



Tri Source 2024 Media Kit

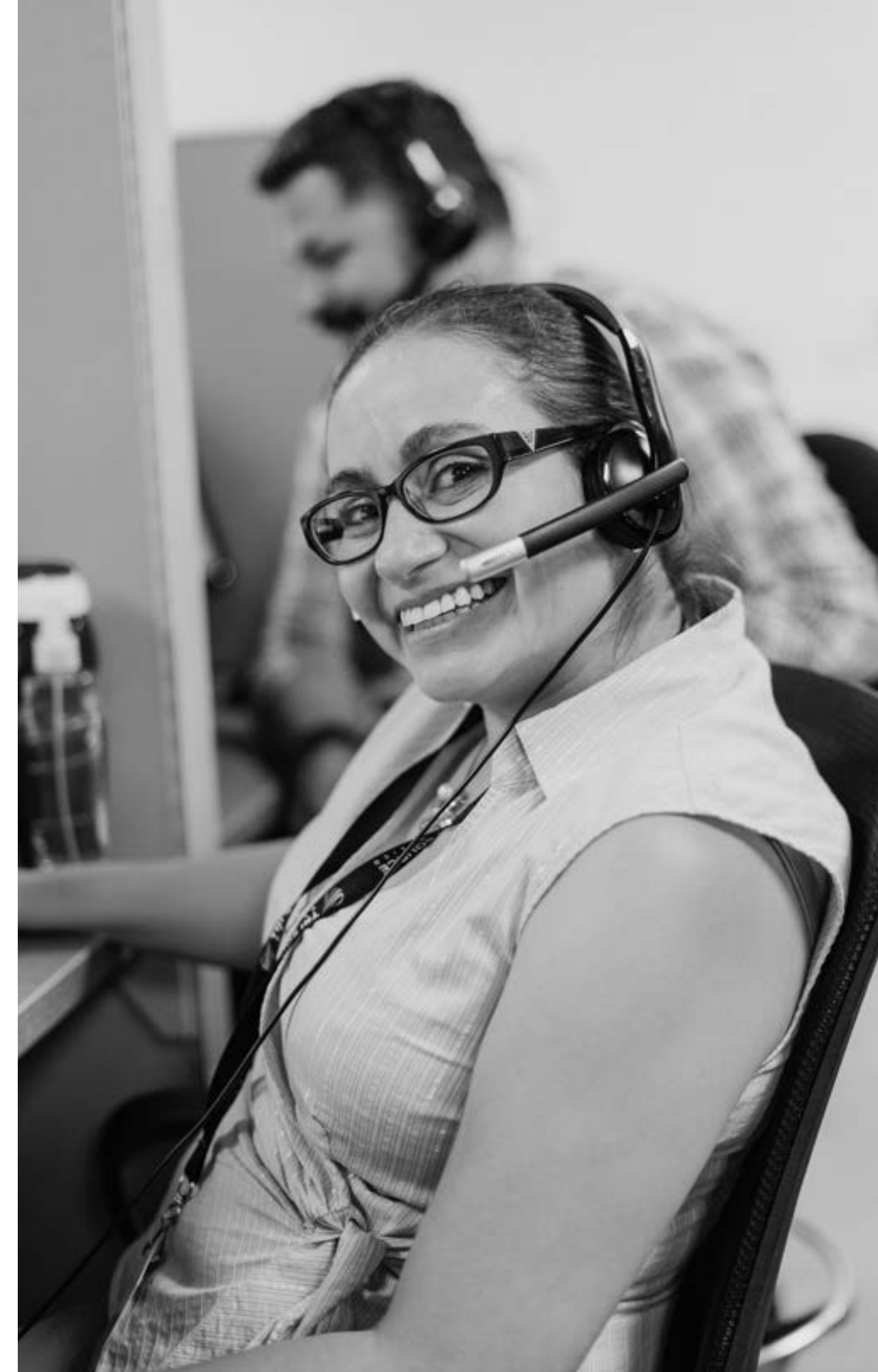


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Our Story.



| 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.

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.





A family promise with a business twist.

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.

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.



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



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888-314-4530

Social Media:



[trisourceinternational](#)



[trisourcebpo](#)



[trisourceinternational](#)



[Tri Source International LLC](#)





Leadership Bios.



Matt Reeser

Founder/CEO



[matt-reeser-outsourcing](#)



Jeff Buchbinder

COO



[jeff-buchbinder](#)

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.

Jeff Buchbinder is charged with growth at Tri Source – for our Clients and our team. He is a marketing and operations entrepreneur with more than 25 years of leadership experience for breakthrough brands in outsourced marketing services, health and wellness, and high-growth consumer products.

His career has included leadership roles in marketing, sales and operations at high-growth, outsourced services companies. Jeff most recently served as EVP, Sales and Operations & CMO for bdirect, a leading outsourced sales firm providing boutique distribution services for breakthrough consumer brands. Prior to bdirect, Jeff was a co-founder of various consumer brands and served as co-founder of Team Direct, providing outsourced brand marketing and retail distribution for leading consumer brands across multiple categories. He also served in a variety of leadership roles at Twinlab and Leiner Health.

Jeff holds a Business Administration degree from California State University, Fullerton, and a use patent for a proprietary means of selling nutritional supplements online.

Jeff is married with two, college-age sons and resides in Los Angeles. When not working, you can find him on the baseball diamond or volleyball court with his boys.



Keith Richardson

CIO & VP of Compliance



[keith-richardson-outsourcing](#)



Mike Collier

VP of Customer Experience & Operations



[mike-collier-09071886](#)

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.

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.

Images, Logos & Videos:

CORPORATE HEADQUARTERS:



INTERNATIONAL OFFICES:



Higher resolution pictures

Press releases

Video links:

- [Tri Source Corporate Capabilities](#)
- [Tri Source Domestic Ribbon Cutting](#)
- [Tri Source Inc. 5000 Honor](#)
- [Tri Source Employee 1sts](#)
- [Tri Source Nicaragua](#)

Brand logos:



**BAJA PRODUCTION
TRIANGLE®**

Corporate colors:



#81B900



#F68514




#038DCD

New Business / Partnerships Contact:

 **Jeff Buchbinder**

COO

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Contact information:



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