

BRIDGE SOLUTIONS GROUP

TAKING YOUR BUSINESS TO THE NEXT LEVEL!

Customer

A Financial Company in the business of personal and car title loans with three offices in California.

Main Challenge

Rising costs in labor in California drove the business to look for a more affordable location to conduct their back office functions. Expansion of business was at risk due to high labor costs and bottom-line financial results were not achieved. The company needed to find a location that could provide the necessary financial flexibility to achieve growth and revenue without compromising quality and speed of resolution and ensuring compliance of all rules and regulations for the industry.

Solution Identified

Due to the proximity to the Company headquarters, Mexicali was identified as the city to outsource some of the company processes. In addition, the city of Mexicali offers:

- ✓ Strong Economic and Cultural ties to California.
- ✓ A workforce of over 600,000 people in the region.
- ✓ Over 5,000 new college graduates on a yearly basis.
- ✓ 25+ Industrial parks offering facilities for aerospace, electronics, plastic and metal mechanic manufacturing industries.
- ✓ Companies such as Skyworks, LG, Kenworth, etc. have established operations in the city.

Campaign Growth

Initially, the campaign was launched with one employee conducting back-office functions and audits of closed loans. In April 2016, the Customer Service department was launched to support with increasing call volume, serving as backup for the main offices in California.

Due to great results, additional processes were outsourced to Mexicali: Sales Department; Audit, Human Resources, Recruiting and Marketing.

As of December 2018 the campaign has a current Headcount of 16 FTEs

Results Obtained

Year	Loans approved	Amounts
2016	559	\$1,598,970.00
2017	915	\$3,001,412.00
2018 (Est)	1198	\$3,499,505.00