



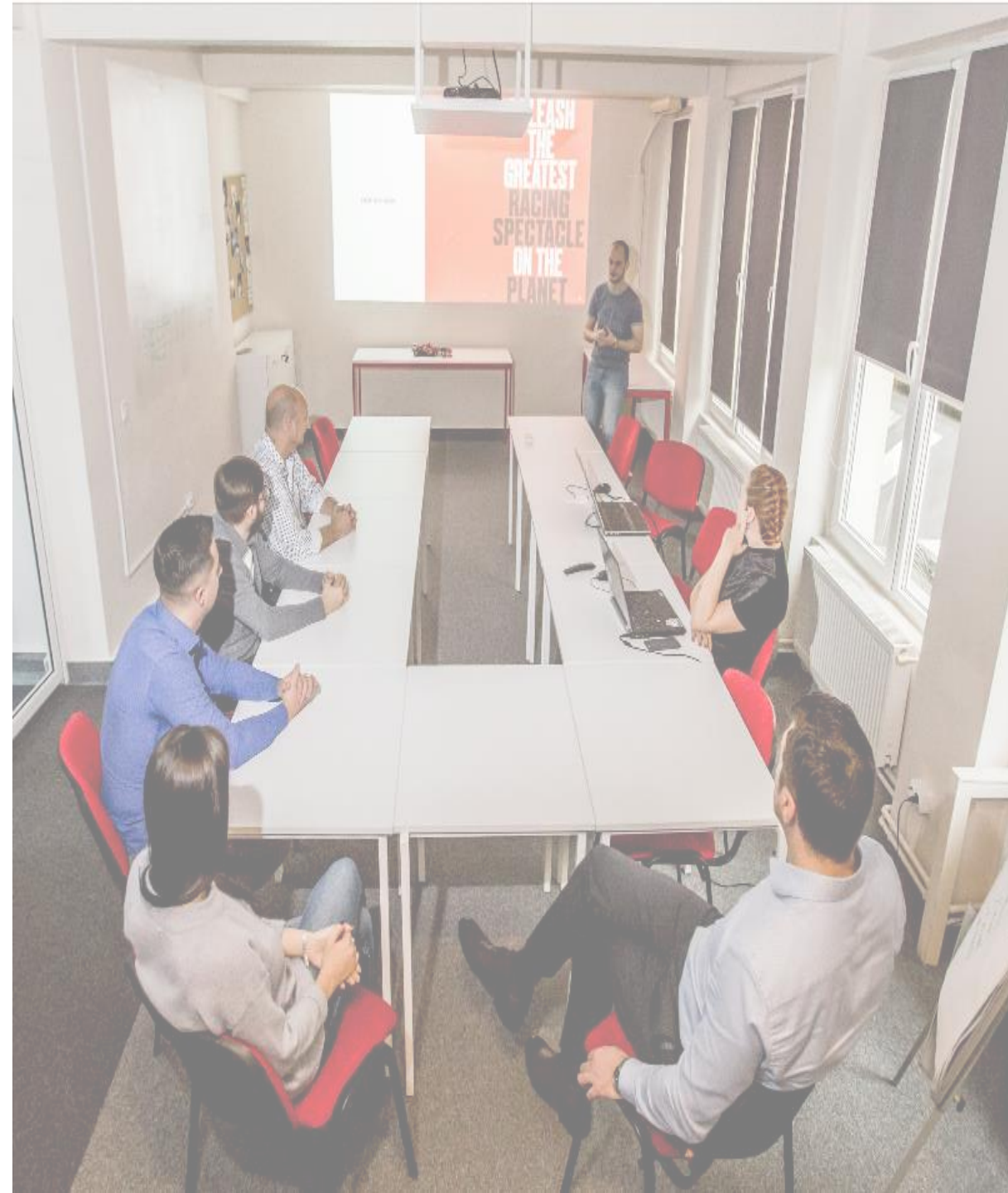
# Business overview

Providing customer support excellence since 2012



# Who Are We – What we do

- **WPG** is passionate about **Brand Management**, **Support** and **Protection** through **Customer Engagement** and **Support**.
- **WPG** is a bespoke provider of **Omni-channel contact centre solutions** – that are unique and scalable.
- We build business processes that align with the culture of our customers.
- **An Engaged Customer is a Happy Customer!**  
Our Customer Engagement and support opens up more opportunities for our customers to monetize their services to the B2C consumers & B2B businesses.



# Our Credentials

- We are an omni-channel solutions provider with a multi-language, well-educated staff that are highly trained and engaged.
- We are located in Bucharest, Romania with 2 locations and space for 300 staff including a multi-purpose 25 seat Training Centre.



- We are the **Formula 1™** Omni-channel Contact Centre supporting their fans in 100+ countries, multiple languages, 365 days a year.

- We are Canadian owned and have support from **BDC**, the Canadian Government's Investment Bank to help us expand our business.

- In 2018, **ECCCSA** selected our subsidiary, **WPG Racing Solutions**, as one of **3 BEST Small Contact Centers in Europe**.



- Our G.M. previously ran LEGO™ worldwide - bringing their "best practices" and "customer first" culture to our company.



## Winning the Bronze Medal as one of the 3 BEST Contact Centres in Europe

*"Winning an ECCCSA is something WPG Racing Solutions can be very proud of. They have been through a rigorous judging process, meeting judges that are very experienced and recognize 'the best' from our industry. Congratulations!" Ann-Marie Stagg, Chair of the Judges, ECCCSA – European Contact Centre & Customer Service Award.*

## Our Promise

***We align your Business Process with an Omni-channel contact centre solution for your B2C & B2B needs.***

**1. We focus on core competencies**

- *WPG takes care of your customers.* We deal with the mundane to the most difficult & disruptive business functions - allowing our customers to focus on their core business.

**2. Benefit from proven processes**

- We are an award winning contact centre with proven processes and experienced management that provide a high quality of service on behalf of our customers.

**3. Reduce staffing, recruiting, and training costs**

- Operating expenses of an internal, (de-)centralised solution with a worldwide mandate add up quickly. We reduce operating costs, eliminate hard to manage functions and improve efficiencies for our customers.

**4. Specialized skills and value**

- *WPG* is a specialized Contact Centre for the e-commerce industry, with an impressive multi-lingual & multi-skilled talent pool at a lower cost.

**5. Provide scalable support**

- Growth can strain internal resources. *WPG* provides a flexible scaling model that is tailored to our customer's needs while removing the burden and cost of recruiting/training/employing full-time and temporary staff in short periods of time.

- ***There is NO ONE SINGLE CONTACT SOLUTION used around the world*** – every; Country, Language, Culture and have different “favourite” methods to chat with each other and these methods change and evolve every year.
- **WPG** – will create an *Omni-channel* solution for customers that will;
  - Encompass all the traditional channels customers current employ.
  - Embrace and offer the new contact channels used by; Millennials and many of today’s fans.
  - Evolve and offer new methods of contact as they emerge.
  - Through our own proprietary SW – we collect valuable insight and information to help our customers monetize the products & services.
- Traditional Channels include; Voice with local access in multiple countries, Email and Chat services, such as; Web Chat, Skype, *FB Messenger, Instagram, WhatsApp* and *WeChat*.
- Millennials are using many new channels to communicate, including; *Twitch, Discord, Steam* and *Reddit*.
- Introducing a fully “Inclusive” omni-channel solution with a team that can support; local, regional and worldwide programs in multiple languages.
- Providing marketing and sales skills sets along with Fan Support, delivering an economical and scalable solution.

# Omni-channel Solutions

Going beyond Customer Support



## Staff/skills

- We build a culture for our customer with the teams we recruit, retain and motivate.
- Train and develop senior agents to be able to train/mentor other junior agents as needed.
- Readily available for ramp up/ramp down.
- Offer 9 languages and more can be added as required.
- We support our customers internal departments with skilful staff to work with their B2C & B2B channels.
- Improve productivity through working together and setting high KPI's with a tight roadmap and quality scorecard system.

# WPG's commitment

## Project management

- Our 2 facilities can hold over 100+ agents on each shift, so you can easily benefit from a “one stop shop” with proper management to scale on any vertical
- We embed and integrate our organization with yours, your culture, and your customers expectations
- We help you monetize your products & services by promoting and selling your products with in and outbound sales team, enter new markets and cross sell to current ones
- We continue to invest in infrastructure and security, upgrading continuously so that the data of the customers is well secured
- Build up software systems that can benefit the business



# Thank You

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