

Dizzion Desktops Help Granada Redefine the BPO Industry

GRANADA



Changing the BPO Business

Granada Corporation (since acquired by itelBPO), a business process outsourcer that provides English and multi-language customer care support for the world's leading brands, sets itself apart from other BPOs in a big way: It's agents are 100% remote, utilizing BYOD and cloud solutions.

"Being a 100% cloud based business gives us a competitive edge in a few ways: modern infrastructure, institutional grade security, flexibility and cost advantages that translate into tangible cost savings," said Felix Serrano, CEO. "We can adapt faster, easier and more seamlessly than industry peers with greater scale but whom are impacted by legacy systems, processes and structures. This means we can react more quickly to micro trends and scale up and down based on client needs without financial impact."

But being cloud-based also presents a heightened challenge for Granada: Overcoming clients' concerns about security within a work at home environment.

The Challenge

Data security is a major concern for any client working with a BPO, and Granada knew it had a bigger hill to climb in convincing clients about security.

"The level of overall system security required by today's clients means that no one will go to an outsourcer that isn't as secure or more secure than a physical center," Serrano said.

In addition to broad security needs, Granada also works with clients in highly regulated industries such as insurance, financial services and healthcare. This requires not only a secure virtual desktop solution, but also one that can help Granada meet compliance standards.

"Because we're purely work at home, we need to prove we have a level of compliance that exceeds industry standards – a level of security that mitigates risks not only through processes and procedures but also through a comprehensive set of technical safeguard," he added.

The Solution

To help overcome those preconceptions, Granada has made security and compliance a cornerstone of its services.

"There are legitimate security questions and risks when you're not appropriately safe guarding your system," Serrano said. "We want to make sure we're extending our networks and the networks of clients with the most updated security measures and solutions."



ABOUT GRANADA

Granada provides customer support services to companies that demand the highest institutional standards but also require a flexible, high touch delivery model.

The company is unique in the following ways:

Work-From-Home Specialization

Leading pure-play WFH provider

Partner on Small Deals

Infrastructure flexible enough to support both large and small deployments

Hispanic Customer Experience™ Leadership

In-culture strategies and operations processes to improve acquisition and retention rates

Granada was acquired by itelBPO in 2017. Learn more about itelBPO at itelbpo.com.

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ABOUT DIZZION

Established in 2011, Dizzion, Inc. is a global provider of end-user computing services, including cloud-delivered Desktops as a Service (DaaS), paired with complementary offerings like secure endpoints, application delivery and storage.

The company is delivering the next generation of virtual desktop solutions to meet the demands of a remote global workforce in industries with stringent security and compliance needs, including business process outsourcing, financial services, healthcare and insurance. Dizzion's mission is to enable users to securely access applications and data from any device, anywhere increasing mobility and productivity.

To learn more about Dizzion, visit www.dizzion.com

To align with its internal philosophy of superior security and compliance, Granada sought out like-minded vendors, like Dizzion.

"We wanted a virtual desktop solution from a company who's core business is virtual desktop infrastructure enablement, not from a provider who among other things also provides VDI," Serrano explained.

The company's approach is to work with carefully chosen vendors that bring expertise to the table. This allows Granada to focus on its core business instead of tackling complicated issues (like compliance) in-house.

"We work with providers that are far ahead of where Granada ourselves can be," Serrano said. "You can try to create a level of internal expertise that guides your every step, or you can accept the reality that there are experts that do elements of the work that you need to ensure compliance and security and partnering with them is in fact the best path to take."

This approach allows Granada to be competitive while giving them confidence that their clients' data is safe.

"The level of compliance and security with Dizzion enables us to work with highly-regulated clients without causing concern," Serrano said.

"Our clients take a lot of comfort from the fact that we're not trying to master compliance and security on our own. We know that we should get experts involved who can help us and that we can do so with solutions that our clients can then participate in for their own business. These things have really resonated."

- Felix Serrano, CEO of Granada Corporation



Top Benefits

- Ability to meet PCI compliance requirements with remote agents
- Competitive cost advantage (30% less than traditional brick and mortar BPOs) because of Dizzion's cloud delivered desktops and other cloud solutions
- Wide access to talent, allowing Granada to support multi-lingual staffing needs
- Streamlined internal IT that focuses on creating new products and features for customers rather than IT maintenance and management