



## CAPABILITY STATEMENT

Genesis Communications is a minority female-owned, Veteran-certified BPO firm dedicated to elevating customer service experiences. With over three decades of industry expertise, we transform customer interactions into meaningful relationships through tailored, customer-centric solutions that foster loyalty and trust. Our expert team is trained to engage with your customers authentically, ensuring their needs are met with precision and care across all industries.

### CORE COMPETENCIES

#### Call Center & BPO Services

High-volume inbound and outbound call center management with a focus on first-call resolution, customer satisfaction, and quality assurance across all interactions.

#### Customer Experience Management

End-to-end management of customer journeys, from initial contact through issue resolution, ensuring consistent, high-quality experiences that build loyalty.

#### Remote Workforce Management

Proven work-from-home staffing model with robust time tracking, performance monitoring, and quality control for fully distributed call center teams.

#### Business Process Outsourcing (BPO)

Scalable outsourcing solutions for customer support, administrative functions, and back-office operations tailored to each client's mission and priorities.

#### Staffing & Workforce Solutions

End-to-end staffing through trusted partners – recruiting, onboarding, and managing W-2 call center agents aligned to client specifications and timelines.

#### Quality Assurance & Compliance

Rigorous QA processes, call monitoring, and compliance frameworks that maintain accuracy, timeliness, and regulatory adherence across all service lines.

#### Customer Relationship Management

Strengthened stakeholder engagement through effective communication, service responsiveness, and proactive issue resolution to maximize client retention.

### DIFFERENTIATORS

- **30+ Years of Industry Expertise:** Deep operational knowledge managing high-volume communications while prioritizing customer satisfaction.
- **Veteran-Certified Leadership:** Discipline, accountability, and mission-focused execution embedded at every level of our organization.
- **Minority Female-Owned:** Certified VOSB bringing diverse leadership and a unique perspective to every client engagement.
- **Ethical, People-First Operations:** We prioritize employee well-being and professional growth, ensuring a motivated workforce dedicated to clients.
- **Scalable Remote Model:** Work-from-home infrastructure that rapidly scales up or down based on contract requirements and client needs.

### COMPANY SNAPSHOT

CAGE:	8VW19
UEI:	G8LUGKMPRVD6
DUNS:	07-0699799
Gov. Business POC:	Genesis Communications
Phone:	678.596.8310
E-Mail:	genesiscareers2020@gmail.com
Website:	GenessisCommunications.us
Address:	DeKalb County, Georgia
Work Area:	Nationwide
Founded:	2017
Employees:	49 (40 agents + 9 staff)

#### Socio Economic:

- Veteran-Owned Small Business (VOSB)
- Minority Female-Owned Business

### PRIMARY NAICS & PSC CODES

561320 – Temporary Staffing Services  
561422 – Telemarketing Bureaus & Contact Centers  
561110 – Office Administrative Services  
541612 – Human Resources Consulting Services  
541519 – Other Computer Related Services  
541512 – Computer Systems Design Services  
541513 – Computer Facilities Management Services  
DE01 – End User IT Services (Help Desk/Support)  
DF01 – IT Management Services  
R499 – Support- Professional: Other  
R699 – Support- Administrative: Other

### PAST PERFORMANCE

#### Universal Music Group

Customer support and call center services supporting music industry operations.  
Accolade Health / Dick's Sporting Goods

Health benefits support contract providing customer service and administrative call center functions for Accolade Health in partnership with Dick's Sporting Goods.