

Customer Experience Builder

CSR ANNUAL REPORT

2025





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01

Message from Executive Management

“

At Active Contact, Corporate Social Responsibility (CSR) is not a communications exercise: it is a commitment rooted in our DNA since our founding in 2006. As a recognized offshore provider for the European mid-market, we are deeply convinced that operational excellence and responsibility toward our stakeholders are inseparable.

Obtaining the “Engagé RSE” (“CSR Committed”) label awarded by AFNOR Certification in 2020 marked a founding milestone in our journey. This report illustrates the concrete progress made across our three strategic pillars: the human capital of our employees, control of our environmental footprint, and our ethical governance.

We thank each of our 400-plus employees, our client partners and our stakeholders for their trust and their commitment alongside us.

Zied BEN ALI

02

About Active Contact

2.1

Company profile

2006	400+	620	2
FOUNDED	EMPLOYEES	SEATS	SITES IN TUNIS
Founded	2006		
Head office	2 Rue de Guinée, Tunis 1002, Tunisia		
Core business	Offshore contact center — customer relations outsourcing		
Employees	More than 400		
Capacity	620 seats spread across 2 sites in Tunis		
Markets served	France, Europe (B2B & B2C)		
Channels	Phone, email, live chat, social media		
Certifications	“Engagé RSE” AFNOR label (since April 2020) · ISO 18295-1		
Website	www.activecontact.fr		

2.2 Our Values

Customer First

1

Our clients, and our clients' customers, are at the heart of everything we do. Every decision and every action must contribute to their satisfaction and loyalty.

Integrity

2

We keep our commitments, to our clients and to our employees alike. This demand for transparency is what allows us to build solid, lasting relationships.

Operational excellence

3

We aim for perfection in our craft - and we are convinced we can always do better. Continuous improvement is not a slogan, it is our mindset.

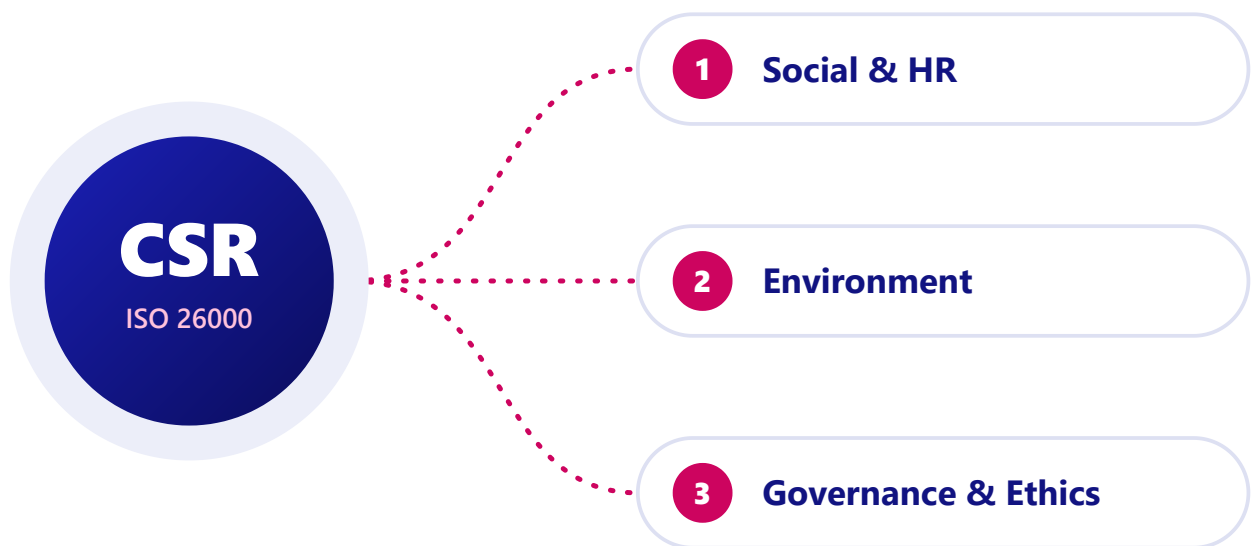
Agility

4

We are proactive, constantly attentive to our clients, and we offer pragmatic solutions to their evolving challenges. Our Lean approach lets us focus on what matters.

2.3 Our CSR Value Proposition

Active Contact positions itself as a human-scale offshore player, combining operational excellence, personalized advice and the development of its employees. Our CSR approach is built around ISO 26000 and meets the requirements of AFNOR's Engagé RSE label, structured around three complementary dimensions: Social & HR, Environment, and Governance & Ethics.



03

Our vision of corporate social responsibility

Active Contact's CSR policy rests on four fundamental pillars:



3.1

Human development

Creating a motivating, inclusive work environment that supports professional growth.



3.2

Responsible operational excellence

Ensuring a high level of quality while respecting ethical and regulatory standards.



3.3

Environmental commitment

Gradually reducing our environmental impact through concrete actions.



3.4

Societal impact

Contributing positively to the local economy and to skills development.

04

Governance, ethics and compliance

4.1

Governance

Active Contact applies governance principles based on:



Transparency



Accountability



Professional ethics



Compliance with contractual commitments



4.2 Business ethics

The company applies a zero-tolerance policy regarding:

✕ Corruption

✕ Conflicts of interest

✕ Fraudulent practices

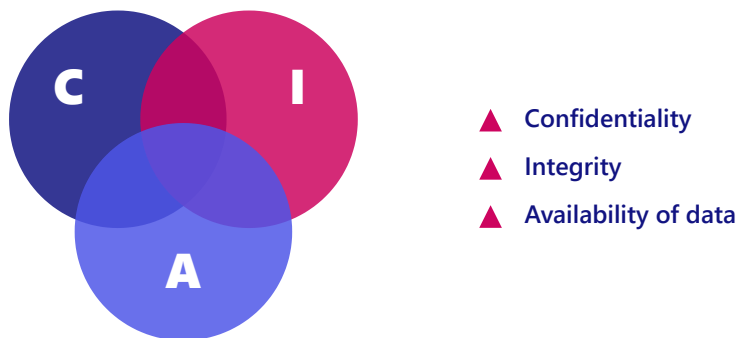
✕ Discrimination

✕ Harassment

4.3 Data protection

The protection of personal data is a strategic priority.

Active Contact implements security measures designed to ensure:



The company complies with the applicable regulatory requirements regarding personal data protection.

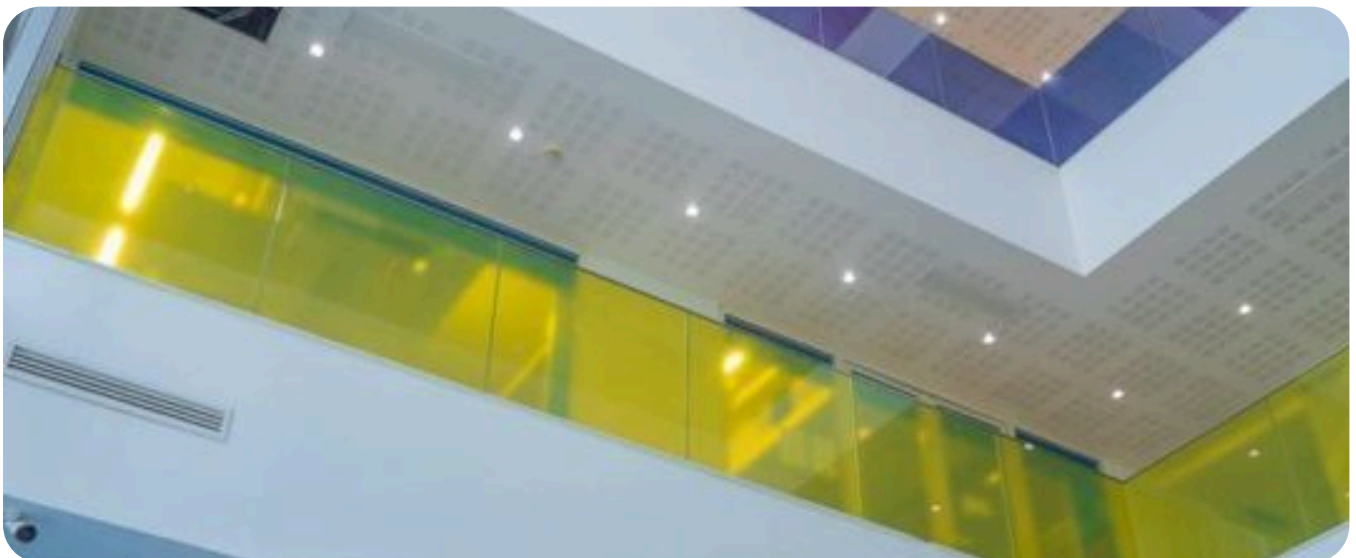
Active Contact applies a strict code of ethics covering all of its operations and its business relationships.

No tolerance is shown toward corruption, conflicts of interest or any behavior contrary to professional ethics.

1 The code of conduct signed by all employees upon hiring

2 The internal whistleblowing procedure for reporting any behavior contrary to ethics

3 An annual internal audit of commercial practices



05

CSR steering

5.1 Reference framework

Active Contact's CSR policy is based on the following frameworks:



ISO 26000 standard – Social responsibility of organizations



AFNOR Engagé RSE label (obtained in April 2020, renewed since)



Tunisian Labor Code and sector collective agreements



GDPR framework for the protection of personal data

5.2 Steering structure



CSR governance is overseen by a dedicated committee chaired by General Management. The committee meets quarterly and reports annually through this report.

Its areas of work cover: regulatory monitoring, tracking of key indicators (KPIs), relations with stakeholders (clients, employees, suppliers, local authorities) and the multi-year roadmap.

5.3 Stakeholders

Stakeholder	Main expectations	Dialogue mechanism
Employees (400+)	Working conditions, training, career progression	Internal surveys, manager meetings
Clients	Quality, ethics, GDPR compliance	Monthly steering committees
Suppliers & partners	Responsible purchasing practices	CSR specifications
Authorities & local bodies	Legal compliance, local employment	Annual reports, audits
National Customer Relations Chamber	Promotion of good practices	Active participation

06

Social Pillar: Our Human Capital and HR Policy

We consider our employees to be our main performance lever.

Our HR policy aims to:



Foster team stability



Develop skills



Promote internal advancement



Strengthen employee engagement

6.1 Recruitment

Active Contact promotes equal opportunity and recruits on the basis of skills.

Hiring is carried out without discrimination based in particular on:

▲ gender

▲ age

▲ origin

▲ religion

▲ disability

6.2 Employee onboarding

Every new employee benefits from:

1 an onboarding program

2 job training

3 managerial support



07

Quality of work life

7.1 Working conditions

Active Contact strives to provide a safe, modern working environment suited to the demands of the job.

The actions put in place include in particular:



ergonomic workspaces



break areas



suitable IT equipment



psychosocial risk prevention measures

7.2 Social dialogue

The company encourages listening and regular exchanges between teams and management.

Discussion sessions are organized regularly in order to:

1

Gather employee feedback

2

Identify areas for improvement

3

Strengthen collective engagement

7.3 Recognition & motivation

Active Contact develops recognition programs designed to value the performance and involvement of its teams.



08

Diversity, inclusion and equal opportunity

Diversity is a valuable asset for Active Contact.

We are committed to promoting:



professional equality



cultural diversity



inclusion



respect for
differences

8.1 Gender equality

The company works to guarantee:



equal access to employment



equal pay



fair access to positions of
responsibility

8.2 Inclusion

Active Contact fosters a respectful and inclusive professional environment for all of its employees.



09

Training and skills development

9.1 Continuous training

Skills development is a major challenge for Active Contact.

Training covers in particular:



Customer relations



Communication techniques



Digital tools



Cybersecurity



Quality



Management

9.2 Management development

The company supports managers in strengthening:

▲ Leadership

▲ Team management

▲ Change management

▲ A performance culture

9.3 Career development

Active Contact promotes internal mobility and the professional advancement of its employees.



10 Health, safety and well-being

10.1 Occupational health

The health and well-being of employees are a priority.

The company implements prevention actions aimed at limiting:



occupational risks



eye strain



musculoskeletal
disorders



psychosocial risks

10.2 Safety

Procedures are implemented to ensure:



Premises security



IT security



Incident
management



Business continuity

11 Environmental commitment

11.1 Reducing our environmental footprint

Active Contact is progressively committing to reducing its environmental impact.

11.2 Actions implemented

▲ Reduced paper consumption

▲ Digitization of processes

▲ Energy optimization

▲ Employee awareness

11.3 Waste reduction and sustainable mobility

Active Contact has a waste reduction and recovery policy within its premises:



Mandatory waste sorting across all sites



Recycling of IT equipment in partnership with approved local organizations



Paper reduction: digitization of internal documents (zero-paper target by 2026)



Elimination of single-use plastic cups — switch to reusable equipment

To reduce the carbon footprint linked to business travel and commuting, Active Contact encourages:



Carpooling among employees



Use of public transport



Prioritizing video conferencing over travel for client meetings

12 Responsible digital & Cybersecurity

12.1 Digital transformation

Active Contact invests in technologies that improve:

▲ customer experience

▲ service quality

▲ operational productivity

12.2 Artificial intelligence

The company is studying the integration of artificial intelligence solutions intended to:

▲ automate certain simple requests

▲ improve responsiveness

▲ assist advisors

12.3 Cybersecurity

The security of client data is a strategic priority.

The measures implemented include in particular:

▲ access management

▲ workstation security

▲ team awareness

▲ confidentiality policies

13

Service quality & customer satisfaction

13.1 Quality culture

Customer satisfaction is a key performance indicator.

Active Contact implements quality control mechanisms designed to ensure:

1

compliance of services

2

quality of interactions

3

adherence to
procedures

4

continuous
improvement

13.2 Performance management

The main indicators tracked include in particular:



customer
satisfaction rate



quality of
interactions



handling time



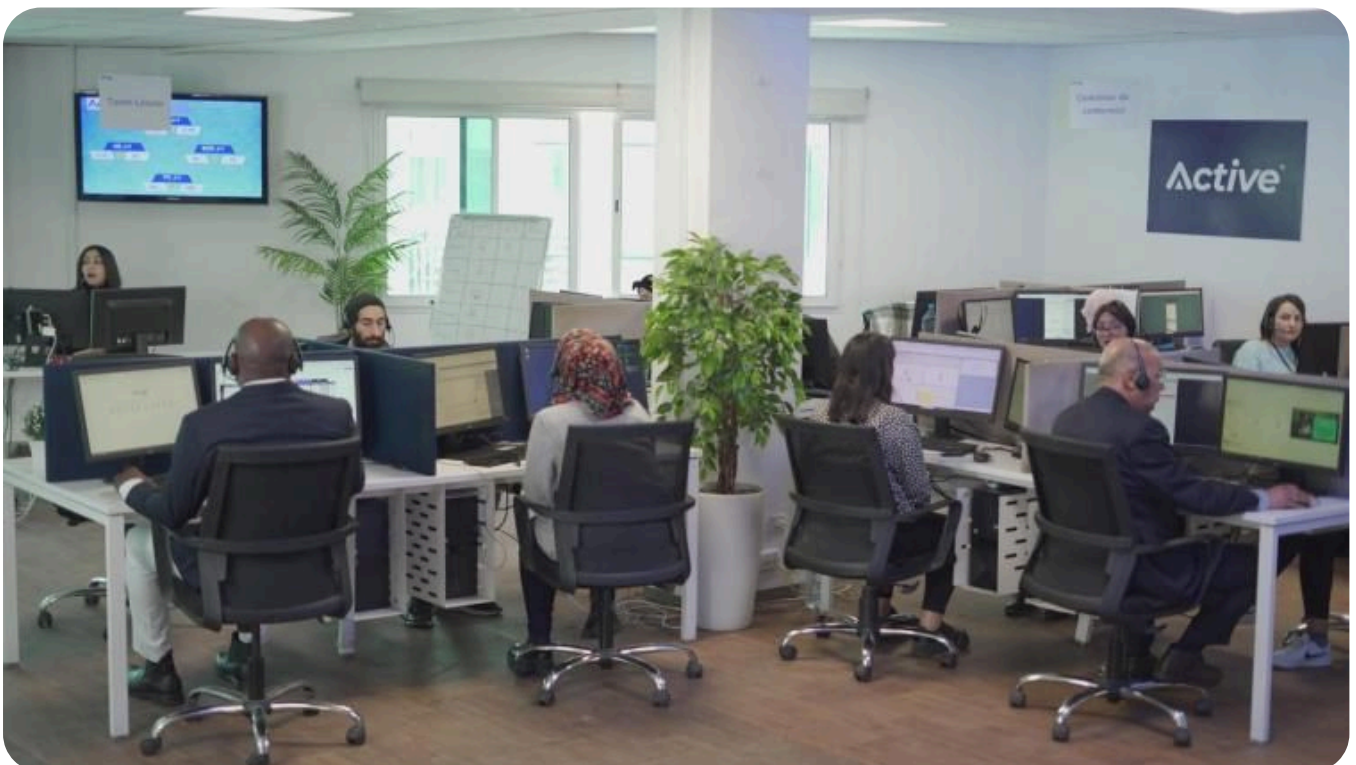
first-contact
resolution



answer rate

13.3 Continuous improvement approach

The company regularly carries out corrective actions and improvement plans in order to optimize service quality.



14

Societal commitment and local impact

14.1 Contribution to employment

Active Contact contributes to local economic development through job creation and the upskilling of its employees.

Active Contact actively contributes to the development of the customer relations sector in Tunisia through:



Support for vocational training initiatives in the sector



Participation in forums and professional events of the offshore sector



Contribution to the employability of young Tunisian graduates

14.2 Partnerships

The company wishes to develop partnerships with:

▲ training institutions

▲ associations

▲ local stakeholders

14.3 Community engagement

Active Contact encourages solidarity and civic initiatives.

15

Supplier relations & responsible purchasing

15.1 Partner selection

Active Contact integrates CSR criteria into the selection of its suppliers and partners:



Systematic CSR questionnaire in supplier tenders



Preference given to local Tunisian suppliers at equal quality



Human rights compliance clause in framework contracts

15.2 Evaluation criteria

The criteria taken into account include in particular:

▲ quality

▲ ethics

▲ regulatory compliance

▲ security

▲ social responsibility

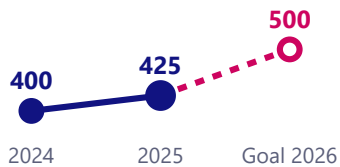
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CSR Indicators

● 2024 ● 2025 ○ 2026 Goal

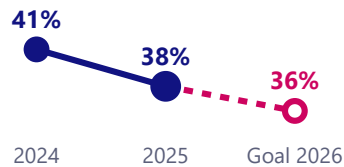
Total headcount

425



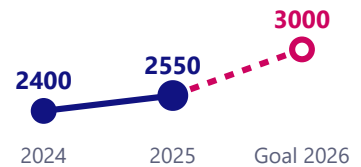
Turnover rate

38%



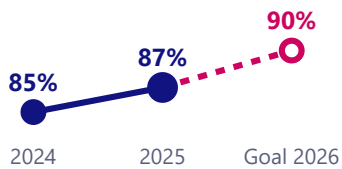
Training hours

2550



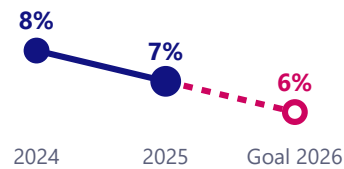
Customer satisfaction rate

87%



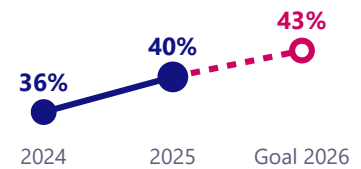
Absenteeism rate

7%



Internal promotion rate

40%



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Outlook and commitments for 2026

For 2026, Active Contact intends to continue structuring its CSR approach around the following priorities:



Strengthen quality of work life



Continue responsible digital transformation



Improve environmental indicators



Develop managerial skills



Strengthen data security



Continue certification efforts

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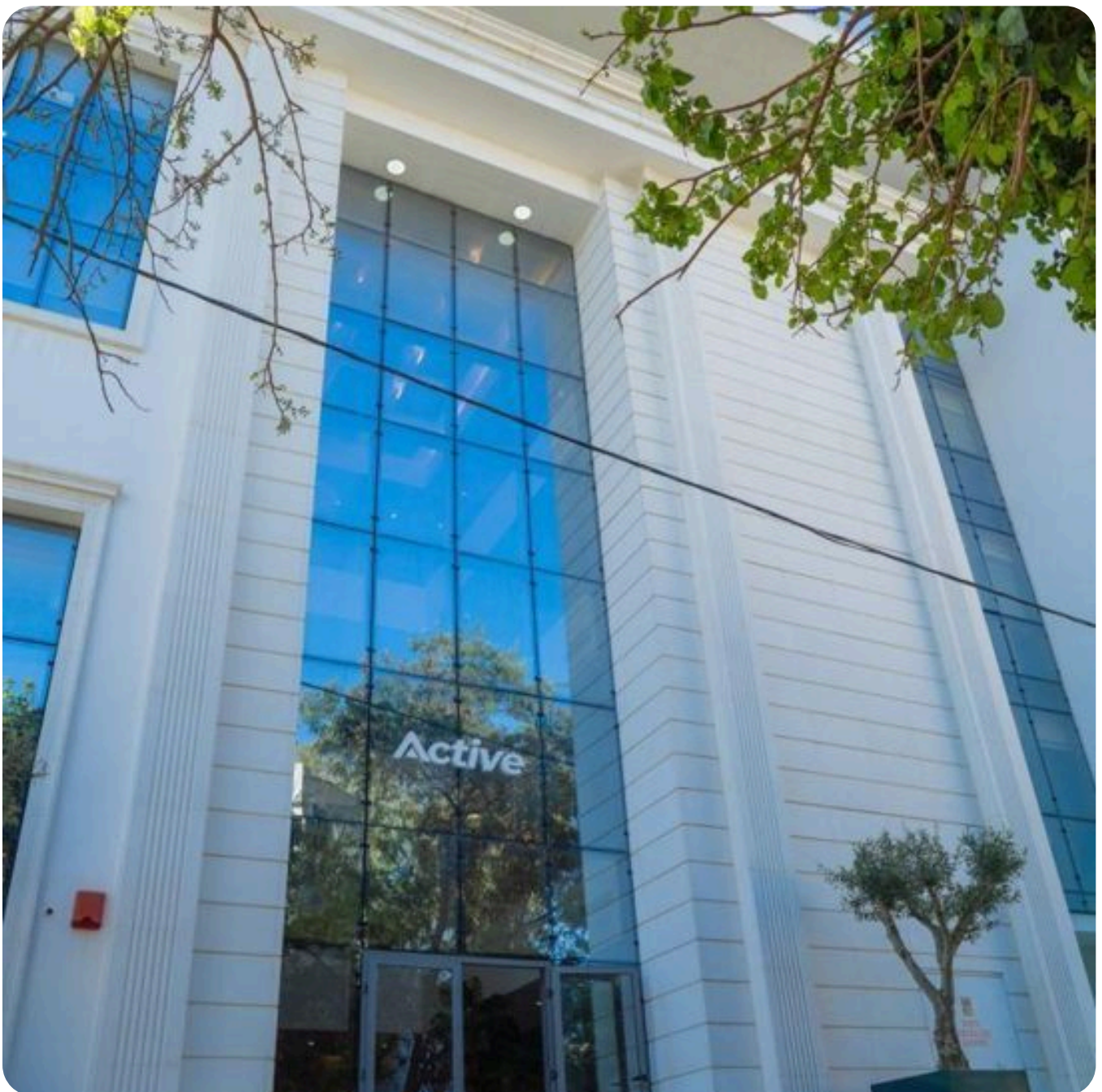
Conclusion

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Social responsibility is a strategic pillar of Active Contact's development.

Through this report, we affirm our determination to build a sustainable, responsible and high-performing company, able to support its clients while creating value for all of its stakeholders.

We will continue our efforts to continuously improve our practices and to contribute positively to our economic, social and human environment.

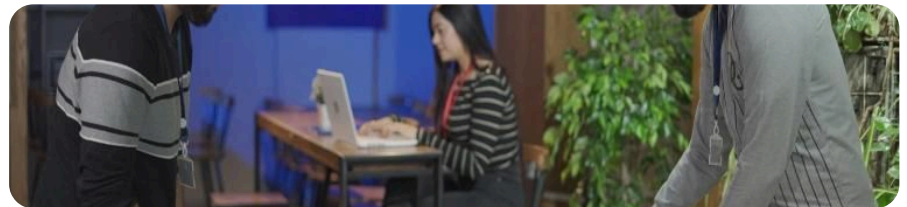
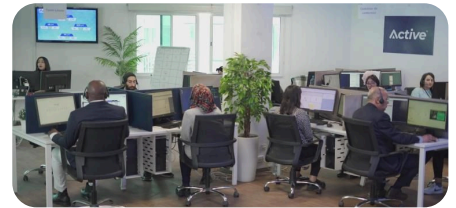
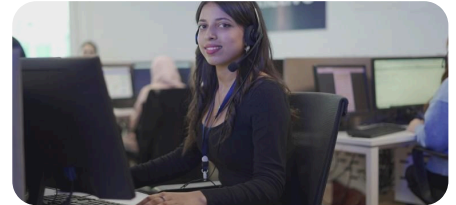


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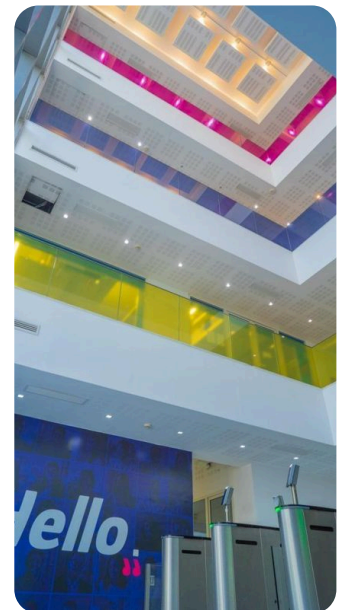
Appendices

19.1 Photos of our sites

▲ Site 1



▲ Site 2



19.2 Overview of our CSR actions

▲ Warm Winter



▲ Donation of school supplies and equipping of a computer lab at a primary school



▲ Pink October: Breast Cancer Screening



▲ Food donations



▲ First-aid training delivered by a certified organization



▲ Health Day: Awareness Campaign

