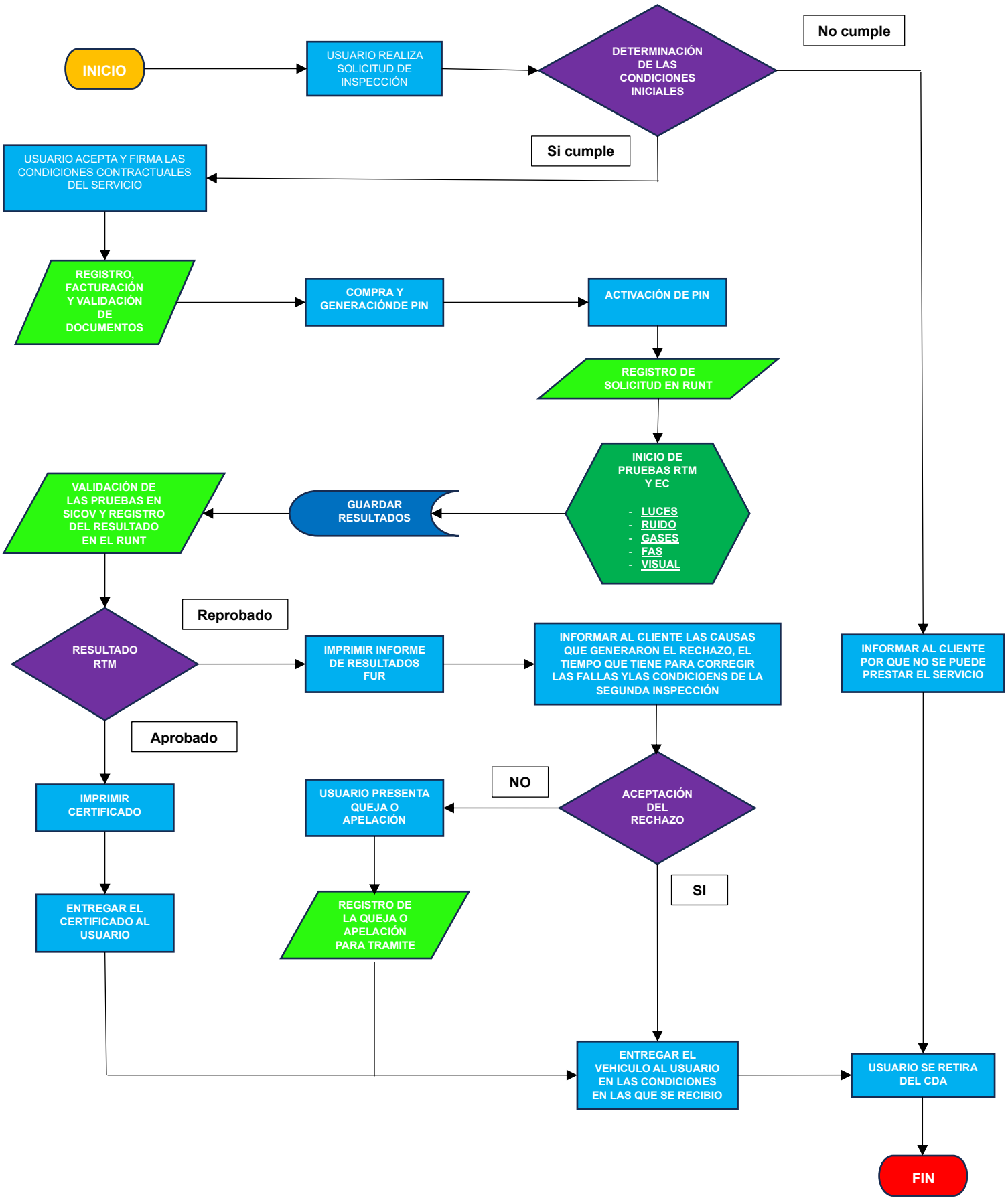PROCESO DE RECEPCIÓN Y ATENCIÓN AL CLIENTE