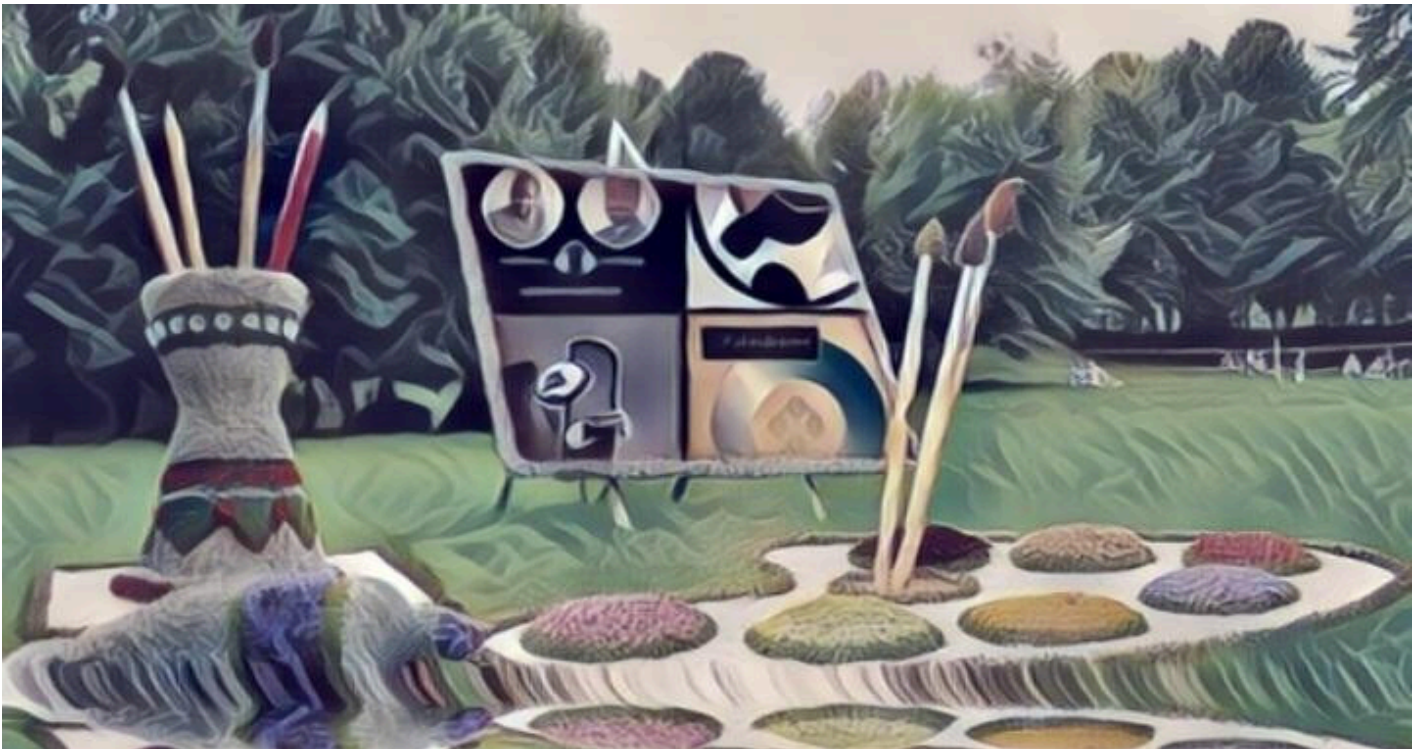




The Talkspan Podcast by Palindrome Communications. Interview with CEO Richard Blank.

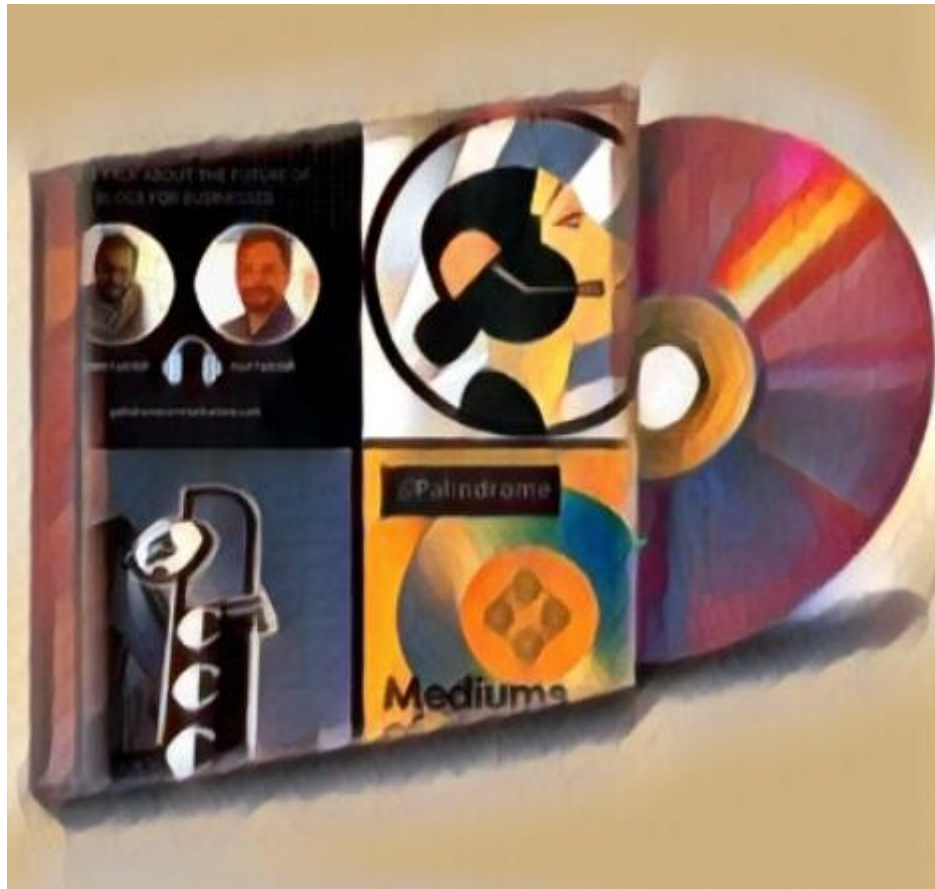
Richard's vision quest journey is filled with twists and turns. At 27 years old, he relocated to Costa Rica to train employees for one of the larger call centers in San Jose.



Palindrome -Let's talk about the future of blogs for businesses. Over 20 Years Of Combined Experience In Research-Driven Writing.



We have a proven methodology for research which includes using a network of advisors, carrying out surveys, using technology tools, and referring to some of the latest reports in the field. We study your business and produce written content for your industry, sector, and objective.



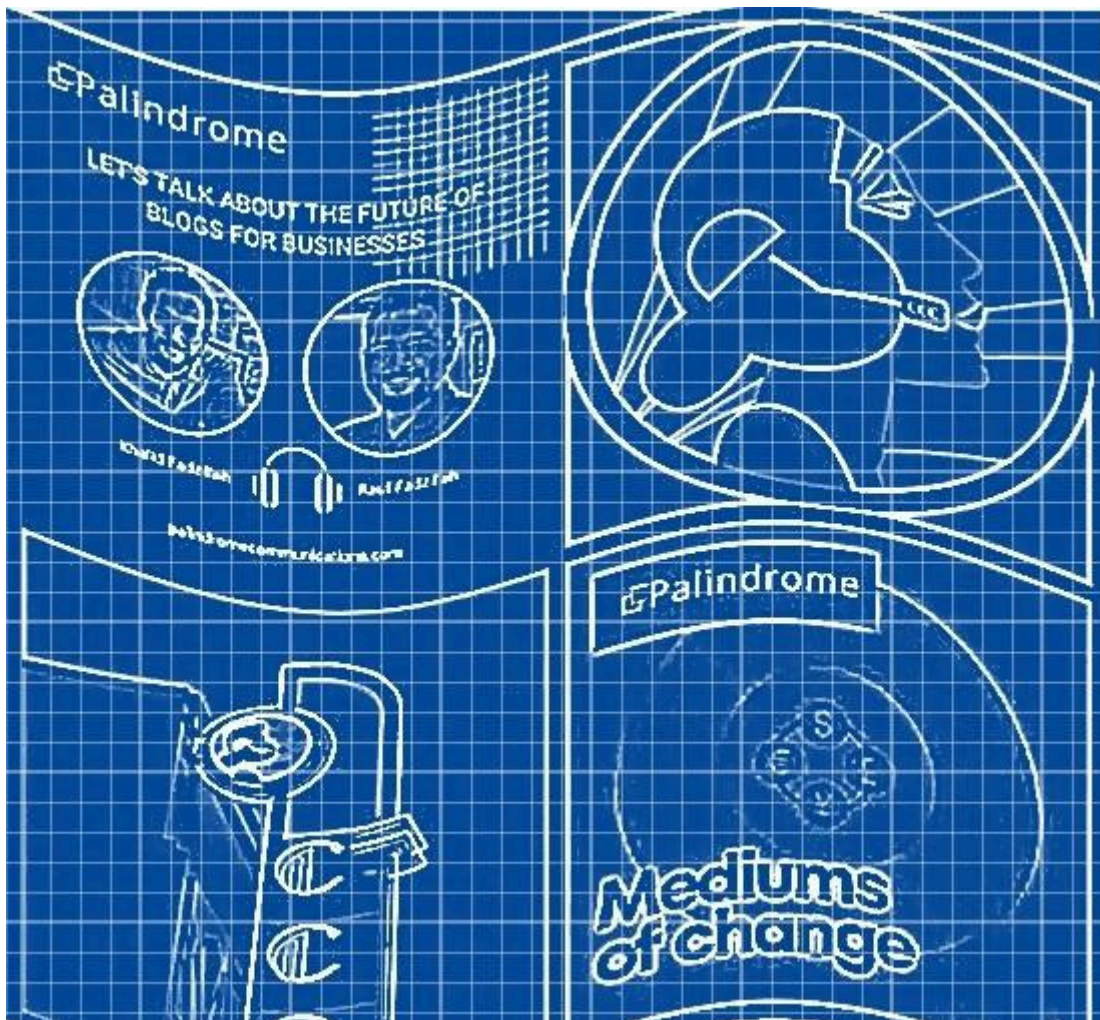
Through timely and valuable content, companies can position themselves as leaders in their respective industries. Content creation can be an arduous process. Palindrome provides writing services at your fingertips. A palindrome is a phrase, sequence, or word that reads the same forwards and backwards (example: nurses run or madam). It stands for balance, competence, symmetry and constructing something with skill. Our core team is made up of veteran content writers and copywriters.



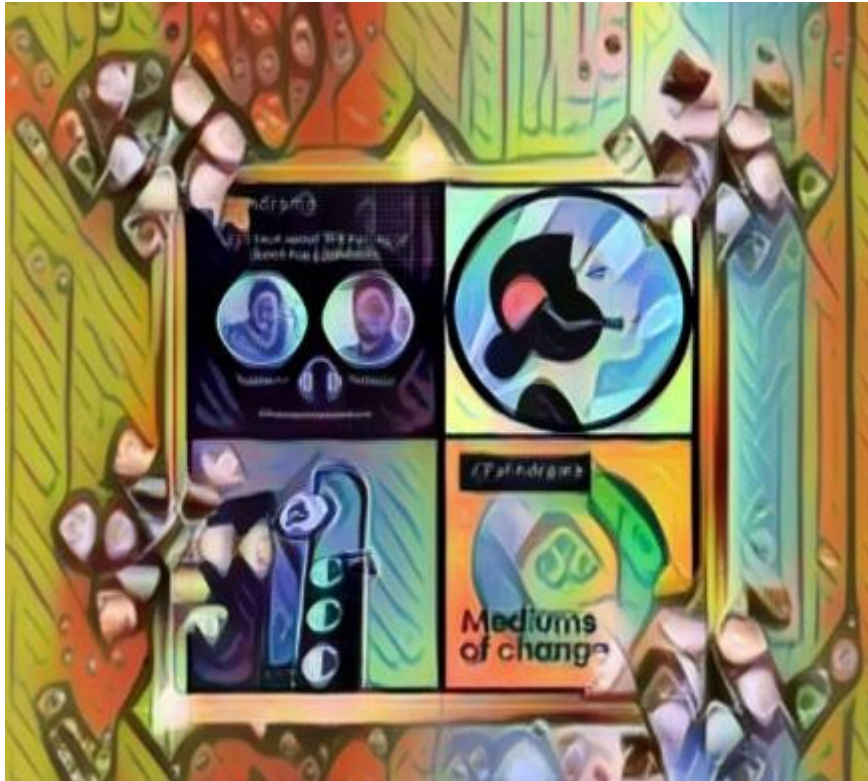
Khalid Fadzillah comes from a background in branding, content and copywriting and has done work for both small and large brands. He has been involved in the creation of content for businesses in a variety of industries including HR, property, healthcare, interior design, and more. As a speaker, he's also delivered findings from research conducted in the field. He is one of the co-founders of Palindrome, a writing service.



Rauf Fadzilla served as a digital content producer at New Straits Times, as a senior copywriter and strategist with digital marketing agencies and even mentored startups at AT&T's Malaysia Developers Day (MYDD). Rauf is one of the co-founders of Palindrome, a writing service. Looking for writers to produce content on a monthly basis? We have an entire dedicated team! We come up with content strategy, direction, content ideas, and produce your content inhouse with your business in mind. We've handled content for a variety of industries. Try our writing services today using our on-demand writing platform.



Lobbying internal and external stakeholders to bring about change in the overall narrative
We believe that narratives are dynamic and that for every overarching meta narrative out there, a counter narrative is waiting behind it. We use our expertise in communications, journalism, and research to identify key terms and topics that shape regional narratives in Southeast Asia.



How we work

Working to build change through Business Strategy and Tactical Communication

Business communication strategy

Building new viewpoints through strategic business thinking

Tactical communication



Developing tactical communication components and leveraging current issues
Palindrome reworked the narrative of Bursa Malaysia Academy's equities and derivatives e-courses to enhance flow and learner progression.



Reworked the narratives for papers from the social sciences faculty for journal submissions. Topics were on social issues such as abandoned children and human trafficking. Palindrome was involved in building a narrative for digital wallet app around empowering migrant workers with cross-border transfer of finances.



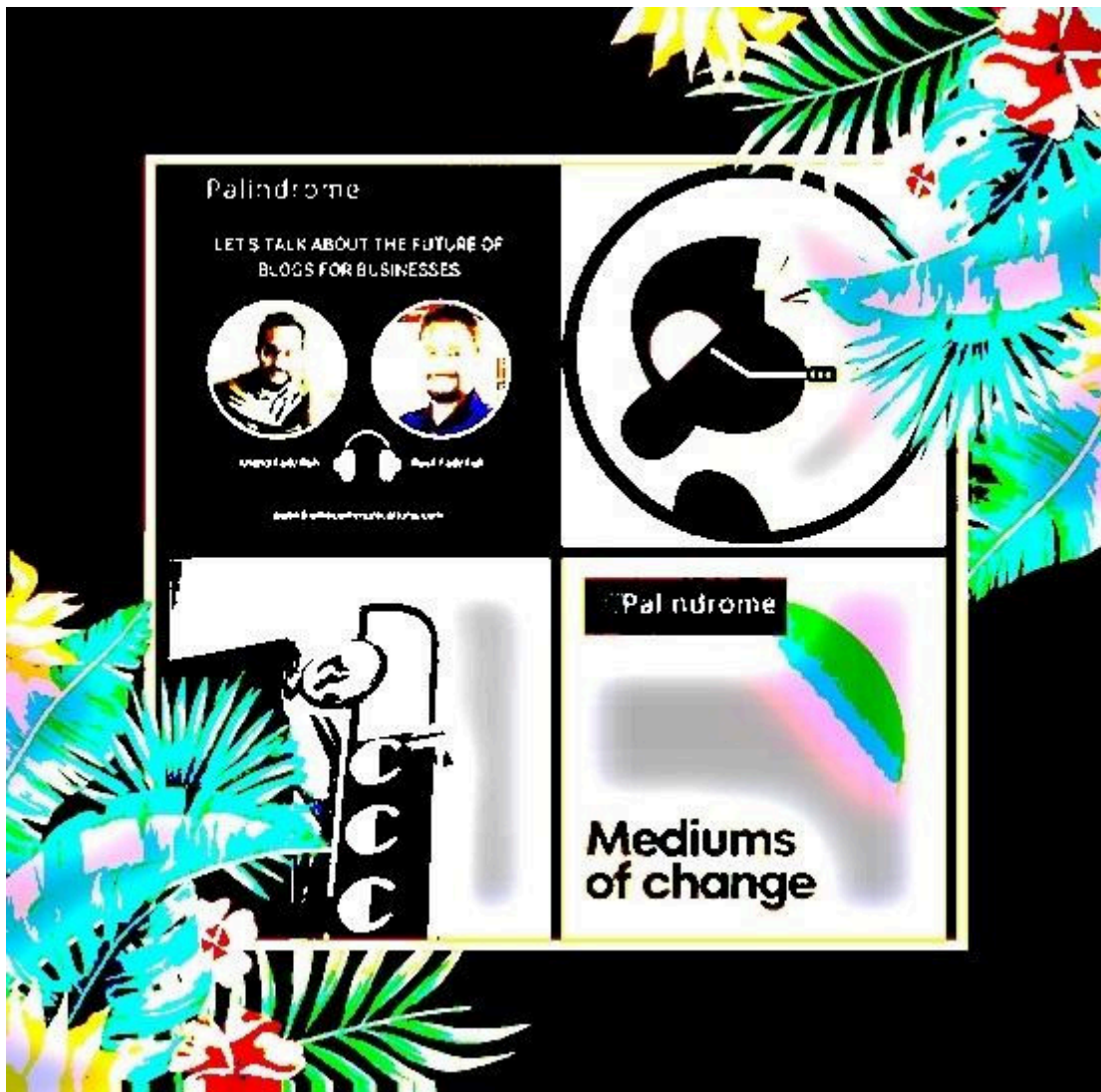
Discover The Power Of Words With The Semantic Sentiment Index (SSI)

Palindrome's SSI analyzes the sentiments behind key business terms, revealing their influence on narratives and market perceptions. Stay informed and strategically shape your communication with insights from our groundbreaking study.



Raising The Bar For Global Business Narratives

The Semantic Sentiment Index (SSI) is Palindrome's pioneering initiative to track and analyze the sentiments associated with specific words and how they impact business narratives. Conducted periodically, this study gauges industry sentiments and scores words based on their effectiveness and resonance within the business landscape.



The SSI provides valuable insights for companies looking to refine their narratives, offering a benchmark for the most impactful language to use in corporate communication. By staying attuned to global narrative trends, businesses can better connect with their audiences and drive meaningful engagement.

Writing Services With Relevant, Reliable Research

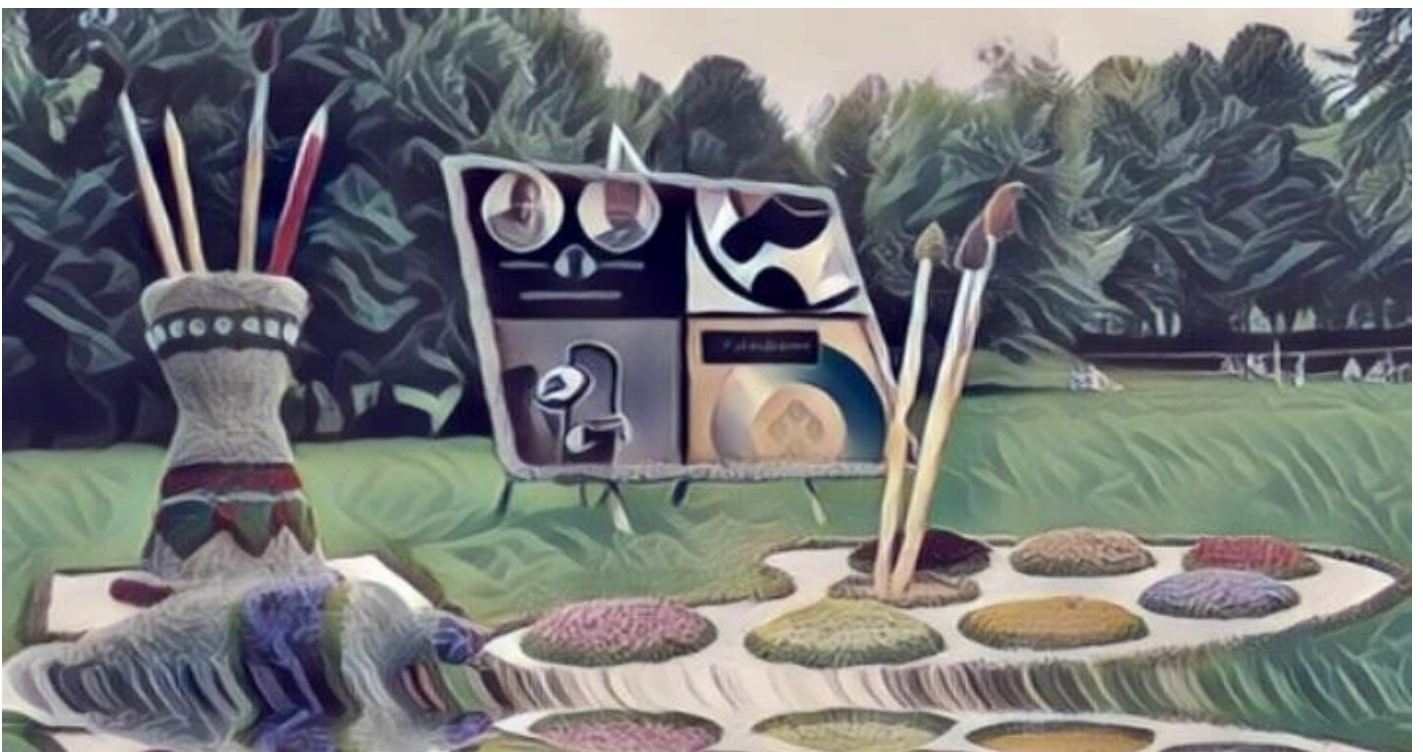


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We've handled content for a variety of industries. Try our writing services today using our on-demand writing platform.



Our Leadership Team (More Than 20 Years Of Combined Experience In Content)

Khalid Fadzillah

Khalid comes from a background in branding, content and copywriting and has done work for both small and large brands. He has been involved in the creation of content for businesses in a variety of industries including HR, property, healthcare, interior design, and more. As a speaker, he's also delivered findings from research conducted in the field. He is one of the co-founders of Palindrome, a writing service.



Rauf Fadzillah

I've served as a digital content producer at New Straits Times, as a senior copywriter and strategist with digital marketing agencies and even mentored startups at AT&T's Malaysia Developers Day (MYDD). Rauf is one of the co-founders of Palindrome, a writing service.

Technical Lead

Talhah Fadzillah

Talhah comes from a background in creative media, content, art direction, HR and events. He is one of the co-founders of Palindrome, a writing service.



1. Interpersonal Communication Conflict Management Strategy
2. Phonetic Micro Expression reading for mastering verbal tell signs.
3. The Famous Buffer-Boomerang Technique



Advanced telemarketing strategy, conflict management, interpersonal soft skills, customer

support, rhetoric, gamification, pinball machines, employee motivation and phonetic micro expression reading.

Richard's vision quest journey is filled with twists and turns. At 27 years old, he relocated to Costa Rica to train employees for one of the larger call centers in San Jose. With a mix of motivational public speaking style backed by tactful and appropriate rhetoric, Richard shared his knowledge and trained over 10 000 bilingual telemarketers over two decades.



Richard Blank has the largest collection of restored American Pinball machines and antique Rockola Jukeboxes in Central America making gamification a strong part of CCC culture. Richard Blank is the Chief Executive Officer for Costa Rica's Call Center since 2008.



Mr. Richard Blank holds a bachelors degree in Communication and Spanish from the University of Arizona and a certificate of language proficiency from the University of Sevilla, Spain.



A Keynote speaker for Philadelphia's Abington High School 68th National Honors Society induction ceremony. In addition, entered into the 2023 Hall of Fame for Business along side other famous alumni. Paying it forward to Abington Senior High School is very important to Mr. Blank. As such, he endows a scholarship each year for students that plan on majoring in a world language at the university level.



<https://costaricascallcenter.com/en/outbound-bpo-campaigns/>

Richard Blank



#TalkspanPodcast #RichardBlank #CostaRica #CallCenter #Outsourcing #Telemarketing
#BPO #Sales #Entrepreneur #B2B #Business #Podcast #Gamification #CEO
#learnpodcasting #podcastepisode #podcastguest #podcasting #podcastinterview
#podcastplaylist #podcasts #podcastskills #podcastshow

Talkspan Podcast, Richard Blank, Costa Rica's Call Center, Outsourcing, Telemarketing, BPO,
Nearshore, Sales, Entrepreneur, B2B, Business, Podcast, Gamification, Leadership, Marketing,
Radio, Guest, Money, education, trainer,

https://youtu.be/f_dmjjBj_Yo?si=153j8EWKCjC5v4HR