

## PRESS RELEASE

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### **ADM Value and BlueLink open a new customer contact center platform in Bogotá**

**ADM Value and BlueLink announce the opening of a new customer relationship platform in Bogotá, Colombia. This new operation strengthens both partners' presence across the Americas and expands their multilingual offering in Spanish, English and Portuguese, serving clients across North America, Latin America and the Caribbean.**

#### **A strategic partnership to accelerate growth across the Americas**

The new platform reflects the international growth strategies of ADM Value and BlueLink, two recognized players in customer experience and outsourced customer relationship management. By combining their expertise and complementary international footprints, the two partners are strengthening their ability to support global brands in their expansion across North and Latin America.

This cooperation builds on an established partnership already operating through two joint ventures in Madagascar and Senegal.

For ADM Value, this new operation marks another milestone in its international development. With nearly 8,000 employees across 18 operational sites, the Group continues to expand its multishore model, already well established across Europe, Africa and the Indian Ocean.

For BlueLink, Bogotá complements its existing presence in the Americas alongside Santiago, Chile. It expands the Group's multilingual capabilities—particularly in English—while offering clients new growth opportunities through competitive solutions and ensure seamless 24/7/365 international service continuity with consistent quality standards across markets.

#### **Why Colombia?**

Colombia has become one of the most attractive destinations for customer relationship operations in Latin America, thanks to:

- a dynamic BPO industry and a large pool of bilingual and trilingual talent;
- strong cultural proximity to North American markets;
- time zones aligned with the Americas;
- a business-friendly environment for international operations.

These advantages position Bogotá as a strategic hub for companies looking to support customers across the Americas.

### **A multilingual platform operating 24/7**

The new platform spans more than 1,000 m<sup>2</sup>, has a capacity of 200 workstations, and operates 24 hours a day, 7 days a week. Operational since June 2026, it currently employs around 50 people, with headcount expected to reach nearly 100 employees by the end of 2026. The official inauguration will take place on September 28, 2026.

With teams operating in English, Spanish and Portuguese, the platform enables high-performance, flexible nearshore solutions tailored to the needs of North and Latin American markets.

### **A growth driver for both groups**

This new operation strengthens ADM Value and BlueLink's presence across North and Latin America through a local footprint that combines competitiveness, operational agility and cultural proximity to North American markets.

*"This operation marks an important milestone in our international growth strategy. Our presence in Colombia strengthens our ability to serve clients across North and Latin America through multilingual teams, aligned time zones and an environment recognized for its dynamism. It reinforces our multishore model and brings us even closer to our clients' markets."*

#### **Marc Labarre, CEO, ADM Value**

*"This joint venture perfectly illustrates what can be achieved when two companies share the same ambition for international growth and the same commitment to service excellence. Together with ADM Value, we are creating a platform in Bogotá that enhances our ability to support clients with greater proximity, agility and resilience across the Americas. This operation further strengthens our regional footprint while creating new development opportunities for both our clients and our organizations."*

#### **Zoran JELKIC, CEO, BlueLink**

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#### **About ADM Value**

ADM Value, the agile outsourcing leader and Customer Relationship brand of the Tessi Group, designs and operates AI-enhanced Business Process Outsourcing (BPO) solutions that help companies transform and continuously improve their customer operations.

Leveraging its agile multishore model, industry expertise and AI integrated into its operations, ADM Value enables organizations to combine service quality, operational performance and cost efficiency. Today, the Group employs more than 8,000 people across 18 operational sites and supports more than 100 companies in France and internationally.

For more information, visit [admvalue.com](https://admvalue.com)

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## About BlueLink

BlueLink is an international specialist in premium customer relationship management. Created by Air France in 1992, the Group supports leading brands in designing, operating and optimizing contact center solutions in international and complex environments.

As a strategic partner, BlueLink combines outsourcing, consulting, CX & innovation and training with operational excellence, industry expertise and innovative technologies. With more than 2,500 employees across six international sites, the Group helps clients accelerate performance, digital transformation and global growth while delivering seamless, personalized and deeply human customer experiences.

For more information, visit [bluelinkservices.com](https://bluelinkservices.com)

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