



Covisian Group invests in digital interaction platforms and acquires Vivocha

The transaction is in line with the Italian Group strategy to develop innovative and high-value customer management services, focused on distinctive technologies and competencies.

Milan, 2 November 2017 – **Covisian Group**, leading Italian provider of Contact Center and BPO services, announces to have acquired 88% of **Vivocha** capital, an Italian company specialized in digital systems for CRM, controlled before the acquisition by Italian venture capital funds, international companies and the founders. Following the transaction, the founders will remain within the company with 12% share capital.

Covisian Group is an Italian company with Euro 130 million revenue (estimate 2017) and 5.000 people working in 13 different sites, was established through the initiative of the private equity firm Aksia Group SGR SpA, the majority shareholder of the group. According to Covisian chairman Antonio Turrone: "Through the acquisition of Vivocha, the group strengthens its technological expertise, consistent with the growth strategy aimed at innovation and differentiation on the market in order to offer high-value digital solutions".

Founded in 2012 by Gianluca Ferranti (CEO) and Federico Pinna (CTO), Vivocha is a fast emerging company on the international market, specialized in Next Generation Customer Engagement solutions. Based in Milan, with offices in Cagliari and San Francisco, Vivocha has 16 employees with a 2016 turnover of Euro 1.3 million in 2016.

Vivocha provides an online customer interaction platform that enables any company to seamlessly communicate with customers right on the website, using any combination of VoIP, Video, Chat, Call-backs, and collaboration tools like assisted browsing and form and document sharing. A sophisticated proactive engine is able to optimize interactions with users, in order to reduce service costs.

More than 150 customers around the world already use Vivocha to improve their online customer care processes, including ING Direct, DHL, Crédit Agricole, L'Occitane, AXA, Genertel, Allianz, TUI, TIM, Hastings Direct, E.ON, Accenture, NewLook, NTT Date, and Lottery Postcode.

"Today is an important step for our company - says Gianluca Ferranti, CEO -, entry into the Covisian Group allows us to plan a further stage of growth. We are confident that thanks to the Group's synergies, our team will quickly achieve new and important goals both in Italy and abroad."

"Vivocha today joins a group that in the European BPO landscape is distinguished by its focus on continuous innovation and the adoption of original solutions," Federico Pinna, CTO.

Covisian Group will support Vivocha and its customers in offering the best-integrated customer management solutions through a digital interface.

Covisian Group was assisted by Accinni Cartolano & Associati for legal advisory and by other well-established partners for the due diligence: EY SpA (financial) and Studio Legale Tributario Russo De Rosa Associati (tax). Vivocha has been advised by Value Creation Team.



Covisian Group, Italian leader in the business process outsourcing market in contact center, works daily alongside with companies in order to improve the management of the final customer, providing updated skills and solutions based on the most sophisticated predictive data analysis techniques. The group was founded in 2016 by the union of Visiant and Contacta with a 2016 turnover of Euro 116 million, currently it has 13 branches distributed throughout Italy, 1 office in Albania and 5,000 people overall. www.covisian.com

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