing in people and developing employees both personally and professionally is a strategic goal of the Qualfon Mission Office.

*"With more than 1,345 green-belt-certified employees, Qualfon has established a leadership culture that is unique in the industry. We're not aware of any other BPOs that have made this across-the-board commitment to Six Sigma. However, at Qualfon, it has sparked an organizational mindshare around standard processes for continuous improvement in ours."*

AL BARRENECHEA  
Director of Qualfon University



### STAIRWAY TO THE BEST VERSION OF MYSELF

In 2018, Qualfon launched the Stairway to the Best Version of Myself program. Stairway is a program that allows our team members to follow a series of steps to achieve their career and personal goals and allows time for self-reflection. It is the hope that, after completing the program, employees feel more competent and confident in themselves, both at the office and in their personal lives.



### FUN CLUBS ENGAGE AND UNITE QUALFON EMPLOYEES WORLDWIDE

Fun Clubs are sponsored by Qualfon's Mission Office and the Fun@Work initiative. Since activities began in 2014, Qualfon now has over 1,400 active employee-run groups designed to help employees interact with their co-workers and explore new hobbies to promote a healthy work-life balance.



**GREAT!**  
Around the World

# CUSTOMER SERVICE WEEK

Qualfon celebrates National Customer Service Week within our 27 global contact centers.

The week includes various activities that recognize our agents' dedication to providing superior customer service to our clients and their customers.





# WE THINK BIG

From humble beginnings, Qualfon started with early ambitions to build a multifaceted, multicultural, successful global community. It has taken endurance. We have struggled with difficult decisions, financial hardship, and personal losses. Through experience and perseverance, we have learned to be resolute and purposeful with our finances, creative with our resources and compassionate in our decisions. We have endured and we will continue to be unwavering in the fulfillment of our mission.



GROWTH AND PROGRESS: STRATEGIC PLANNING

After hearing the call and coming to a better understanding of Qualfon’s mission, Alfonso recognized that the organization needed a clear path forward in order to implement its mission and succeed at its calling.

In November 2005, Alfonso presented Qualfon’s council with a strategic plan, which consisted of expanding the organization to five times its size over a period of the next five years. It also projected the organization becoming a global company, addressed the need to generate more jobs, establish healthier finances, improve its organizational structure, and establish a foundation that would help the communities in which Qualfon operated. The document had an ambitious and enriching vision and had the capacity for many potential opportunities. In recent years, the Executive Team and Mission Advisory Board have developed a strategic road map to being the best service provider possible for our current clients and potential new ones.

The theme of the 2019-2020 Strategic Plan was breaking down the larger goals into manageable tasks for achieving Qualfon’s long-term growth and strong financial position.

2003

QUALFON OPENED CENTER IN COSTA RICA

2004

QUALFON OPENED CENTER IN ARGENTINA

2005

QUALFON EXPANDED ITS OPERATIONS IN GEORGETOWN, GUYANA, SOUTH AMERICA, TO SERVE ONE OF THE LARGEST TELECOMMUNICATIONS COMPANIES IN THE U.S.

2006

QUALFON OPENED CENTER IN THE PHILIPPINES

2013

QUALFON ACQUIRED DSG

2014

QUALFON’S ACQUISITION OF CENTER PARTNERS EARNED A DEAL OF THE YEAR AWARD FROM THE GLOBAL M&A NETWORK, WHO RECOGNIZED THE PURCHASE AS A VALUE-GENERATING TRANSACTION THAT VALIDATES QUALFON’S PRIVATE INVESTMENT STRATEGY

2016

QUALFON ACQUIRES INTERMEDIA MARKETING SOLUTIONS TO EXPAND KEY VERTICALS AND U.S. FOOTPRINT

QUALFON ACQUIRES CULTURE.SERVICE.GROWTH (CSG)

QUALFON ADVANCED TECHNOLOGY CENTER OPENS IN INDIA

2017

QUALFON ACQUIRES DIALOG DIRECT



## WE ARE A TRUSTED AND LOYAL PARTNER FOR OUR CLIENTS

Understanding the nature of each client's business is key in our ability to drive value for our clients in a consistent, reliable manner. Our clients appreciate our service and demonstrate this by recommending us to other companies.



## AWARDS

### October 2017

Qualfon was honored by Frost & Sullivan and recognized as having demonstrated excellence in growth, innovation, and leadership. **Frost & Sullivan's Best Practices Awards** recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development.

### 2019

Qualfon was recognized as a **Major Contender in the Everest Group Contact Center Outsourcing (CCO) – Service Provider Landscape with PEAK Matrix™ Assessment 2019**. This award is an indicator of the company's investment in a spectrum of capabilities to drive transformations for its clients and create differentiation in the market.

Qualfon was named **BPO Innovator of the Year and BPO Investor of the Year by Caribbean Export**. Qualfon was recognized for its innovation in the South American country of Guyana and its commitment to its clients and employees, providing unique service, delivery plans and solutions to fit their needs. These prestigious awards distinguish organizations for remarkable achievements that foster expansion and investments in the Caribbean.

Qualfon was awarded **the People Program of the Year for the Visayas in 2019**. This award is presented by the People Management Association of the Philippines.







## **WE ARE DETERMINED TO ALWAYS IMPROVE AND INNOVATE**

Innovation and growth are part of Qualfon's DNA. We live it daily, in the growth of our employees, the growth of our programs and the growth and increased efficiencies we deliver to our clients. This growth and innovation has been key to the successes over the past 25 years and will be our guide into the future.

## QUALFON SUMMIT CELEBRATES LEADERS AND OPERATIONAL EXCELLENCE

Qualfon uses the leadership summit as an opportunity to reflect on the organization’s strengths and opportunities, define how it can fulfill its mission, and outline a strategy and plan to achieve its goals in the coming year.

The Summit helps to renew and encourage us in our mission and inspires us to dream big.

### SHINING STAR AWARDS

During the Qualfon Summit, CEO Mike Marrow, unveiled the annual CEO Shining Star Award, which recognizes Qualfon employees whose leadership skills, character, and innovative strategies have resulted in significant contributions to the company over the past years.



## IMPROVEMENT STARTS WITH EACH OF US

- When Shasta Thomas made perfect attendance for a month, she wanted to voice her commitment to doing so every month, and encourage others to join her. She has been with Qualfon since November 2004, and said that after a personal tragedy, her work family helped her emotionally and financially to stay on her feet. “That loyalty meant so much to me,” she said. “I owe them loyalty in return.” Shasta’s personal improvement is a great example of Qualfon recognizing every kind of growth as significant in our united growth.



- Alvaro joined the Mexico City office of Qualfon in February 2012, and after marrying an “alumna” of the company, the two moved to his wife’s home state of Kentucky. He worked there as a Six Sigma instructor for Qualfon University. Shortly after the move, however, Alvaro was met with a health scare. After several months of prayers from his colleagues and a strong, positive attitude, Alvaro overcame his illness. During that tough time, Alvaro still came to each Six Sigma instructional class with passion and enthusiasm. His hard work, as well as the support from his team, paid off, as he is now the Senior Manager of the Process Optimization Engineering Department within Qualfon University. Alvaro’s enthusiasm for living the mission radiates toward everyone he works with.
- Alonso Portilla Duarte is a prime example of a Qualfon employee taking advantage of our company’s size and commitment to helping each other grow. Alonso began as a customer support representative with one of our Mexico clients. Fast-forward four years and Alonso has risen to become a process optimization engineer. In the time between, he has guided supervisors, created and improved process, and become an example of improvement and dedication. As he once said, only by improving ourselves and helping others improve, will we become the best partner for our clients, and make each person’s life better.







## WE LIVE JOYFULLY

At Qualfon, we believe that each individual has a purpose in life.



## ANNIVERSARY PROGRAM

This is a monthly activity in recognition of every year of service provided by Qualfon employees. Employees receive a recognition letter signed by Mike Marrow in a ceremony presided over by their respective site director. A commemorative lapel pin is given to employees celebrating their Qualfon anniversary. (They receive one pin for each year of service.)

*"I love this monthly anniversary celebration. We all look forward to an enjoyable event. People are already talking about getting their pin and letter next year. It makes me proud to be a part of this. Making people's lives better is AWESOME. Thanks, Qualfon, for allowing me to do this every day."*

ROCIO CARDENAS

## BIRTHDAY CELEBRATION

Celebrating a birthday at Qualfon is a chance to honor our achievements, challenges, and successes of the past year. It is a celebration of a milestone of a year gone by, but even more, it is the first day of another year ahead. It is a chance at another year full of new opportunities and possibilities of reaching our own full potential, a chance to dream, be happy and pay it forward with the hope for a good future. The Qualfon family encourages a celebration of where we are now and who we can become, and recognizes that every year presents itself as an adventure that gives meaning and fulfillment to our lives.

## ANNUAL MUSIC VIDEO CONTEST CELEBRATES QUALFON COMPANY CULTURE

This worldwide contest encourages employees from every Qualfon site to articulate their Qualfon spirit in the form of a music video.

## QUALFON IS INTO SPORTS

### Basketball Bests

At Qualfon, we understand the importance of balancing different aspects of our lives – intellectual, physical, and emotional – in order to achieve well-being for others and ourselves. In fact, the Dumaguete Qualfon Basketball Team, in preparation for the Inter BPO Basketball Tournament 2019, won the championship on September 1, 2019.

### First Place Qualfon Mexico Soccer Tournament

We congratulate the Qualfon Mexico site official soccer team for their enthusiasm, dedication to the sport and each other, and their successes in the annual tournament.







## WE STAND TOGETHER

Every Qualfon site is situated within a community. Qualfon members stand shoulder-to-shoulder with their colleagues and the people living in the communities they serve.

We seek to promote unity, help local communities with necessities and lessen their challenges. In many of our locations, we offer assistance to those experiencing homelessness or sickness, as well as the elderly and homebound.





Mexico celebrated Children's Day. Families visited Qualfon, learned about our values and saw where their loved ones work.

At our Mexico City contact center, employees and their families enjoyed traditional Dia de Muertos activities. Qualfon employees enjoyed an altar contest where they shared family stories of ancestors and lost loved ones.



Coeur d'Alene contact center joined to host a Harvest Family Fun Festival. Families and friends attending enjoyed an employee chili cook-off and plenty of family-friendly activities such as pumpkin painting, pumpkin bowling, and a scarecrow relay race.

Cebu celebrated its 13th year anniversary with a Family Day and Sportsfest. A total of 3,324 employees with their family members participated in the event.

On Veterans Day, Qualfon salutes the women and men who have proudly served the USA and their families, and thank them for their service.



Easter weekend events around the world ranged from egg hunts to religious services; one of our Guyana sites even hosted a kite-making competition.





## QUALFON AND HABITAT FOR HUMANITY REBUILD HOMES

- **Dumaguete** – 19 Qualfon volunteers helped to build a house to improve access to decent and affordable shelter and support families with limited resources.
- **Guyana** – Employees and management have partnered with Habitat for Humanity to rebuild a house devastated by fire and to make a difference in the life of a local member of the Georgetown community.
- **Costa Rica** – Qualfon volunteers helped to build a house to provide a shelter for families with limited resources.
- **U.S.** – Qualfon volunteers helped at a job site through a local church in support of Habitat for Humanity. Employees helped build a home for a family of nine people. Everyone had a fantastic experience and is looking forward to helping more families next year.

## QUALFON REBUILDS 20 EMPLOYEE HOMES DESTROYED BY TYPHOON HAIYAN

- Qualfon rebuilt and repaired 20 of its employees' homes that were damaged or destroyed by super Typhoon Haiyan, known as Typhoon Yolanda in the Philippines.
- In March 2014, members from Cebu's Mission Office visited employee family homes to assess the damage done by Typhoon Yolanda and the extent of their needs. In response, 27 Qualfon employees received assistance. Qualfon repaired or completely reconstructed 20 homes for its employees, and for some families we provided materials such as sewing machines, manicure/pedicure equipment, and live hogs that helped them re-establish small businesses and their ability to be self-sufficient.



*Before and after photos*

## HURRICANE HARVEY DISASTER RELIEF

Our Qualfon family helped those impacted by Hurricane Harvey. Our San Antonio location collected material donations and set up transport of the items to those in need.

## LIFE REMODELED

Highland Park and Troy team members have been volunteering with Life Remodeled since 2016 to help clean the city of Detroit. Each year our volunteers cut down overgrown brush, removed debris, mowed grass and more. Every one of our volunteers helped to make a difference in the city of Detroit.



## PLANT A TREE PROJECT

Costa Rica volunteers visited the Biological Corridor Garcimuñoz to plant trees and support the reforestation project in partnership with the A&A institution. Over 35 employees and their families contributed to this project.





BREAST CANCER AWARENESS

Employees from the Highland Park, MI site participated in the Susan G. Komen Race for the Cure 5K run and fitness walk fundraiser event for breast cancer awareness. They raised \$2,400, which was matched by the company, for a total of \$4,800 raised for breast cancer awareness.



QUALFON ITEMS DONATION IN FORT COLLINS, CO

Our Qualfon Fort Collins site employees collected 1,447 much-needed items for the Fort Collins Rescue Mission. A special thank you for the extreme generosity to all who helped in collecting and unloading donations.

HIGHLAND PARK SERVED FOR A CAUSE

A small group of employees volunteered at Ruth Ellis Center in Highland Park where they served dinner to homeless, runaway, and at-risk youth in the community.



FOOD GIFTS FROM QUALFON AND CHRISTMAS FOR CHILDREN

Food gifts are a constant theme at Qualfon during December. In San Antonio, Texas, employees served traditional turkey and dressing meals to 680 people across two contact center locations and the Haven for Hope campus. Santa also made a special visit, passing out sweets and posing for pictures.

CHRISTMAS WISHES

A Christmas tree lighting ceremony at the Cebu contact center for the inauguration of Qualfon’s expanded Recruitment Center also acted as a fundraiser for the Franciscan Sisters of the Sacred Hearts Children’s Home. Twinkling holiday lights highlighted the new recruiting space designed to improve the applicant experience and promoted an ornament fundraiser and angel tree program benefiting children at the local orphanage.



“PIE YOUR LEADERSHIP” MISSION PANTRY DONATION DRIVE

In order to increase donations for the Mission Pantry in Fort Collins, employees who brought in donations for the pantry were given the opportunity to pie a member of the leadership team. The site was able to bring in \$150 worth of donations for the pantry and an additional donation from the site director for each member of the leadership team who volunteered to take a pie in the face. The Mission Pantry is an onsite resource room with non-perishable food items, as well as cleaning supplies, hygiene, and baby products for employees to utilize in their time of need. The pantry is refilled through the donations made by our generous employees.



BIRTHDAY, DR. SEUSS STYLE IN SAN ANTONIO, TX

The San Antonio site celebrated Dr. Seuss’ Birthday with a book drive for children. Management, staff and agents dressed up as different Dr. Seuss characters and all books that were collected were donated to the Women’s and Children’s Shelter of San Antonio.

CARING AND SHARING ACROSS THE GLOBE: DAY CARE IN GUYANA

In Guyana, Qualfon supported the local day care that nurtures the children of many Qualfon employees. Just a stone’s throw away from the Guyana site building sits the Dorcas Club Nursery & Daycare where volunteers took fruit plates and fruit juices to the eager little ones.





## CUATRO CIÉNEGAS WITH PLAN 2040.

Cuatro Ciénegas, Alfonso's hometown, has a deep connection to our mission. The site has implemented an initiative called Plan 2040, in which their goal is to help the new generations reach their true potential. Within Cuatro Ciénegas, nearly 600 families have been helped through programming based on the Plan's four pillars: Family, Health, Education, and Employment.

### **With a Kind Heart and a Smile, Qualfon Volunteers Support Cuatro Ciénegas, Mexico.**

Eight Qualfon volunteers and five of their family members spent 2017 Holy Week in Cuatro Ciénegas, painting a chapel and assisting with medical care. The team worked largely with the Juventud y Familia Misionera, an international organization of Catholic youth and families that has been supporting Cuatro Ciénegas for many years.

Of the 13,013 residents in Cuatro Ciénegas, 1,482 of them do not have access to medical services and 43.7% live in poverty. The 2040 Plan, created by the townspeople, seeks to help everyone in Cuatro Ciénegas have "a good and healthy personal and family life, receive a quality education, and find a decent job." The plan focuses on children born in Cuatro Ciénegas since 2017 and thereafter, aiming to give personal attention to every child by working with their parents "to bring about a better future in every aspect of their lives" and by empowering them to achieve their dreams by the year 2040.





## QUALFON CUATRO CIÉNEGAS GRAND OPENING

The grand opening of the Qualfon office in Cuatro Ciénegas was full of excitement and hope. It represented new opportunities, not only for the industry but also for the community in need of employment and social growth.

## EARLY STIMULATION FOR THE CHILDREN IN CUATRO CIÉNEGAS AND BELOVED MOMENTS

Part of Cuatro Ciénegas' Plan 2040 is the Early Development classes, in which we help infants to develop physical skills, speech and language, reading and communication, the ability to learn and solve problems, social interaction and emotional regulation. Mothers can take classes to help them feel more connected, involved, and focused on their child.

## HANDMADE SOAP WORKSHOP FOR MOMS IN CUATRO CIÉNEGAS.

Ryann Kearney, a volunteer from Detroit, Michigan, is leading a new venture to start up an organic soap workshop to create jobs in Cuatro Ciénegas by producing the finest soaps with organic ingredients of the region.



# THE EMPLOYEE LIFE CYCLE TO ACHIEVE THEIR TOTAL VOCATION

As the world becomes more individualized and customer expectations grow more personalized, it is the focus on the person that makes the difference.

We craft customized communication solutions for clients that focus on their customer and we build teams that perform above and beyond our clients' expectations.

When it comes to our employees, we help many people achieve their total vocation. Through an evolving number of career development opportunities, we want our people to succeed not only with us, but all along their life's journey.





## MY OPINION

- › Employee Satisfaction Survey
- › Townhall Meetings
- › Intranet/Newsletters

communication@work



## MY TOTAL VOCATION

Qualfon offers unique growth opportunities so everyone can succeed wherever life takes them.

## MY LEADERSHIP PATH

- › Supervisor readiness
- › Operation Manager
- › Site Director certification
- › Six Sigma Certification

## MY CONTINUED EDUCATION

- › Coursera
- › LinkedIn Learning
- › Rochat School of Business

learn@work







Be the best and make  
each person's life better!

*"Our family would like to thank the entire Qualfon family and friends for the past 25 years. Your commitment and dedication to our clients, our service, and our mission has made Qualfon what it is today. Our amazing Qualfon adventure is just beginning. As we celebrate the milestones of our vision and mission, we are both humbled and grateful for the role that so many have allowed us to play in improving their lives. It inspires us to stride forward and innovate toward an even greater future for Qualfon. We thank you for joining us. The future of our mission belongs to all of us."*

*The Gonzalez-Fernandez Family*