

Motif, Inc. Plans Expansion in Costa Rica

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Press release from: [Motif, Inc.](#)



Motif, Inc. announced the launch of a new delivery center in Costa Rica, in lines with its growth strategy, risk mitigation plan for its customers and for providing additional capabilities to its customers.

December 15th, 2009 - Motif Inc., a leading U.S. based BPO and KPO Service Company that provides Customer Support, Back Office Processing, Research and Analytics, and Online Fraud Prevention services to Fortune 500 companies, has announced plans to set up a 500 seat service center in Costa Rica. The company will invest \$2.5 million in this center that will begin operating in January 2010.

The Costa Rica center will become part of Motif's network of global delivery centers in Ahmedabad, India and Manila, Philippines. The state-of-the-art center will offer bilingual support in English and Spanish, provide location redundancy and a marked increase in Motif's global capacity to serve its fast-growing international customer base.

Motif's President and CEO, Chris Meneze, indicated that "This is a significant milestone in Motif's history – Our new Costa Rica center expands our international footprint and language capabilities, while positioning Motif for further growth."

The Aftercare Director of the Costa Rican Investment Promotion Agency (CINDE), Vanessa Gibson, pointed out that "Costa Rica has been consolidating its position as a near shore destination by combining efficiency, quality and productivity for companies of the services sector such as Motif".

About Motif

Motif, Inc. was founded in the year 2000 and is headquartered in California, USA. Motif is a leading BPO and KPO service provider with delivery centers in India, the Philippines, and Costa Rica. The company serves Fortune 500 and niche market leaders. Motif's A-list customers include global leaders in ecommerce, online retail, online travel, online payment services, and life sciences. The company supports its services with its proprietary Autonomics framework. Autonomics leverages Knowledge Management through technology enablers to deliver enhanced value to customers.

For further information, please visit Motif's website www.motifinc.com.

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