

Competitor Profile: Firstsource Advantage, LLC

- Alternative Names:
 - Firstsource Financial Solutions, LLC
 - Firstsource Healthcare Advantage, Inc.
 - One Advantage LLC

Firstsource Advantage, LLC offers collections and recovery solutions. They provide debt recovery services for credit card issuers, retail banking and mortgage. Firstsource Advantage, LLC was formerly known as Firstsource LLC and changed its name in February, 2007.

Website: www.firstsourceadvantage.com

Headquarters: Amherst, New York

Number of Employees: 1,000

Founded: The company was founded in 1995 and is based in Amherst, New York. As of October 8, 2004, Firstsource Advantage, LLC operates as a subsidiary of Firstsource Solutions Limited.

What we Know About Firstsource Advantage, LLC

- 5 Centers (4 United States; 1 India)
- 30+ years of Healthcare Experience

Strengths

- Deep experience in medical and financial services
- Robust compliance management
- Client markets are United States, United Kingdom and Australia
- Process excellence
- On and off-shore delivery

Weaknesses

- Struggles to serve mid-size clients
- No Spanish capability
- No near-shore delivery

Other Important Information

- Client list includes, but is not limited to:
 - American Express
 - Capital One
 - Bank of America
 - BMW
 - Mercedes
 - Synchrony Financial Services
 - Target Financial Services

How Do We Beat Them?

- Commercial – Firstsource does not play in this space
- Near-shore – Not all clients are interested in off-shore. Near-shore allows us the ability to provide low cost delivery close to home.

Parent Organization: Firstsource Solutions Limited (www.firstsource.com)

Subsidiaries:

- Firstsource BPO Ireland Limited
 - Data Processor
 - Headquartered in Dublin, Ireland
- Firstsource Dialog Solutions (Private)
 - Information technology and business process outsourcing services
 - Headquartered in Sri Lanka
- Customer Asset India Private Limited
 - Computer activities
 - Headquartered in Bangalore
- Medassist Intermediate Holdings, Inc.
 - Revenue Cycle Management in Healthcare
 - Manila, Philippines
- Medassist Holding, Inc.
 - Revenue Cycle Management in Healthcare
 - Manila, Philippines
- FirstRing, Inc.
 - Telephone Solicitation Company
 - Sterling, Virginia
- Firstsource Advantage, LLC
 - Collections
 - Amherst, New York
- Anuta Tech Infrastructure Services
 - IT service management company
 - Mumbai, India
- MedPlans Partners
 - Insurance Company
 - Kansas City, Kansas
- Firstsource Transaction Services LLC
 - Public healthcare
 - Mumbai, India
- Firstsource Group USA Inc.
 - Call centers
 - Dover, Delaware
- Firstsource Solutions U.K. Ltd.
 - Business process outsourcing
 - London, United Kingdom
- Firstsource Solutions USA, LLC
 - Revenue cycle management
 - Louisville, Kentucky