

CSIA Enterprise Secures \$5M to Unlock High-Impact CX Talent in Emerging Markets

Columbus, Ohio Jan 7, 2026 ([IssueWire.com](https://www.issuewire.com)) - CSIA Enterprise has completed a 5 million US dollar acquisition as part of a major strategic pivot to redefine customer experience outsourcing. The organization is now under new leadership with a mission to identify and elevate skilled professionals in emerging markets. By focusing on talent hubs in India Kenya and the Philippines the company provides global brands with a scalable and ethical way to build high performing support teams.

The transition marks a significant evolution for the company which previously operated as a specialized training institution. With this capital injection CSIA Enterprise moves into a full scale business process outsourcing model that emphasizes human empathy and technical proficiency.

Empowering Professionals in Growth Economies

Chief Executive Officer Jonah Nelson believes the acquisition provides the necessary momentum to challenge traditional outsourcing norms. He explained that there is an incredible wealth of talent in regions like Kenya and the Philippines that has been underutilized for too long. This funding allows the team to build the infrastructure needed to connect those experts with international enterprises looking for quality and consistency.

Unlike standard call centers that prioritize volume over value the new model focuses on bespoke team building. The organization taps into local networks to find agents who are not only fluent in English but also culturally aligned with the brands they represent.

Operational Excellence and Product Innovation

The leadership team brings together expertise in operations product development and the overall customer journey. Head of Operations Lindsay Brooks noted that the primary objective is to remove the barriers that prevent skilled workers in emerging markets from reaching their full potential. The company is investing heavily in localized support systems to ensure that every agent has the tools required to succeed in a remote environment.

Head of Product Anton Ivan is leading the development of a proprietary platform designed to streamline the hiring and management process. This technology ensures that transparency remains a core part of the partnership between the brand and the service provider. By using data driven insights the platform helps clients monitor performance while maintaining a focus on agent well being and job satisfaction.

Prioritizing the Human Element in Service

Chief Experience Officer Clarissa Reyes emphasized that the success of any outsourcing initiative depends on the people involved. She stated that the focus is on creating long term career paths for agents in India and other key regions. This approach ensures that the professionals remain motivated and deeply committed to the success of the clients they serve.

As the demand for around the clock multilingual support grows CSIA Enterprise is positioning itself as a vital partner for e-commerce and software companies. The organization plans to use the newly secured funds to expand its recruitment reach and further develop its specialized training programs.

Media Contact

CSIA Enterprise

*****@csiae.com

10 W Broad St

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