



HFS Hot Vendor: Qualfon

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Introduction

The HFS Hot Vendors are an exclusive group of emerging players, each with a differentiated value proposition for the HFS OneOffice or HFS OneEcosystem. HFS analysts speak with numerous exciting startups and emerging players.

We designate a select group as HFS Hot Vendors based on their offerings' distinctiveness, ecosystem robustness, client impact, financial position, and the impact in our OneOffice and/or OneEcosystem Frameworks. The HFS Hot Vendors may not (at the time of writing) have the scale and size to be featured in our Top 10 reports, but they have the vision and strategy to impact and disrupt the market.

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Qualfon is a global provider of contact center services, integrated marketing solutions, and back-office processing. Qualfon offers a full suite of customer lifecycle services, including sales, customer care, technical support, and retention programs, and it has experience operating large client programs across multiple geographies. Qualfon also supports a variety of communication channels, including voice, chat, email, IVR, social media, and blogs.

Qualfon operates a strategic global footprint of service delivery locations that provides on-shore, near-shore, and off-shore solutions, including both provincial and metropolitan outsourcing destinations.

It offers a variety of services from the facilities in the Philippines, Guyana, Costa Rica, Mexico, and the United States, and it is currently expanding into other key geographies.

Qualfon is a financially strong, privately held company that has grown at a 31.22% CAGR since 2009. It manages client-facing activities in the United States while spreading Qualfon's operations, finance, information technology, and other administrative functions throughout global locations.

HFS' take

The already fragmented contact center market is in a phase of dramatic evolution. While traditional contact centers are alive and well, the next generation of contact center BPO firms doesn't reflect the legacy world of scripted, low-value, transactional phone calls; it's more about intelligent engagement supported by automation and augmented by AI. Changing customer expectations have impacted this space for years, and now we're seeing a shakeout among the provider firms. Those that can meet expectations and deliver are still around, and those that can't are being consolidated or forced out of business.

Qualfon is a small, nimble provider thriving in a [market that can be dominated by large companies that provide scale to global brands](#), but AI and technology-infused solutions providers are starting to disrupt it. Qualfon's impressive growth and stellar customer feedback are indicative of a company that is investing in talent. Its customers tell HFS that Qualfon's bench is strong, it develops and promotes people from within, it proactively solves problems, and it makes customers feel like they're the only client. It's this kind of specialized attention and white glove service that customers are often missing from the bigger players in the market.

Qualfon's latest acquisitions, including a niche marketing firm, show the company's vision beyond traditional contact center services. Another attractive capability is Qualfon's nearshore delivery presence, which is a complement to its domestic US delivery and Philippines offshore centers. Locations such as Mexico and Guyana have proven to be a cost-effective alternative that many companies, particularly in the travel and hospitality sector, are bullish on.

In this highly competitive market that has largely polarized into large global providers that focus on operational excellence at scale and smaller players that offer a niche,

Qualfon is a services provider to watch as a quiet and effective provider that is having an impact on its clients' businesses. Technology seems to dominate so many conversations, but people and process need to have equal weight on transforming and elevating customer experience. This is where Qualfon's investment and focus on its people are making this company stand out as a hot vendor. As a Qualfon customer told HFS: "They're really taking care of their people, and it shows."

Vendor factsheet

- The company was founded in 1995 by Alfonso Gonzalez and now has \$400 million in revenue annually
- The CEO is Mike Marrow
- Qualfon has approximately 16,500 employees across the United States, the Philippines, Guyana S.A., Costa Rica, and Mexico. Its headquarters are in Fort Collins, Colorado
- Qualfon has recently acquired three organizations; most recently, Qualfon acquired Dialog Direct in December 2017, Culture. Service. Growth in April 2016 (CSG), and InterMedia Marketing Solutions in February 2016 (IMM)
- Qualfon uses 14 technology products and services, including Avaya ACDs, voice gateways, and IVR systems; Cisco routers, the Verint quality monitoring suite; and the Avaya Aura workforce optimization and reporting capabilities

Solution portfolio

Call centers and contact centers, technical support, business process outsourcing (BPO), social media support, back-office processing, claims management, customer service, escalations, retention, sales, up-selling and cross-selling, and proactive online chat services.

Industry coverage

Telecommunications, retail and e-commerce, healthcare, insurance, automotive, pharma and life science, finance and mortgage, consumer packaged goods, and travel and hospitality.



About HFS

Insight. Inspiration. Impact.

HFS is a unique analyst organization that combines deep visionary expertise with rapid demand side analysis of the Global 2000. Its outlook for the future is admired across the global technology and business operations industries.

Its analysts are respected for their no-nonsense insights based on demand side data and engagements with industry practitioners.

HFS Research introduced the world to terms such as “RPA” (Robotic Process Automation) in 2012 and more recently, the HFS OneOffice™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation, Artificial Intelligence, Blockchain, Internet of Things, Digital Business Models and Smart Analytics.

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