



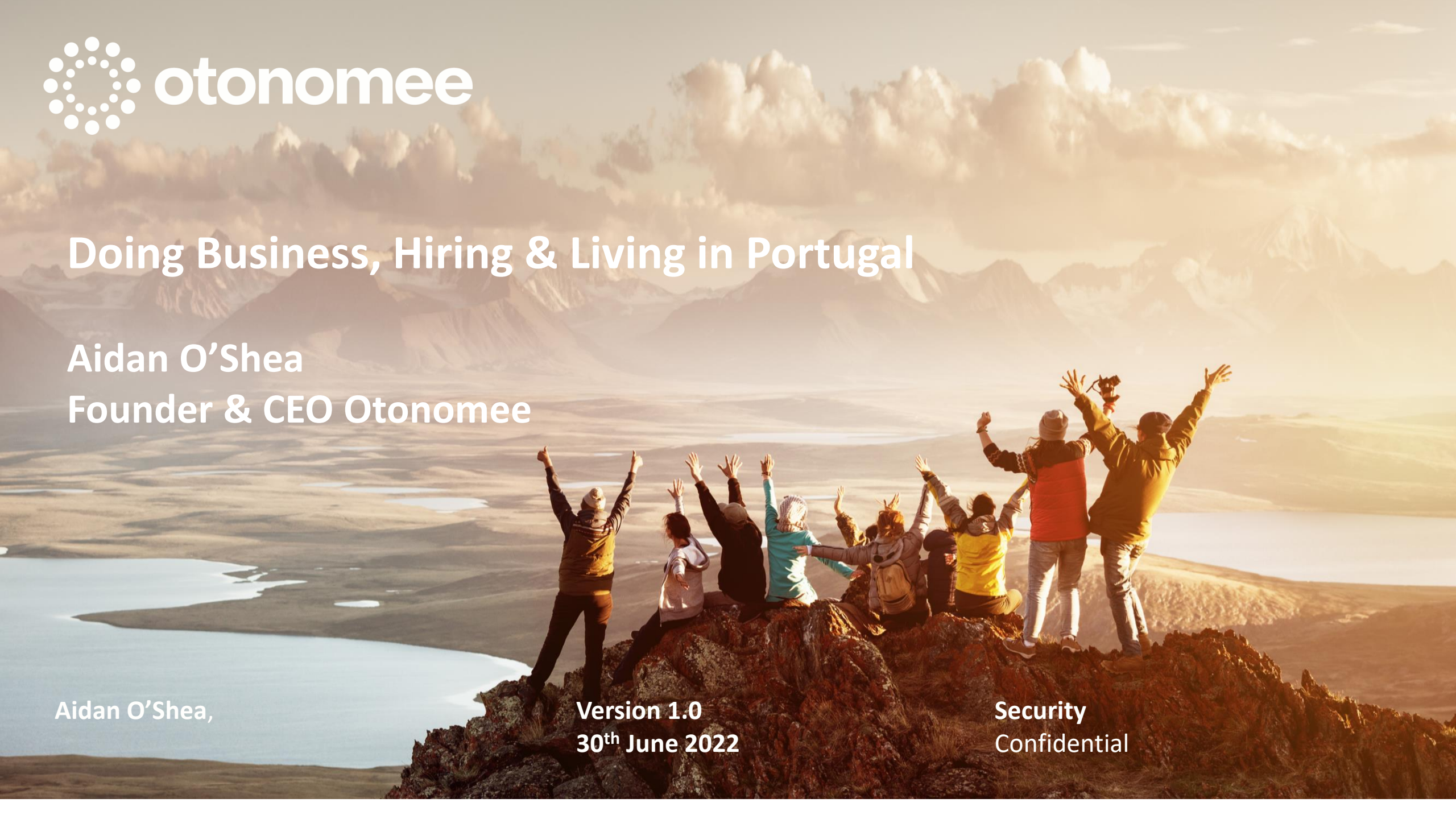
Doing Business, Hiring & Living in Portugal

Aidan O'Shea
Founder & CEO Otonomee

Aidan O'Shea,

Version 1.0
30th June 2022

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Confidential



**Otonomee is one of the worlds only Purpose built,
Remote first, Tech enabled BPO's;**

- **Founded in June 2020 - to solve a problem** that we knew existed in the traditional BPO industry;
- BPO is a \$250 billion dollar industry – the work done is of critical importance; The traditional BPO model - Buildings and Facilities Model – Big City, Big Building;
- We could see that this model was in terminal decline – It will not survive the future world of work;
- We saw an Opportunity – providing a great Employee Experience and leveraging the benefits of Remote Work;

Why was Otonomee Founded?

Otonomee was founded in June 2020 to provide a different offering in the BPO world.

The Team behind Otonomee had scaled the most Iconic Tech brands in the World but we knew the model was broken.

The pandemic provided the ideal landscape for the Company's emergence.



What Problems do we Solve?

- Finding and retaining Talent – “to Hire you have to Differentiate”;
- We Find and retain Customers for our Clients;
- We Protect our Customers Brand as they grow;
- We optimise the Customer Journey

TripAdmit
CONNECTING EXPERIENCES
Supporting our partner's sales function, Otonomee focuses exclusively on driving early stage, top of funnel opportunities. Our multilingual team collects, qualifies and engages brand new tour and activity providers in Europe.
SERVICE: Sales Development
INDUSTRY: Travel Tech/SaaS
CHANNELS: Voice & Email
MARKETS:

MONEY JAR
Money Jar gives you freedom to be better with money. Customers can simplify the handling of their finance. Recognising the importance of an excellent customer to ensure high quality is delivered.
Early mobile banking where you would not expect it. We are proud of our product.
“Our alliance with Money Jar is a great opportunity for us to grow within the Fintech business world and provide exceptional customer care. Otonomee has the values, commitment and dedication to provide a high standard of knowledge, enthusiasm and empathy to our clients, staff, and customers.”
Sarah Sorensen, Money Jar Team Manager
“Great products, great service, should be proud of you!”
“Exceptional customer service and products!”
Driving User Trust & Confidence: 90%+ CSAT score
Service Excellence: 95% Voice SLA

giftsdirect
Gifts Direct needed a core support team seasonal period, with the ability to scale demand rise and fall. The Otonomee solution tailored to their seasonal fluctuation sacrifice to quality: our Digital CX agents of queries from around the globe, from 8 baskets to Irish hampers and traditional I...
SERVICE: Customer Experience
INDUSTRY: eCommerce
CHANNELS: Email, Phone
MARKETS:

Retail in Motion
A combination of technical competence and a real capacity for compassion are key components for RIM (Retail in Motion), as we troubleshoot onboard devices, some of the world's largest airlines including Ryanair.
SERVICE: Technical Support
INDUSTRY: Retail/Rental (Aviation)
CHANNELS: Voice, Email
MARKETS:

VROMO
Otonomee's technology platform is used to centralise a Knowledge Base that works for both internal external VROMO app users.
Otonomee supports VROMO, the world's only delivery restaurant food delivery, missing restaurant enquiries while affording customers an exceptional experience.
VROMO continues to expand their customer base. Otonomee is poised to support with enhanced training along with channel and service diversification.
“Every interaction we've had with the Otonomee team to date has reinforced our belief that we're working with the absolute right partner in this space. They anticipate our needs at every turn.”
Gordon Walsh, VROMO Chief Operations Officer
“The Otonomee Team run an efficient SaaS operation, have created and refined processes and respond quickly and positively to changes. Time and time, they offer initiatives and ideas to optimise performance and to improve user experience. Our building managers are in safe hands!”
Glenn Sorensen, Program Success Leader - Xaap
“They help you get your job done!”
“These guys are great. I have never seen anyone doing this for 42 years!”
“These guys are great. I have never seen anyone doing this for 42 years!”

Mobility Mojo
Otonomee has partnered with Mobility Mojo, supporting their positive and effective agent of change in inclusion and access open the world to everyone. Otonomee's guidance provided its spearhead a pilot programme with one of Ireland's biggest bars onboard the platform.
Otonomee provides a single, centralised platform.
“Our customer base is scaling massively as we expand internationally. Our partnership with Otonomee enables our customers to engage with us and make bookings across all channels. This partnership is a key enabler of our international growth.”
Pat Phelan, Co-Founder and CEO, SISU

Xaap
Speed, efficiency and Otonomee has cultivated and adept at solving problems. Otonomee provides a single, centralised platform.
“Xaap your way to realize, smart for compliance.”
“The Otonomee Team run an efficient SaaS operation, have created and refined processes and respond quickly and positively to changes. Time and time, they offer initiatives and ideas to optimise performance and to improve user experience. Our building managers are in safe hands!”
Glenn Sorensen, Program Success Leader - Xaap

SISU
AESTHETIC CLINIC
Otonomee mapped the SISU customer journey and omni-channel solution, enabling users to engage across all channels. Now SISU users can connect and book via multiple channels integrated into one unified platform.
For SISU, a doctor-led clinic focussed only on aesthetic reporting generates invaluable insights around controlling the prediction of future demand as SISU global roll-out.

OTONOMEE
CUSTOMER FLOW & SUPPORTING TRIPADMIT'S SALES PROCESS
Sales Development
Business Development
Onboarding
Customer Success
“We Get You Started”
Booking Software Dedicated To Tours & Activities

Doing Business, Hiring and Living in Portugal



- We can hire **Anywhere in the World** so why was a Year 1 Business Goal to set up a subsidiary for International Expansion?; In previous careers – Asia, Eastern Europe, Northern America, Central America;
- What did we need?
 - A **Centre for Scale** – not a Buildingbut a Country, within which to hire **remotely**.
 - **Ability to support clients Globally** - Multilingual Support, Tech Support, Sales Dev;
 - A clear **remote working framework** with clarity around employer obligations/benefits;
 - A “can do working environment”
 - A **cultural alignment** with Ireland;
 - A **more attractive cost** base;
 - A **great place to live work and visit!**



Our Journey to Now



- Jan to June '21 - research led to July 2021 Incorporation of an entity;
- Networking; IPBN and others extremely supportive;
- July '21 -Incorporation of Otonomee Portugal;
- External Tax and Legal Advisors; Outsourced Payroll ;
- Bank Account set up;
- November 2022 first Team Members; Currently 15 TM's nearly all in wider Lisbon area;
- Targeting growth to 50 in the next 6 – 9 months;



How did we establish in Portugal Remotely?

***We believe that Work, like Life, is better when you have choice”.....
“Meaningful work happens where People find Meaning”***

How did we attract and Grow remotely without having a presence on the ground?

- Trust, Accountability and Transparency;
- Recruiting and Onboarding new employees;
- Communication,
- Connection; Sharing Otonomee’s Purpose and Values;
- Training , mentoring and performance evaluation structure;



OTONOMEE INTERVIEW QUESTIONS

We have created a specific group of questions for our second stage interviews, that aim to fairly evaluate the candidate in certain skills, Knowledge, behavior and values. These questions are divided in 5 main categories:

- **CULTURAL FIT** - Value-based - Growth Mindset & Autonomy (Trust & Accountability)
- **COMMUNICATION** - Competence-based
- **RESILIENCE & ADAPTABILITY** - Competence-based
- **TEAM-PLAYER/ LEADERSHIP** - Competence-based
- **ROLE SPECIFIC** - Technical - based and specific to role

What has our Experience been?

Great Engagement

- Great Cultural Alignment;
- Belief in the Vision of the Company;
- Diversity

Great Employee Capabilities

- 3rd level Education, Masters degrees,
- language capabilities, technical skills,

Buoyant Labour Market

- We have more applications for every role in PT than IE;
- We are more competitive in our Market;
- The experience for the same price is not on the same level.



What has our Experience been?

Challenges

- Bank Account set up;
- Employment law and personal tax is more complicated than Ireland
- Understanding the competitive landscape – Testing, learning...requires patience and perseverance!!
- **Establishing in Portugal has been hugely positive for Otonomee**



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What GREAT looks like!



Otonomee affords me the opportunity to work with a global company that advocates those values and behaviours dear to me, whilst also supporting my personal and professional growth...and all from the comfort of my home in Portugal!

Salomé Nunes 

Customer Support Agent



Thank you

www.otonomee.com