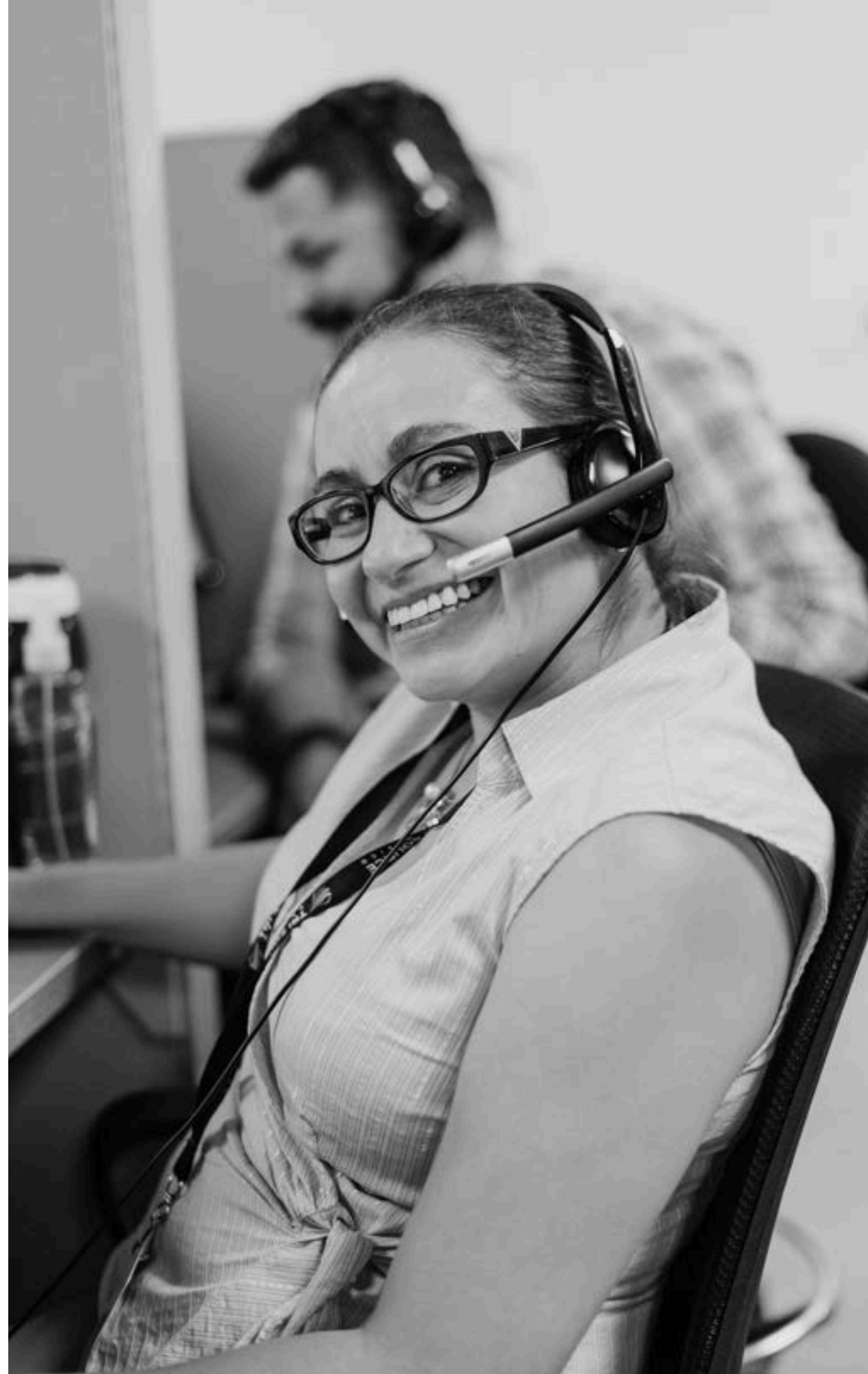




# Tri Source 2024 Media Kit

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# Our Story







# | The Tri Source Story

Tri Source International is a boutique provider of Business Process Outsourcing (BPO) services and a leader in the nearshore outsourcing industry. You may think of us as an operator of Call Centers. From our Call Centers in the US, Mexico and Central America, Tri Source provides sales, customer service and back-office project support for leading brands and services based in the US and throughout the world. All from locations strategically close to clients in the United States. We are reservation agents for travel and leisure companies, sales reps for home services, appointment setters for medical clinics and much more. Tri Source is now the fastest growing BPO in the Baja region from Cabo San Lucas to Los Angeles, with additional strategic locations in Central America.





Tri Source founder, Matt Reeser, dreamt of keeping his family connected to their roots in Nicaragua but with much more than cards on the holidays. He also saw a gap in the outsourcing market – the untapped, skilled talent and cultural awareness within Central America and the strategic opportunity to deliver exceptional customer experiences for US-based companies.



## ***A family promise with a business twist***

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Like any good entrepreneur, he jumped right in. And so, what began as a family promise evolved into TSI – a powerhouse in customer experience and nearshore solutions. Fast forward to 2014, when our inaugural Customer Experience Center opened its doors, and the rest, as they say, is history. Today, TSI offers CX solutions from Contact Centers throughout Central America, Mexico and the US.

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## ***A family promise with a business twist***

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In 2020, we ventured into new territories with the Baja Production Triangle®, inaugurating state-of-the-art Contact Centers in Mexico and Los Angeles. Today, TSI boasts over 1,500 teammates – a family spread across strategic global locations.

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# Where Heart Meets Global Hustle

TSI is a place where we do outsourcing differently. Forget the stiff, corporate spiel – we're here to get immersed in our passion for customer experience. Our partners work alongside real people, using best in class technologies, forming authentic connections, and making a genuine impact – both in business and in our communities.



## ***Where heart meets global hustle***

Think TSI, and you think global. But we're more than offices and contracts. Our expansion into Mexico and Central America is a decision motivated by heart. We're talking jobs, growth, and real-life impact. We're not just operating in these communities, we're becoming a core part of them – where we can see our impact up close and personal.







# Corporate Responsibility



# Our Heart Beats for Community

Welcome to the side of TSI where we swap boardrooms for community halls and spreadsheets for helping hands. We're in the business of outsourcing, sure, but our heart lies in "insourcing" good vibes into the communities we're part of. From the sunny streets of Valencia to the bustling corners of Mexico and Nicaragua, we're making our mark – and no, we're not just talking about profit margins.

## Philanthropy partners

Tri Source is proud to work with several outstanding partners across North America including:





# A Tradition of Giving



So, in 2022, we got this shiny award from the AFP – Outstanding Corporation in Philanthropy. Fancy, right? But here's the thing: we didn't set out for applause.

For nearly two decades, TSI and our founder, Matt Reeser, have been all about rolling up our sleeves and uplifting communities. Whether it's helping out in North Los Angeles, supporting single moms through the 'Adopt a Family' program, building programs for local schools in Mexico and Nicaragua, or developing industry-leading careers in the communities we serve, we're there, doing our bit without fanfare.

Because let's be real, it's not about the trophies on our shelf, it's about the smiles we spread.



# | A Triple Bottom Line

Much has been written in recent years about double bottom line companies. True to the “Tri” in our name, Tri Source subscribes to a triple bottom line methodology:



## **PROFIT**

For the company AND our portfolio clients.



## **COMMUNITY**

Corporate giving with deep local ties.



## **FUN**

Putting smiles on the faces of teammates, community members and others.

# Our Services







# We Make Exceptional Outsourcing Solutions Simple

Tri Source provides outsourced sales, customer service and back-office project management for top-tier brands and services located in the US and across the world. From our Contact Centers across North America, we're your partner in crime (the good kind, of course). We combine CX and brand building expertise with empathy to upgrade our clients' outsourcing experience and make it incredibly simple. That's **Outsourcing. Made Simple.®**

Tri Source offers a full suite of outsourced Contact Center services: Training & Development, Business Intelligence, Compliance, QA, telephony, CRM and technology integration, and more. Our Customer Success Team provides a "one call does it all" solution for communication, and the CX Team leads production meant to exceed partners' KPI's. All in best in class Contact Centers boasting multiple certifications: SOC-2, Type 1 and 2, ISO27001, PCI and HIPAA.







## OMNICHANNEL & MULTI-LINGUAL SUPPORT:

Whether it's voice, chat, email, or the next big thing, we're there 24/7/365, ensuring every customer is heard and respected.

## CERTIFIED AGENTS™:

Our team receives thorough training even before they learn about the Client's product, so they're ready for anything.

## REAL-TIME REPORTING & CONTINUOUS IMPROVEMENT:

With our TSI Scorecard, we're always fine-tuning our approach for maximum impact.

# Customer Experience and Customer Service

Imagine a customer service experience that doesn't sound like a broken record.

Our Customer Experience teams don't just take calls; they start conversations. To get there, we use best in class technology but prioritize the human touch in every customer experience.





# | Sales

Let's face it, nothing happens until something is sold. Fortunately, our sales crew is made up of doers. They speak in our partners' brand voice, making appointments, up-selling products and closing sales.

## **FULL SPECTRUM:**

Appointment setting, lead generation, order processing. Both inbound and outbound sales – we've got all bases covered.

## **RECRUITMENT WITH A PURPOSE:**

We look for business acumen, cultural fit, and those intangible qualities that make a good salesperson great.



# Back Office Support

Back office tasks might sound snoozy, but trust us, they're the backbone of your business. We're talking about transforming the mundane into something magical. Invoicing, inventory – you name it, we nail it. Our experts know just how to turn your back-office blues into productivity gold.

## FROM INVOICING TO SKILLED LABOR:

We handle the nitty-gritty so you can focus on what you do best – growing your business.

## NEEDS ASSESSMENT:

We start by understanding what you need, not what we think you need. Expect custom-fit solutions, not off-the-rack responses.

## 24/7 SUPPORT & CERTIFIED TEAMS:

Our global presence means we're always on, and our teams are always up to the mark.





# AI Phone Agents

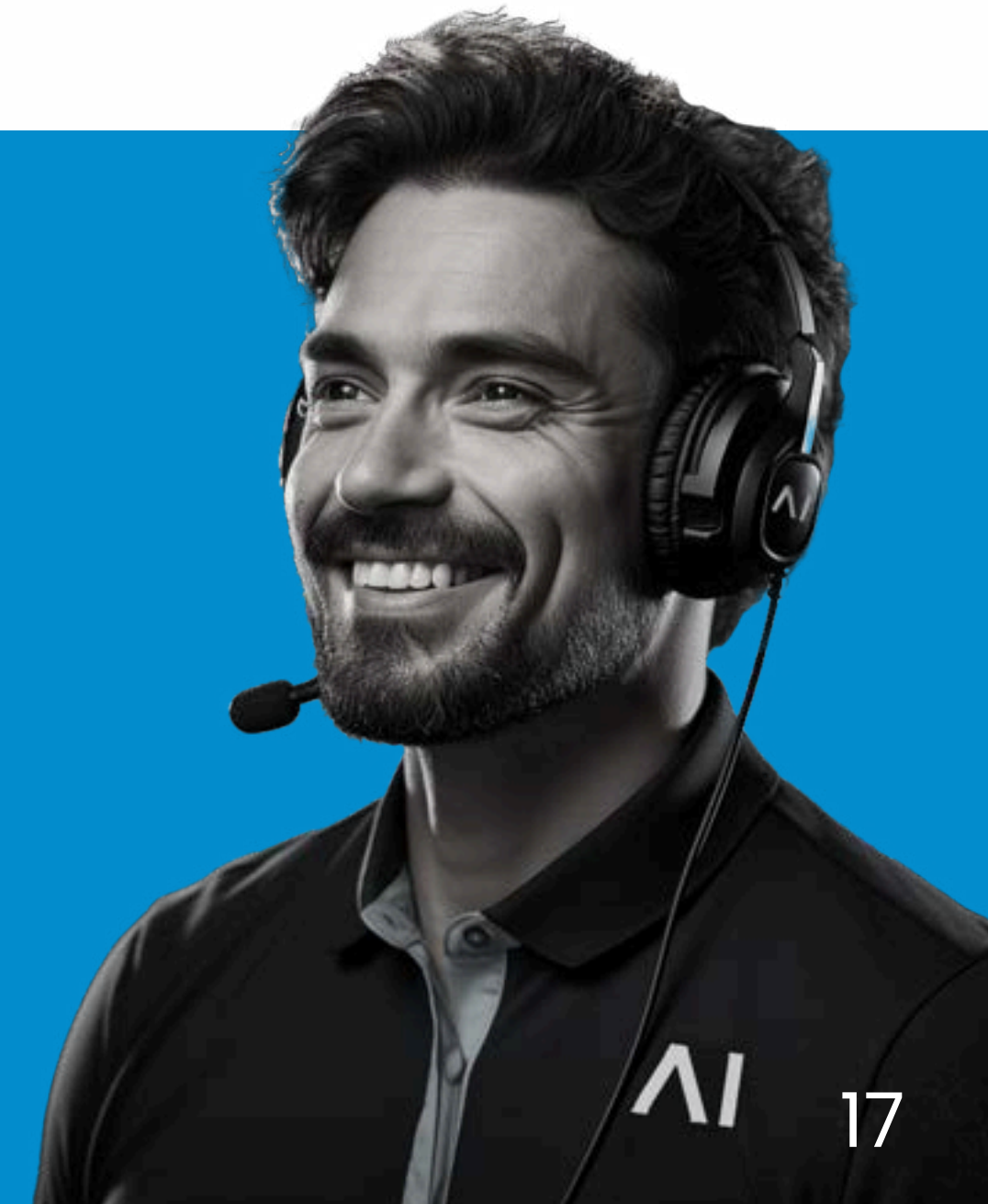
## Welcome to the Future

With our advanced technology, you will think you are talking to a human agent! Our AI Phone Agents use natural language processing to handle phone calls, provide automated responses, route calls, schedule appointments, and collect data.

Operating 24/7, AI phone agents enhance efficiency and customer service, reducing the need for extensive call center staff.

Many of our clients from large to small business use this technology in tandem with our live agents to improve operational efficiency and customer satisfaction.

	Human Agent	AI Agent	Improvement
Productive Hrs/Day	5.6	8	30%
Initial Training Time	4 Weeks	2 Days	96%
Continuous Education/Breaks	15%	0%	15%
Absenteeism/Attrition	15%	0%	15%
Agent Quality	Varies	Consistent	Major
Error Rate	9%	0.5%	94%
Call Abandoned Rate	8%	0%	8%
Scalability	Limited	High	N/A





# Corporate Stats & Facts





# TSI Corporate Stats & Facts:

## Founded:

2012

## Headquarters:

Valencia, California

## CEO:

Matt Reeser

<https://www.linkedin.com/in/matt-reeser-outsourcing/>

## Business Type:

Contact Centers / Business Process Outsourcing

## Locations:

Throughout North America with hubs in Los Angeles; Tijuana, Mexico; Mexicali, Mexico; and Managua, Nicaragua

## Sales Volume:

Inc. 5000 fastest growing privately held company, 2023. Top 10 in Los Angeles, Top 50 in California.

## Employees:

1500+ and growing.

## Select Awards:

- AFP Outstanding Corporation in Philanthropy, 2022
- Inc. 5000 Fastest Growing Companies in America, 3 times

## Services:

Tri Source is a US-based, nearshore Business Process Outsourcer (BPO) with Contact Centers located throughout North America. Tri Source Contact Centers are the engine for sales, customer service and back-office tasks for leading consumer brands, healthcare groups and other service companies based in the US and throughout the world.

## Certifications:

Soc-2, Type 1 and 2; ISO27001, PCI, HIPAA

## TSI's "Why":

To better humanity and the communities we serve through meaningful job/career creation and engagement at the local level. We deliver this while providing profit to our stakeholders and our clients and having fun along the way.



[www.tsioutsourcing.com](http://www.tsioutsourcing.com)



[27770 Entertainment Drive, Suite 200 Valencia, California 91355](#)



[888-314-4530](tel:888-314-4530)

## | Social Media:



[trisourceinternational](#)



[trisourcebpo](#)



[trisourceinternational](#)



[Tri Source International LLC](#)







# Leadership Bios





# Matt Reeser

## Founder/CEO



[matt-reeser-outsourcing](#)

Matt Reeser is the heartbeat of TSI. He is a serial entrepreneur with a business model that's as much about giving back to the community as it is forging new paths in the outsourcing industry.

Matt founded Tri Source International, turning a vision to stay connected with family in Central America into what is today an omnichannel solutions leader. As CEO, he is headquartered in TSI's Los Angeles office but is frequently found walking the floor of TSI Customer Experience Centers where "the real work" is done. Matt guides company vision and strategy and helps execute TSI's **Execution. Guaranteed!**® promise with personal involvement with each client.

A true leader at heart, Matt has distinguished himself with a three-pronged approach to corporate development:

- Give back to Humanity & Community;
- Focus on industries that capitalize on decades of sales and CX expertise;
- Instill FUN into every day.

He is a recognized thought leader and speaker in business forums focused on emerging markets, cultural diversity integration and nearshore development and implementation.

Matt is an avid sports fan, former collegiate football player, golfer, Top 10% finisher in The World Series of Poker and father who enjoys quality time with his wife and two college-age kids. His next big adventure is rebuilding a 1955 Chevy.



# Keith Richardson

## CIO & VP of Compliance



[keith-richardson-outsourcing](#)

Keith Richardson is TSI's guardian of security and compliance, ensuring TSI's tech game is as strong as it is secure. As CIO and VP of Compliance, Keith brings over 27 years of Contact Center experience and Software/System Engineering to our portfolio clients. Through the years, Keith has led software/system engineering for the US government and for high-growth private companies where he developed and created many of the tech applications that leading US banks use today for legal debt collection.

Keith leads Tri Source's global IT and Compliance team focused on innovating tech services and maintaining multiple compliance certificates to ensure our promise of **Execution. Guaranteed!**®. He also manages all technology including servers, networking, and desktops across Tri Source's Customer Experience Centers.

Before joining TSI, Keith led systems engineering and served as CIO for one of the largest legal debt collection call centers in the USA for 20 years. He also worked with the Federal Election Commission for 5 years developing systems and applications. After the FEC, he worked at the Department of Defense where he developed systems for weapon tracking and a table of allowance database for the U.S. Navy.

Keith and his wife, Kristen, have three daughters and reside in Southern California. When not building applications, you will find him with his family enjoying amusement parks and any Disney adventure.





# Solange Mikita

VP of Customer Success



[solange-mikita-tsicustomersuccess](#)



# Mike Collier

VP of Customer Experience & Operations



[mike-collier-09071886](#)

As a VP of Customer Success, Solange brings over 15 years of HR and Operations experience to our valued clients at Tri Source.

Solange comes to Tri Source after many years in the biotech and entertainment industries, working with senior leadership at global leaders like Amgen, Thermo Fisher and Disney. Her experience includes Diversity & Inclusion, Talent Management, Regulatory Affairs, Event Logistics and Project Management.

“My boss at Amgen taught me to look into the future and always be prepared,” Solange says.

That “always prepared” mentality serves Tri Source and our partners well! The Customer Success team works as the liaison between our clients and each of our Contact Centers to develop high performing campaigns and drive growth for our clients. In short, Customer Success ensures your success! This is truly what Outsourcing. Made Simple™ is all about!

Solange has her Bachelor’s degree in Organizational Communications from California State University, Los Angeles and earned a Master’s degree in Public Policy and Administration from California Lutheran University. When not at work, you can find Solange enjoying fine wines and spending quality time with her husband and two young sons.

Mike Collier is the heart and soul of customer experience at TSI. a Customer Experience leader known for achieving outstanding customer loyalty and growth, Mike’s track record includes over 20 years of Contact Center management. As VP of Customer Experience at Tri Source, Mike puts his extensive playbook to work on behalf of leading brands every day.

Mike didn’t find Cx; Cx found Mike; and boy, are we glad it did! As a young idealist trying to determine his path in corporate America, he was naturally drawn to roles that allowed him to positively and ethically serve both his customers and his company. These roles included stints in both sales and Cx where he was already actively managing the customer experience as second nature.

“Good service is still taken for granted,” Mike says. “I always wanted to be a part of an organization that provides great service. It’s truly a differentiator, but at Tri Source it’s table stakes!”

Mike has led implementations of many of the most respected telephony and technology providers. He also has an extensive NPS background having implemented NPS systems to drive customer loyalty.

Mike is a former college athlete who is married with three children. When not leading CX, you can find Mike spending time with his family. He is a long-time travel baseball coach, enjoys outdoor activities and is truly passionate about football and baseball.



# Bob Moeller

Sr. Director, Training & Concilting



[bobmoeller](#)

Bob Moeller leads TSI's Training & Development (T&D) Department, and with his team, has designed TSI's best in class training modules. Recognized as an expert in the design, development and implementation of leadership development programs and employee learning systems, Bob was born to coach. From his early days as a collegiate athlete, to 25 years of leading best in class teams on more than 4 continents, Bob has always "played to win".

At TSI, Bob is responsible for the simplification, scalability and implementation of learning interventions ranging from new technologies to process improvements and leadership development, utilizing a blended learning model that combines instructor-led training and scalable, intuitive, self-service eLearning. His broad industry experience includes working for world class leaders in telecom, consumer products, renewable energy, wine & spirits, technology and, now, BPO. He has extensive international business experience delivering results in the United Kingdom, India, China, Mexico, and Canada.

Prior to TSI, Bob's extensive consulting and leadership roles included work at Coca-Cola, Republic Services and Amazon Logistics, where he was responsible for the start-up and overall success of the learning and talent development functions. He led the design, development, delivery and measurement of all training programs to ensure clear and sustained positive impact on the business.

When not coaching future leaders or consulting with our clients, you will find Bob at the beach. Listening to live music of any kind or sufing... Bob recently moved to to the Southern California coast with his wife of over 25 years, Kris. Their son, Ben, is a student at The University of Nevada.



# Jeremy MacEwen

Director of Business Intelligence



[jeremy-macewen-076921ba](#)

Jeremy MacEwen is a seasoned expert in Workforce Management with a rich background spanning multiple years of experience within large-scale call center environments. Strongly proficient in workforce optimization tools and methodologies, Jeremy understands the intricacies of managing successful business operations.

As the Director of Workforce Management at Tri Source International, Jeremy oversees all aspects of workforce operations, ensuring optimal service levels, abandonment rates, and scheduling efficiencies. With a focus on forecasting, Jeremy excels in short-term and capacity planning, providing strategic insights to drive organizational success. His role involves close collaboration with leadership, talent acquisition, and training teams to align workforce strategies with business objectives.

Prior to his current position, Jeremy held key leadership roles at prominent organizations such as ADT and Twilio, where he spearheaded workforce management initiatives and played a pivotal role in driving operational excellence. His expertise in forecasting, scheduling, and intraday management has been instrumental in enhancing call performance and maximizing resource utilization.

With a track record of success in workforce planning, capacity management, and performance optimization, Jeremy is recognized for his strategic vision and ability to deliver measurable results. His commitment to excellence and passion for innovation make him a valuable asset to any organization seeking to optimize its workforce and achieve sustainable growth.





# Heather Cunado

Sr. Director of Human Resources



[heathercunado](#)

As Director of Human Resources, Heather brings over 17 years of HR and Operations experience to our valued teammates at Tri Source.

Heather comes to Tri Source after many years in the education, retail and service industries. She is a credentialed elementary school teacher who brings her compassion, patience and love of learning to the BPO industry.

“Anything worth doing is worth doing well!” Heather would say to her students and anyone on her team.

That mentality serves our Tri Source teammates and campaigns well! Heather focuses on listening and problem solving. She loves to see our staff surpass their own expectations and thrive with the right motivation and training. Tri Source is about people and happy people deliver results. This is truly what Outsourcing. Made Simple® is all about!

Heather is married and has two children who both enjoy performing on stage in various music and theater productions. Heather has her Bachelor’s degree in Sociology with a minor in Marketing from California State University, Northridge. When not at work, you can find Heather traveling and spending quality time with her family and friends.



# Laura Rodriguez

Director of Training and Development



[jlaura-rodriguez27](#)

Laura Rodriguez is a seasoned leader with over 15 years of comprehensive experience in customer service, specializing in training and development for the past 5 years. With a rich background spanning multiple industries, Laura excels in crafting impactful training programs tailored to diverse client needs, driving results for Fortune 100 companies and smaller businesses alike.

As the Director of Training and Development at Tri Source International, Laura is dedicated to empowering individuals and driving collective success through knowledge sharing. She thrives on creating dynamic and engaging training sessions that captivate audiences and foster active participation, leveraging her expertise in public speaking to communicate complex concepts with clarity and enthusiasm.

Laura's leadership extends beyond training and development. With 12 years of experience leading teams to excel in client development and product oversight roles within two Fortune 100 companies, Coca-Cola Beverages and Safeway Inc., Laura has repeatedly established infrastructure for long-term human capital strategy, driving significant improvements and results. Laura is passionate about fostering a positive and engaging work environment, where team members are empowered to excel and reach their full potential.

Outside of work, you can find Laura running after her toddler, most of the time. In her leisure time, Laura is a passionate floral designer, finding joy and creativity in arranging beautiful floral displays.

# Images, Logos & Videos:

## CORPORATE HEADQUARTERS:



## INTERNATIONAL OFFICES:



## Press releases

## Video links:

- [Tri Source Corporate Capabilities](#)
- [Tri Source Domestic Ribbon Cutting](#)
- [Tri Source Inc. 5000 Honor](#)
- [Tri Source Nicaragua](#)

## Brand logos:



BAJA PRODUCTION  
**TRIANGLE®**

## Corporate colors:



**#81B900**



**#F68514**



**#038DCD**



## Contact Information:



[www.tsioutsourcing.com](http://www.tsioutsourcing.com)



[trisourceinternational](https://www.instagram.com/trisourceinternational)



[trisourcebpo](https://www.facebook.com/trisourcebpo)



[trisourceinternational](https://www.youtube.com/trisourceinternational)



[Tri Source International LLC](https://www.linkedin.com/company/TriSourceInternationalLLC)

## New Business / Partnerships Contact:



**Matt Reeser**

Founder & CEO



[matt@trisourcebpo.com](mailto:matt@trisourcebpo.com)



818-470-9689