

Banorte invests ps 560 million to build a modern contact center in Monterrey

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Monterrey, N. L., November 4th, 2010. The Governor of Nuevo León, Rodrigo Medina de la Cruz, and Don Roberto Gonzalez Barrera, President of GFNorte's Board of Directors, accompanied by GFNorte's CEO Dr. Alejandro Valenzuela, laid the first stone today of what will be the "Banorte Contact Center", an environmentally friendly modern building through which the financial institution will generate approximately 2,000 job sources primarily for Nuevo Leon students, with an investment of 560 million pesos.

This new emblematic building will allow Banorte to standardize service procedures for clients over the telephone and Internet from a single physical location, which will concentrate the current functions of the Group's 14 "Call Centers" to obtain greater synergy and efficiency using the latest in technology and security systems.

The "Banorte Contact Center" enjoys a strategic location on Avenida Alfonso Reyes # 3639, in Monterrey which was chosen for its excellent roadways and means of transportation and mainly, for its vicinity to its main source of human capital: the Universidad Autónoma de Nuevo León.

Don Roberto Gonzalez Barrera thanked Governor Rodrigo Medina for his presence, and stated "it is significant to us that this modern building be in Monterrey, the birthplace of our bank 111 years ago; and we reaffirm our trust in Nuevo Leon by building one of Latin America's largest and most important Contact Centers which we are sure will strengthen both our position in Mexico's financial market as well as our pride in being a Mexican institution."

Governor Medina publicly recognized Banorte's Board of Directors President, whom he considers to be the Nuevo Leon businessman who has helped his native state the most. "Don Roberto is one of our dearest and most outstanding citizens, for his generous and valuable contribution to help many of his fellowmen affected by hurricane Alex. Hence, the people of Nuevo León take this opportunity to express our undying gratitude for his exemplary solidarity which strengthens the bonds and deep love that connect him to his native state", stated the Governor.

Approximately 2,000 employees will find the favorable surroundings and facilities ideal to work productively and grow professionally, as Banorte is committed to continuing as one of the "Best Companies to Work for" in Mexico.

The new facilities will cover a surface area of 14,400 m², distributed over four floors of 3,769 m² each and 677 parking spots. The prestigious Nuevo Leon firm of Le Noir & Asociados Estudio de Arquitectura, will design the building and the construction which is scheduled to conclude in the first quarter of 2012, will also be the responsibility of a Nuevo Leon based company.

A significant part of this investment by Banorte is designated to ensure that the Contact Center operates with maximum energy efficiency, and to conserve water by the collection and recycling of rainwater as well as sewage water.

In this manner, the investment in the new Banorte Contact Center helps to support the community, protect the environment, establish ethics and "Quality of Life in the Company" and a chain of values, all of which are part of Banorte's commitment and social responsibility to build a stronger Mexico.