



Launching a Nearshore Fintech Support Hub

From Zero to Full Implementation in Under 2 Months



Mural is a fast-scaling global payments fintech specializing in transaction automation, expanding aggressively across the U.S.



Industry: Fintech & Transaction Automation



Need: Rapidly scale customer experience (CX) and payment operations to support U.S. market growth in real time.

Challenges

Mural needed to launch a compliant, real-time support hub on an aggressive timeline but had challenges:

- **Operational Void:** No legal entity, HR framework, or operations in Mexico, creating significant compliance and setup barriers.
- **Speed & Talent:** An urgent need to source and onboard specialized, bilingual fintech talent with no existing local recruitment channels.

Our Solution

We provided a streamlined, end-to-end managed workforce solution backed by:

- **Rapid, high-quality hiring** led by senior recruiters
- **AI-driven training** and knowledge systems for consistent, efficient learning.
- **Structured Academy/Nesting phase** to ensure smooth ramp-up and strong engagement.
- **Guided operational handoff** with clear step target plan to ensure client and employee satisfaction.

Results

AMALGA delivered a strategic, fully integrated nearshore team, achieving significant cost, speed, and quality benchmarks.



AMALGA strengthened Mural's end-to-end customer experience, enabled scalable and compliant operations, and created a seamless extension of its U.S. teams.

Testimonial

"Working with Amalga was straightforward and efficient. They helped us secure great customer support that fit our needs perfectly. The onboarding process was quick, we're very happy with the experience and would gladly recommend them to others."

— Will Murphy / Mural Growth Lead

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