

## Grupo Posadas Opens \$10M Contact & Solutions Center

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Grupo Posadas Hotel Company Opens \$10 Million Contact And Solutions Center, The Third Largest In Latin America

Grupo Posadas, Mexico and Latin America's leading hotel operator, announces its launch into the IT services industry with the opening of a \$10 million, 65,000 square-foot Konexo Contact and Solutions Center in Morelia, a metropolitan city in Mexico's state of Michoacan.

Equipped to serve companies worldwide with a myriad of business solutions and cutting-edge technology, the Konexo Contact and Solutions Center will have a staff of 800 and an international call center that can receive up to 500,000 calls per day, 24 hours a day, seven days a week, 365 days a year.

"Through our expertise in the hotel industry, Grupo Posadas has become extremely successful in the operation and administration of our call centers," said Javier Barrera, franchise vice president for Grupo Posadas. "Now with the opening of our Konexo Contact and Solutions Center, we are thrilled to share this proficiency with other companies."

In order to realize this center, Grupo Posadas aligned with several strategic partners, including the publicly-traded software giant Oracle. Through their partnership, the Konexo center is able to utilize Oracle's on demand services, such as Siebel On Demand, which is customized for the Latin American market and available to the center's customers for a monthly fee.

"Grupo Posadas has built a world-class contact center, and it pleases us to be a part of this project through our business applied technology," said Mike Beck, senior vice president of global operations for Oracle on Demand.

The data and call center ensures personalized service and customer satisfaction with additional services, such as a help desk, customer loyalty plans and a quality assurance program. Committed to providing the best technology available, the center's sale and post-sale telemarketing services utilize the following features: Quality of Service (QoS), the IP telephone, an Interactive Voice Response system (IVR), voice recognition systems, call distribution (ACD), Call Monitoring Report System (CMS), voice recording, Work Force Administrator (WFM), fax server, chat capabilities, automatic and predictive marker, web callback and web collaboration.

Built in compliance with the highest safety and security standards, the Konexo Contact and Solutions Center meets the most stringent building codes and provides the best in technical confidence, including firewalls, web filters, antiviral programs and much more. Clients are assured the utmost privacy and can be certain that their data is secure.

Grupo Posadas, with over 37 years in the hotel marketplace, operates 97 hotels and more than 18,000 rooms in 50 beach and city destinations in Mexico, Brazil, Argentina and Chile. In Mexico, the company operates 20 percent of its rooms in the tourism segment. Its eight hotel brands in Mexico are Aqua, Fiesta Americana Grand, Fiesta Americana, Lat 19 Degrees, Fiesta Inn and One Hotels and in South America, it operates Caesar Park and Caesar Business, making it the leading Mexican hotel operator in Latin America. Grupo Posadas has been listed on the Mexican Stock Exchange since 1992, with the ticker symbol "POSADAS." For additional information, visit its website [www.posadas.com](http://www.posadas.com).

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