

Partnership[✦] Proposal

MUUUH! ✕ COREX

Company Profile

Founded in June 2024, CoreX is a fast-growing BPO provider delivering nearshore outsourcing services from 7 European countries, for German scaleups. CoreX was launched by a team of professionals who have worked together for over seven years, previously supporting some of Europe's leading tech companies.

Hybrid Ops: Our HQ site in Zagreb, Croatia supports a robust remote infrastructure that enables a greater reach to multilingual customer experience professionals.

Tech oriented: The current tech advancements offer a great opportunity for digital companies to advance their CX. Because of this, we founded CoreX with CoreLine, an established software development agency, together forming Core Group. Such a setup enables us to embed tech innovation into our CX operations – from AI-assisted agent workflows to custom dashboards and automation tools.

Size: CoreX currently employs 70 people, with 100+ forecasted and contracted by end of year.

Ownership structure:



Max



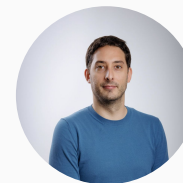
Patrick

Support & BPO Expertise – [CoreX](#)

8y of growing BPO partnerships
2y of corporate CS/BPO experience
30+ clients

Digital Expertise – [CoreLine](#)

7y+ Building a successful digital agency
60+ satisfied clients & 100+ projects
3 SaaS products



Filip



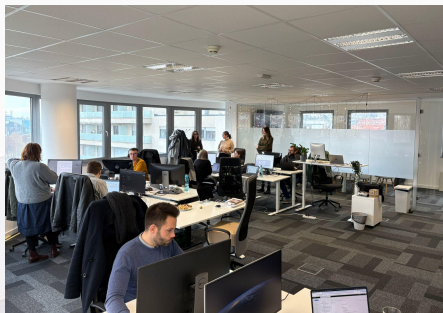
Dominik

Key Facts

- ◆ **Operational Model:** Nearshore, hybrid (onsite & remote)
- ◆ **Certifications:** ISO 9001 and ISO 27001 certified since October 2024
- ◆ **Workforce:** Coverage in 22 European languages with full channel support
- ◆ **Technology:** Fully equipped agent workstations, proprietary agent dashboards, AI-enabled workflows, VPN, and endpoint security
- ◆ **Employee Experience:** Strong focus on agent satisfaction, with structured feedback, support, and long-term retention strategies

Office & Infrastructure

Our first-class office in central Zagreb serves as our operational hub, complemented by a fail-safe remote setup for full business continuity and flexibility.



Relevant Experience

Clients	Industry	HQ	Lines of business	Channels	
Premium Crypto & Tokenization Platform	Fintech	Liechtenstein, Vaduz	<ul style="list-style-type: none"> • L1 Customer Support (German & English): Account Setup, Document Upload & Verification, Security checks (2FA, passwords, account procedures), general KYC • KYC & L2 Support (German & English): - Document escalation, more complex document review & verification, KYB, KYT (transaction monitoring), Fraud Prevention and Detection, Regulatory Inquiries and Compliance Guidance 	Phone, Email	Reference call available per request
Leading tech-enabled hospitality operator	Travel & Hospitality	Germany, Munich	<ul style="list-style-type: none"> • L1 Customer Support (French & English): General inquiries, rebookings, pre-booking support • L2 Customer Support (French & English): Damages, complaints, chargebacks, technical support 	Phone, Email, Chat	Reference call available per request
German Healthcare SaaS	Healthcare	Germany, Dusseldorf	<ul style="list-style-type: none"> • New Customer training & onboarding (German): Educational videos, live trainings, system integration and onboarding • L1 Customer Support (German): Freshdesk, Whatsapp, Mattermost, Github - between customers, support team, and developers • Resolution Coordinator: Prioritizing issues and resolution between support and development teams • Back office data entry & document import • FAQ & Knowledgebase development 	WhatsApp, Chat, Tickets	Reference call available per request
Digital parking disruptor	Transport & Mobility	Germany, Munich	<ul style="list-style-type: none"> • L1 Support (German & English) - handling objections, camera checking of parking lots, complaints, goodwill inquiries etc., 	Phone, Tickets	Reference call available per request
European Energy market disruptor	Energetics	Norway	<p>L1 Customer Support (German, Dutch, Flemish & English):</p> <p>Account Setup, Subscriptions (technical inquiries around meters, electricity consumption, pricing model, grid and meter operators etc).</p> <p>Invoicing (in-depth analysis of customers' electricity consumption and setup with how it relates to their monthly invoices), App (troubleshooting, Bug testing etc.)</p> <p>Backoffice (preparation of data for further communication with grid and meter operators)</p>	Chat, Email, Phone	Reference call available per request

Prior to CoreX experience

As our entire management team has been in the regional BPO industry for the last 7 years, we've been part of customer service operations, recruitment, WFM, etc. for leading EU brands with a focus on German digital disruptors and scaleups such as: Fashion E-commerce (Zalando, Best Secret, Home24), Travel & Hospitality (Turlane, Flixbus, Limehome, Freeway Camper), Fintech (Ready2Order, Unzer, Bolttech), Consumer Tech & Gaming (Supercell, tado°) and many others. Ex client references also available per request.

CoreX Organigram

Senior Agents, Technical Support, Aftersales, Back Office, Tier 2 agents, Tier 1 agents, Sales Consultants
1+ years of BPO Experience



Agent Profile

- 1+ years of Customer Support experience
- Project related interests
- C1+ level of primary language

Trainer
2+ years of BPO Experience

Quality Analyst
2+ years of BPO Experience



TLProfile

- 2+ years of Customer Support experience
- Leadership and analytical skills

Team Leaders
2+ years of BPO Experience

Recruitment Experts
2+ years of BPO experience
Native language skill

WFM Manager
5+ years of BPO Experience

Team manager
5+ years of BPO Experience

IT Support Expert
3+ years of BPO Experience

Software Developers, Product Managers, & Designers

Head of Recruitment
5+ years of BPO Experience

Head of HR & Legal
5+ years of BPO Experience

Head of CS operations
7+ years of BPO Experience

Co-Founders
Patrick, Max
8+ years of BPO Experience

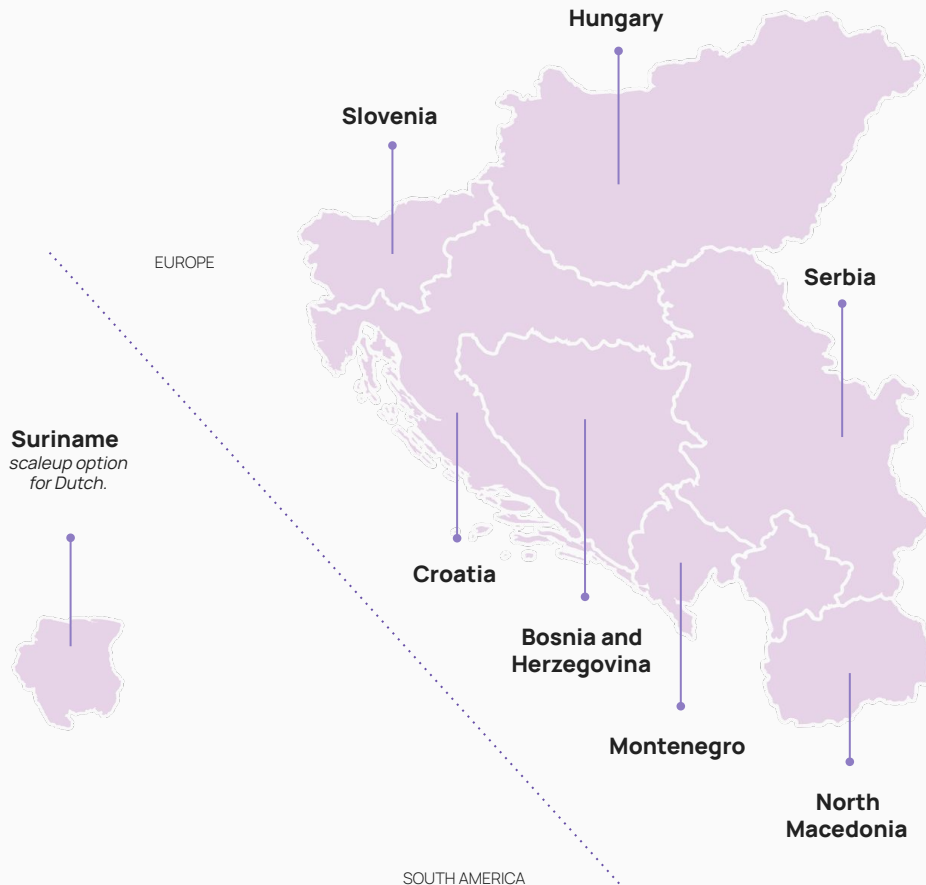
Co-Founders
Dominik, Filip
CoreLine

Proposed hiring model: Work from Home

Ensures top-notch talent for your teams with one of the largest BPO footprints in the region and business continuity under all circumstances.

Location:

- Initial team: HQ Croatia
Remote: Croatia, Slovenia, Hungary, Serbia and Bosnia (if possible)
- Possible footprint expansion:
Montenegro, North Macedonia,
**Suriname*



HQ in Zagreb, Croatia available for possible in-person training needs.

Training structure and models

We represent your business, so we need to understand it well.

We encourage practical and extensive onboarding training, followed with regular leveling ups and refreshers using the following:

- guided practice
- demonstrations
- shadowing
- knowledge anchoring
- group assignments
- ticket, cases, examples

MODEL 1: Train the Trainer

1st wave Train the Trainer
MUUUH! → CoreX Leadership team

Next wave CoreX standalone
CoreX Trainer → CoreX Agents

Considerations:

- Smaller, more focused groups
- CoreX Trainer certification from MUUUH!
- Empowered Leadership team, more standalone in consults and escalations
- With this model we have 2 training waves, and need to plan for more time in the initial onboarding

MODEL 2: Team Training

1st wave knowledge transfer
MUUUH! → CoreX entire team

Next wave CoreX standalone
CoreX Trainer → CoreX Agents

Considerations:

- Direct knowledge transfer to the whole team
- Larger group, just one training group in initial onboarding
- Higher pressure on MUUUH! internal team for the first month

Possibilities:

- Training **on site vs. remote / basic vs. market-specific** training
- training **assessment on internal e-Learning** platform (Open edX)

CoreX Training possibilities

If there is a preferred training plan and designed materials, we're happy to adhere to it. However, we can also create our own:

★ Onboarding Training Plan

Extensive plan with a daily/weekly overview of: topics, outline of specific content, goals for each topic, methods and activities.

★ Training Materials and Activities

Digital and physical materials that support knowledge transfer and anchoring, personalized activities to support knowledge transfer and training delivery.

★ Quizzes and Knowledge test

Smaller knowledge quizzes and an extensive final knowledge test to track training effectiveness.

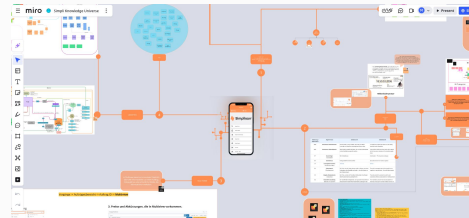
★ Training Survey

Structured set of questions that will gather feedback on training satisfaction, effectiveness and knowledge retention.

★ Example of tools in use

[LINK →](#)

Miro board

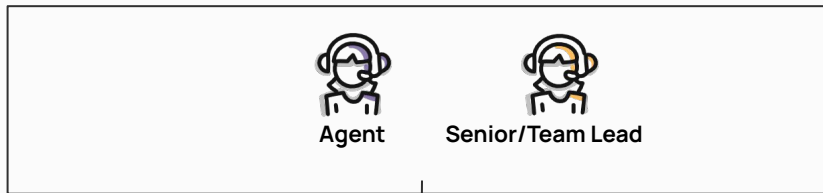


edX learning platform

*We are happy to demonstrate tools and the way we use them in detail in a live joint session.

Dedicated MUUUH! Team Profiles

YOUR TEAM



Non-dedicated operational support



Agent Profile

- 1+ years of Customer Support experience
- C1+ level of primary language
- B1+ level of English (B2+ for agents covering English volumes alongside their primary language)

Senior Profile

- 2+ years of Customer Support experience
- C1+ level of primary language
- B2+ level of English

TR/QA Profile

- 2+ years of experience in Training and Quality assurance
- C1+ level of primary language
- B2+ level of English
- strong facilitation, communication and analytical skills
- experience in Customer Support

TL Profile

- 3+ years of Customer Support experience
- excellent leadership and analytical skills

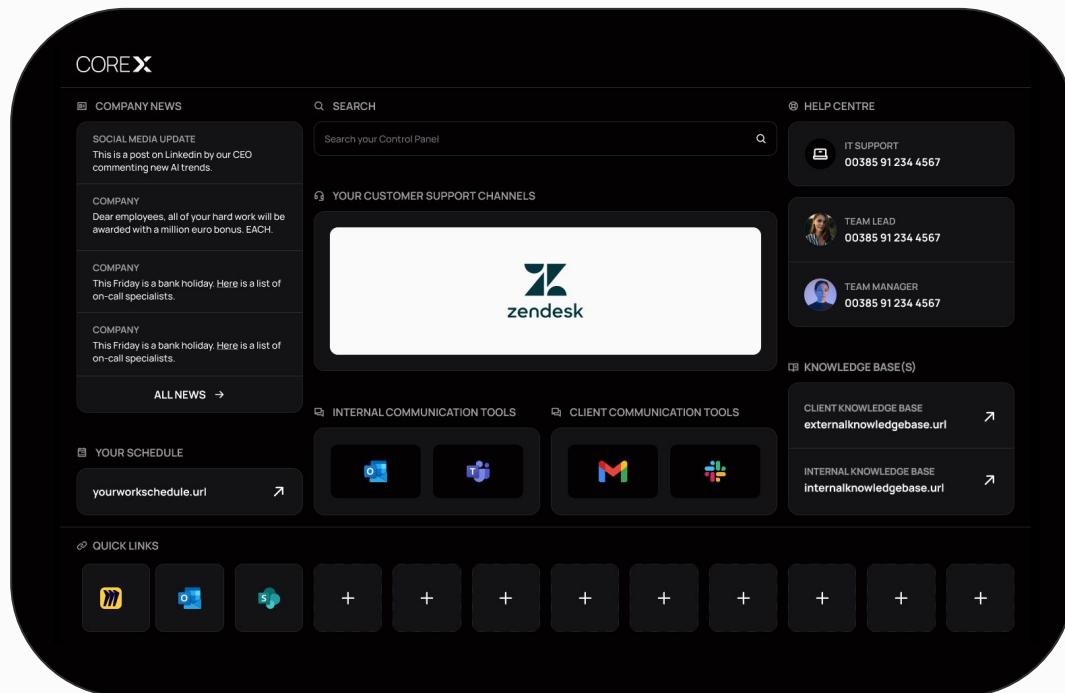
CoreX Tech and Infrastructure

Custom software solutions and integrations

Together with [CoreLine](#), we are building custom dashboards, integrations, and automations tailored to each client's workflow. This reduces redundancy, minimizes error rates, and keeps agents focused and productive.

We're developing a proprietary digital ecosystem for CoreX – a unified platform designed to unify everything that our employees use on a daily basis in one place. The system features a modular dashboard that adapts based on:

- Departmental objectives
- User roles and responsibilities
- Project or client assignments
- Real-time user data synced from Entra via a dedicated interface

[LINK →](#)

CoreX tech experience & partners



CoreX is a [tech-agnostic BPO](#), meaning we use our clients technology platforms, tools and software, but we can also provide our own proposed solutions and setups.

Our 360° workforce management overview



Workforce Management Planning

Generally we receive forecasted volumes from our clients. After received we prefer to have an alignment call and proceed with planning and schedule creation.

Planning is broken down into three steps.

1. Determining service level requirements

A business breaks down work into activity categories.

It also quantifies MUUUH! expectations for how that work gets done.

This first step is broken down into three stages: **establishing workloads, determining skills, and setting service levels.**

2. Analyzing current capacity

Analyzing current capacity and planning are recurring on a **weekly and monthly level.**

Analyzing the current capacity provides insights into resource utilization for each type of workload.

3. Planning

An ideal plan ensures **meeting service level requirements** with optimum resource levels.

blended per channel approach:

1 live channel (chat / phone)
+
1 offline channel (e-mail)

= reduce operational costs, increase efficiency & enable service consistency with a stable team

If necessary we are able to forecast volumes as well, provided the relevant data points are delivered

SLA: Previous volumes and SLA performance are reviewed regularly to assess any planning improvement opportunities and prepare for the upcoming periods.

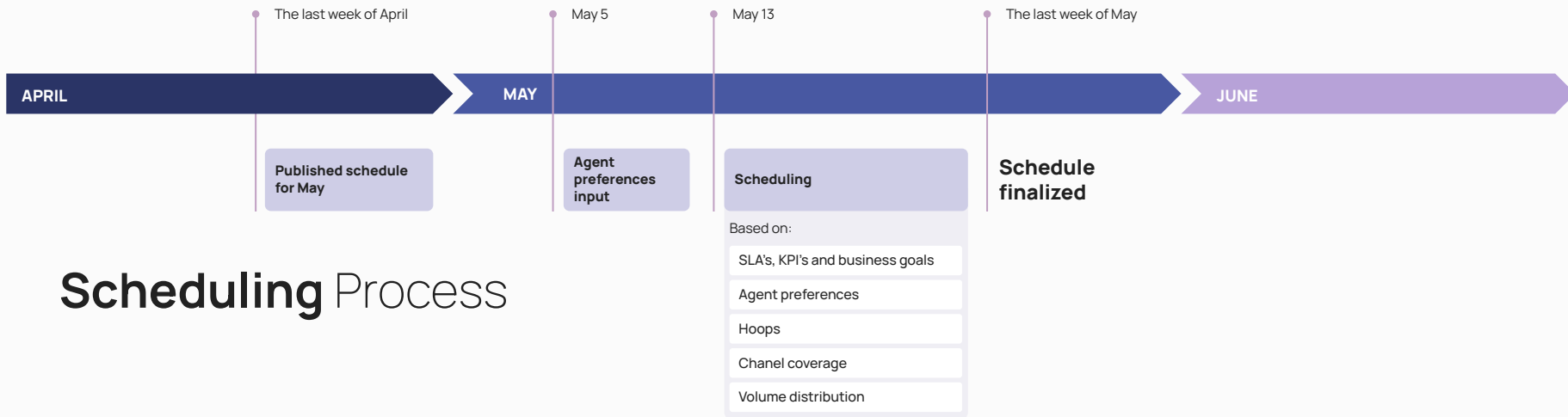
Workforce Management

Workforce Management is done in our Office 365 framework (mostly Microsoft Excel) with **automated workflows**.

Pros: fast onboarding, low costs, flexibility in customization, client agnostic, and fast system operation. We have multiskilled and multisite teams in place. Payroll is based on shifts in predefined and approved by client schedule.

Cons: login time is not tracked automatically, but we use our clients ACD to measure timestamps to have adherence to the schedule report, which is done on individual and team level

CoreX WFM is mostly **decentralized**, meaning **each project has a WFM expert** handling all functions from forecasting and planning to invoicing. With this setup we achieve a **custom approach through familiarity and dedication** in WFM.



Quality Assurance Approach

QA Framework

#evaluations is agreed upon with the client (absolute numbers or % of contacts), they are picked randomly throughout the week/month across all covered topics

QA processes are established based on client requirements, including alignment workshops before roll-out

QA processes include both **quality evaluations** and **root cause analysis** of CSAT & ASAT results

If a QA/ASAT framework is already in place, we seamlessly integrate into it. If not, we collaborate with the client to develop tailored frameworks for both QA and ASAT. We are also encouraging implementation of a QA tool.

Calibration and Feedback

We conduct regular calibration sessions and also encourage the client to participate in spot-checking or additional calibration sessions as needed to further drive results

Feedback is shared regularly both on team level and individually (each session establishes both improvement points and development review from the previous session)

Critical mistakes are addressed immediately - not waiting for the next feedback session to avoid repetition

Performance Management and Adaption

QA, ASAT and Productivity results are reviewed together to find common drivers and ensure holistic improvement steps

QA and ASAT insights drive targeted training and coaching sessions and process improvement suggestions

Established Performance improvement programs enable transparent goal setting and improvement timelines for low performers

Performance based bonus highlights and motivates the best performers

Example of QA Custom Dashboard



Commercials

[LINK →](#)

Role	Language	Number of FTE	Price per minute
CS Specialist	DE	30	€ 0.39
TL	DE	1:10 ratio	Included

Assumptions

FTE based model , charged by productive minute

+30% premium for hours worked on Sundays, night shifts (22 - 06), Croatian public holidays, overtime

Inflation adjustment - according to Eurostat inflation index for Croatia, capped at 4%

60 day termination notice

Downsizing - max. 1/3 of team with 30 day notice - When possible, CoreX will accommodate clients needs outside of these terms

Monthly pricing

Included in the price

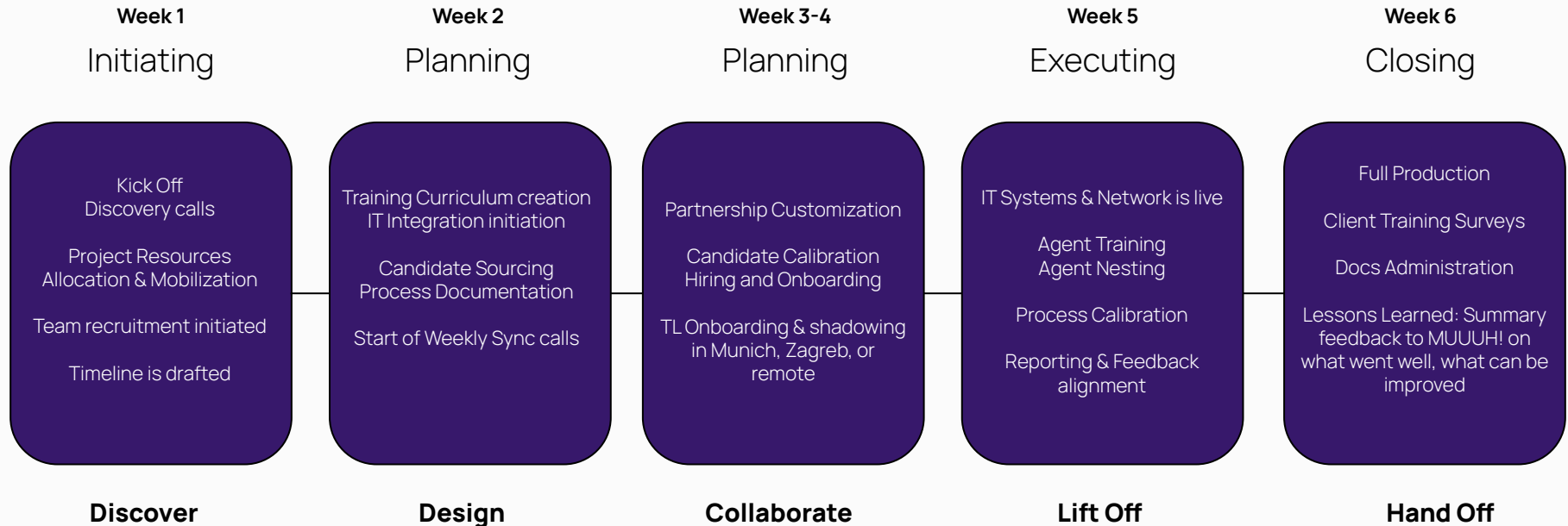
- ★ Salary with all employment taxes and necessary governmental overhead costs
- ★ Win11 Pro environment with working equipment (computer workstation, internet access, secure Active Directory environment, Office 365 licences)
- ★ Top of the line working environment for the team with dedicated working space and overheads
- ★ Onboarding costs included in the price. The billing begins with the 1st day of training
- ★ Recruiting and people development
- ★ Workforce management – planning and shifts management

Not included in the price

- ✖ Ticketing systems, Live chat, CRM, Telephony or other internal systems implementation and integration costs are covered by the client. CoreX can also provide any requested solution from own portfolio on request – Chat, Telephony, CRM.
- ✖ Possible travel and accommodation costs for Trainers and other team members

Approach to Onboarding

Our Leadership team (Team Manager, Head of Ops) is a **core part of your implementation team** in CoreX, ensuring everything is fully aligned with operational needs from day one.



Uptime Guarantees: Business **Continuity**

Backup & Disaster Recovery / Business Continuity Strategy

Ensuring **uninterrupted service** delivery is a key operational principle. Our business continuity strategy is built around a **resilient hybrid setup, a redundant IT infrastructure, and strict security and compliance protocols** – allowing us to maintain high availability and respond quickly to any disruption, whether physical or digital.

Work From Home Continuity

All employees are **fully equipped for remote operations** from day one, including:

- Verified **home internet** (as part of the recruitment process)
- Home office kits with **VPN-secured laptops** and peripherals
- **Mobile internet boxes** (delivered within 24h) for emergency connectivity

This allows a seamless shift between remote and on-site work as needed – with minimum operational downtime. WFH is not a fallback but a strategic part of our delivery model.

Our main site is located in central Zagreb and designed with operational continuity in mind:

- ISO 9001, 27001, and 22301 certified building
- PCI DSS compliant
- Redundant power supply (500kW)
- Backup internet connection + 4G failover
- 24/7 monitored security: RFID access, video surveillance, and onsite reception

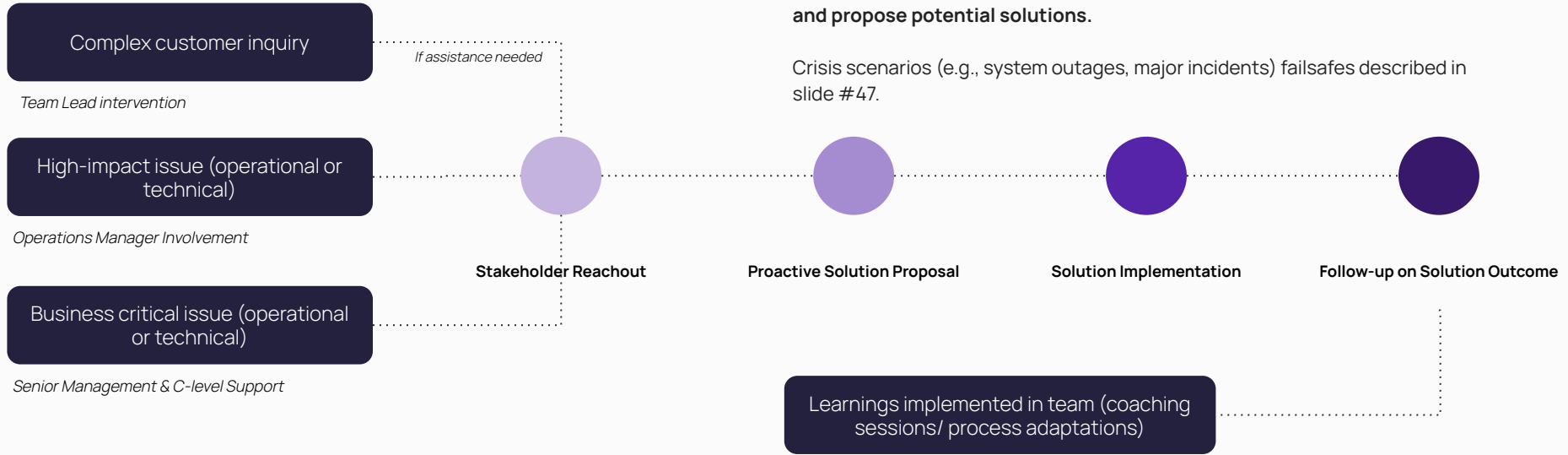
A 30% capacity buffer is maintained to accommodate team relocation if needed. Employees regularly rotate onsite for client visits, workshops, and team engagement.

IT Infrastructure & Network Redundancy

- Core infrastructure (network router, VPN, AD) hosted in a Tier-3 datacenter in Zagreb
- Workstations are managed via Microsoft Entra and Intune
- Redundant Azure AD is in place for failover authentication
- Two independent ISP connections on site + 4G fallback
- SLA: 99.9% network availability

Escalation & Crisis Management

Example of an escalation framework that can be implemented



Legal and Compliance

As part of the EU, and exclusively working with EU clients, Corex **fully complies** with all relevant legal and regulatory requirements related to data privacy, intellectual property, and contractual obligations. For your convenience and review, we are happy to provide our standard **Master Service Agreement (MSA)** and **Statement of Work (SOW)** drafts.

We are:

- **GDPR compliant** across all operations, including data handling, storage, and user rights processing. All our employees must sign off privacy and non-disclosure policy and bring a confirmation from the authorities that they are not being prosecuted in any way (no criminal record)
- **ISO 27001 certified** for Information Security Management and **ISO 9001 certified** for Quality Management, and **BD307-B IQNET Management System Certified** as of October 2024
- Familiar with **CCPA and PCI-DSS frameworks**, and capable of adapting to client-specific compliance needs where applicable

Corex is ready to enter into legally binding agreements that include:

- **Data Processing Agreements (DPA)**
- **Non-Disclosure Agreements (NDA)**
- **Service Level Agreements (SLA)**
- **Intellectual Property protection clauses**

