

CTNP Global Customer Operations

OMOTENASHI | MALASAKIT | AI-ENHANCED PRECISION

30+ Years of Customer Service Excellence
Human-First Service, Powered by AI Systems



Who We Are

GLOBAL LEADERSHIP WITH CULTURAL DEPTH

A Japanese-founded, globally operated customer experience partner with operations across Japan, the Philippines, and the United States.

We merge *Omotenashi* (anticipatory hospitality) with *Malasakit* (deep human care), enhanced by AI-driven systems.



OMOTENASHI, OPERATIONALIZED

Principle

Operational Translation

Care

Human-centered training and QA

Excellence

Continuous performance optimization

Integrity

Enterprise-grade security and data protection
safeguards across all operations

Quality

Clear voice standards and adherence to client policies,
procedures, and compliance requirements

Designed to evolve with AI-enabled operational insights that will further enhance quality and performance.



GLOBAL DELIVERY INFRASTRUCTURE

Japan: 6 centers

Philippines: 3 centers

USA: 1 center

1000+ FTE

Operational Advantages:

- Redundancy
- Business Continuity
- Time Zone Coverage



END-TO-END MANAGED CUSTOMER OPERATIONS

Strategic Recruitment



Real-Time AI Monitoring



Immersive Training Systems



Continuous Coaching

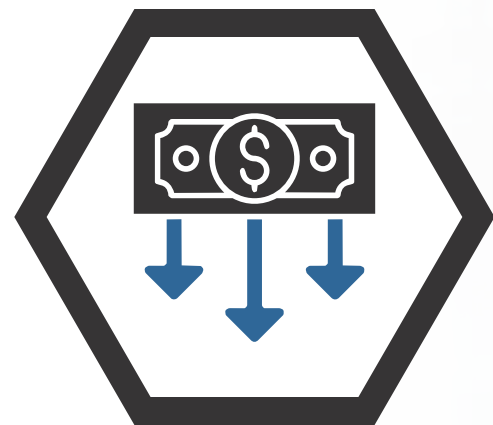


Performance Optimization



OPERATIONAL EFFICIENCY & COST OPTIMIZATION

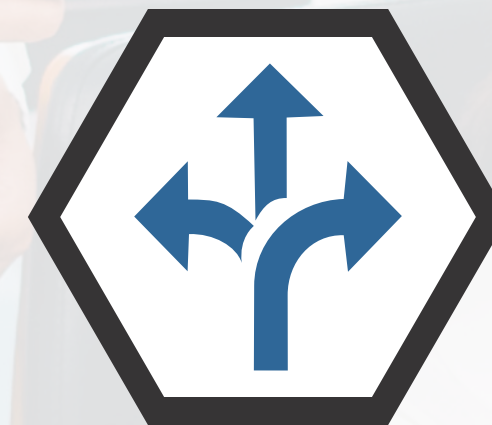
**Reduced Overhead
Exposure**



**Flexible Capacity
Deployment**



**Scalable Workforce
Model**



**Optimized Operational Cost
per Interaction**



AI-enhanced productivity tracking improves efficiency without increasing headcount

MEASURABLE BUSINESS OUTCOMES

**Increased Customer
Retention**



**Higher CSATS
& NPS**



**Revenue Expansion
Through Customer Experience**



**Brand Reputation
Protection**



Our *Omotenashi*-based service model turns customer interactions into loyalty assets.

Service Capabilities Matrix

Core Services

- Customer Support (Voice, Chat, Email)
- Tech Support (L1/L2/Helpdesk)
- Dispatch & Logistics Coordination
- Telemarketing (B2B/B2C)
- Virtual Assistants
- Virtual Front Desk

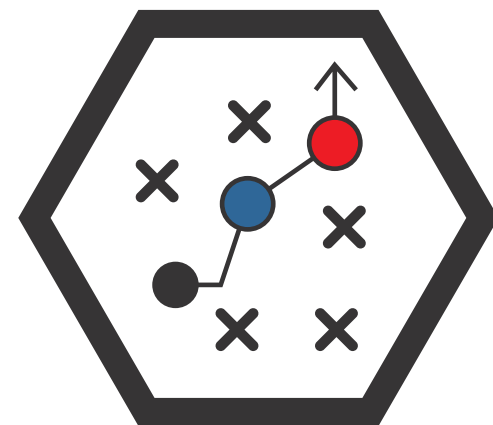
Industry Experience

- FinTech
- eCommerce
- Healthcare & Clinics
- Logistics
- Consumer Electronics
- Retail

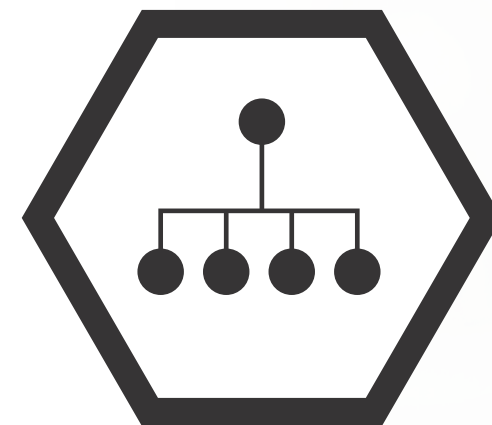
Trusted by leading U.S. FinTech enterprises

STRUCTURED ONBOARDING FRAMEWORK

**Phase 1:
Strategic Alignment**



**Phase 2:
IT Integration**



**Phase 3:
Training & Nesting**



**Phase 4:
KPI Calibration**



**Phase 5:
Program Launch**



AI-assisted training analytics accelerate ramp-up time.

HUMAN CARE, POWERED BY AI SYSTEMS

**AI-driven
QA Monitoring**



**Automated Reporting
Dashboards**



**Sentiment
Analysis Insight**



**Predictive
Performance Analysis**



**Workforce
Optimization Tools**



Important:

AI supports — it does not replace — *Omotenashi*.

SECURITY, COMPLIANCE & GOVERNANCE



Enterprise-grade security architecture with strict data protection protocols.

LET'S BUILD LOYAL CUSTOMERS

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