



JOINT VENTURE TO START BPO OPERATIONS UNDER **INDIA BPO PROMOTION SCHEME** OF SOFTWARE TECHNOLOGY PARKS OF INDIA



Ministry of Electronics & Information Technology
Government of India

Empowering the “CORE” of India by giving them Digital Wings

Objective and Mission

- Delivering Client Value by empowering Tier II Talent pool – “core of India”.
- Inclusive Growth – Ecosystem and Economy growth for Tier II locations
- Transforming India through  *Digital India*
Power To Empower **Skill India**

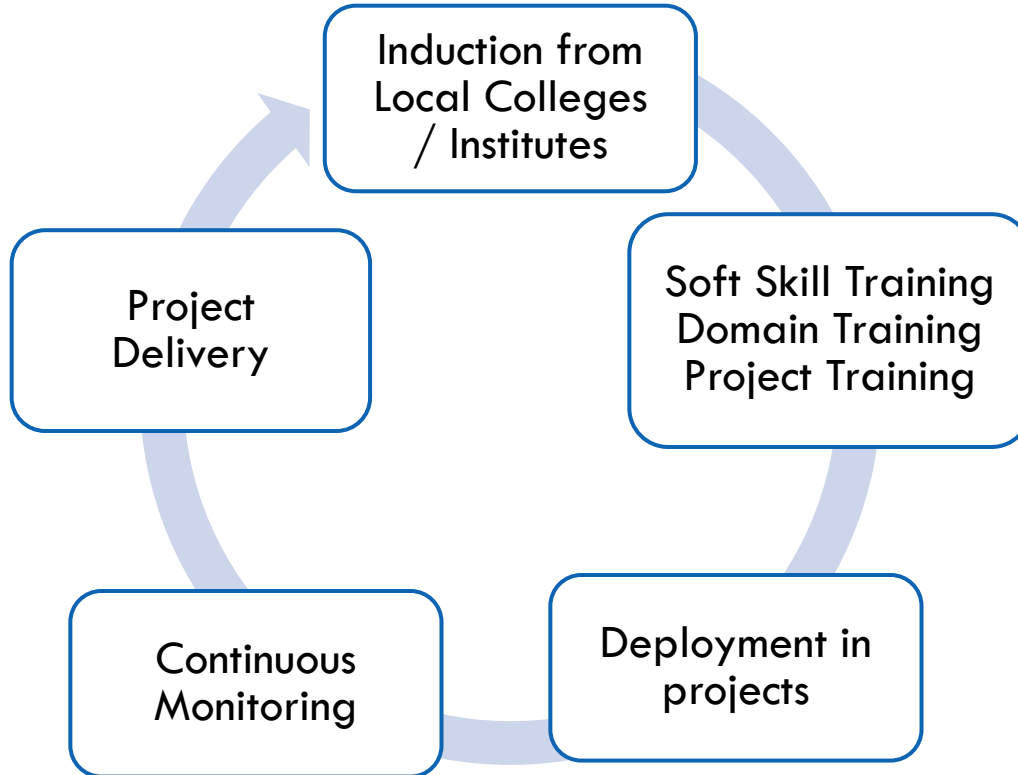
About us

- ❑ Coming together of like-minded management team for a social-cum-business cause.
- ❑ Management team consists of ex-IITians, ex-IIMs with over one and half decades of experience each, across MNC's. Running own startups from last 5 years.
- ❑ Delivery centers in Bangalore (IT development) & Noida (IT development / ITES). In advance stage of setting up new ITES/BPO centre in Bareilly, Uttar Pradesh
- ❑ Well trained pool of Voice Call Executives, Data Entry Executives, SW developers, lead engineers and project managers
- ❑ Internationally practiced quality control and quality assurance strategies.

Advantage – Bareilly, Uttar Pradesh

- Government Support – *Approved BPO setup under India BPO Promotion Scheme (IBPS), STPI* . Also Government of India and Government of UP are in advance level of decision making to setup Software Technology Park (STPI) in Bareilly, bringing right infra and support.
- Knowledge Pool Availability – Bareilly is known educational hub giving ready access to huge talent-pool of young and educated professionals raring to work (BTech's, MCA's, BCA's, BSc's, BA's, MSc's, MBA's, Para Medical's etc)
- Low Cost of Operations: Tier 2 city, Low cost for infrastructure, Low cost of living, Low employee-churn rate
- Strategically located at 4 hours by drive from NCR and Lucknow, capital of Uttar Pradesh, biggest state of India. Domestic airport in Bareilly under advance stages of development.
- Bareilly, heart of Hindi-land and traditionally a great trading hub and home to industries, is fully capable to serve hyper local needs of future (Digital Services, eCommerce, Tele Medicines, Health Services etc).

Operation Model – Tier 2 Operations



IT Development Capabilities

Business
Requirements
Consulting

Web
technologies

Front End
technologies

Cloud Products

Training and
Support

Drupal
Expertise

Agile Product
Releases

Your End-to-End trusted outsourcing partner

Back Office Operations

Back Office solutions

Accounting and
Invoice Processing

Knowledge Process
Outsourcing

Data Entry
Outsourcing

24x7 Call Centre
services

Legal Process
Outsourcing

Delivering Value through Excellence and Integrity

Why Us

- ❑ Proven track record of in-time quality deliveries
- ❑ Adapted to Agile Methodologies in development projects to meet customer's changing requirements
- ❑ Continuous Improvement practices deployed on long running projects
- ❑ Transparency and Fairness through internationally practiced processes, quality control and quality assurance
- ❑ Maintaining high CSAT (Customer's Satisfaction) of 94% & FCR(First Call Resolution) of 72% in past projects
- ❑ Go live within 30 Days from Project signoff

Infrastructure

- ❑ CISCO powered global delivery call center having 100% IP based network
- ❑ Flexible architecture allows to concurrently operate campaigns in Predictive, Automated or Manual Modes.
- ❑ Use of Cadence, Frequency and Voice Detection Algorithms for AMD & SIT Prediction techniques (Detection of Answering Machine , Fax Machine , Busy and Telco tones) enabling efficient outbound contact centre
- ❑ Supports Agent-Wise Call Recording, Three Party Call Conference, Barge and Hot Transfer “Real-time” statistics and Call Activity reports.
- ❑ Enhanced features facilitating sophisticated call processing features like Dial Next Number, 100% digital call recording, Park Call, Web Call Back, Call Transfer, Music or Message on hold etc.
- ❑ Powerful online reports for efficiency and transparency: Outbound/Inbound Agent Wise, Type of Acquisition, Missed Call, Inbound IVR Button wise etc.
- ❑ Database Integration and Open Database Connectivity to client CRM
- ❑ Adequate infrastructure of Servers and Backup processes enabling periodic assessment and backup of client critical processes

BPO Experiences

- 24x7 call centre services , Inbound & Outbound Call Services
- Customer care, technical support, sales promotion Services
- Data entry services to support international and domestic clients
- Back office Accounting and Invoice Processing for US clients
- Proven Agent training programs and workshops including well defined escalation procedures in ITES/BPO operations

Experience in Telecom Space

- Supported India's Telecom Major having PAN India presence, offering voice, data services, Broadband Wireless Access (BWA), Value-Added-Services (VAS) etc.
 - Focussing Approach at readiness towards Technology, Facility and Manpower led to a successful go live in 30-40 days from project signoff.
 - Sustained approach leading to successful ramp of 200+ FTEs in a time period of 180 days from signoff.
 - Have handled over 1 Million transactions per month.
 - Maintains service level > 92% month on month.
 - Attrition Trending at less than 6% Month on Month.
 - Maintains the Quality @ > 85%.
 - First time caller resolution > 80%.

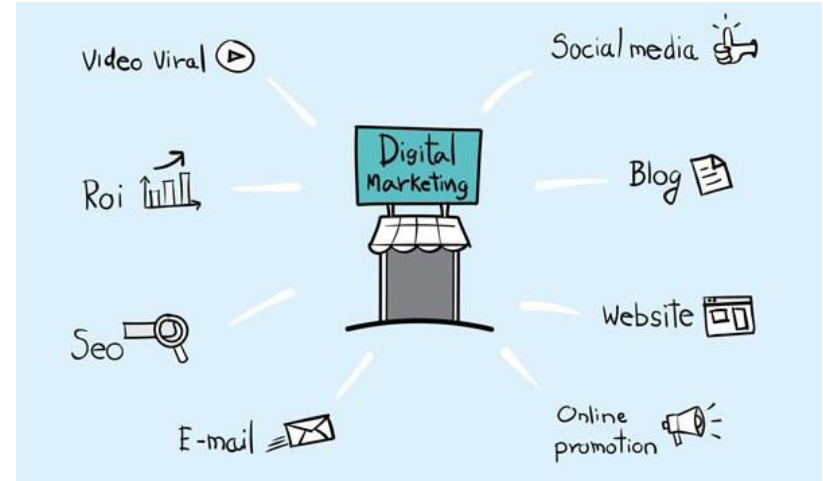
Experience as Tech Support Provider

- Have supported the leading provider of online technical support services with a customer base of 2.5 million customers' (consumers and small businesses) across 11 countries for a wide range of computing and communications devices and software such as
 - Desktops
 - Laptops
 - Peripherals
 - Handheld Devices.
- Support being provided for wide spectrum of devices make & models
- Leader in Remote Tech Support Providing end to end Customer Lifecycle Management.

Digital Marketing Channels we use

Help Prospective Students Find Your Website....

- ❑ Search Engine Optimization
- ❑ Paid Search Marketing (PPC)
- ❑ Social Media Marketing
- ❑ Blog & Content Marketing
- ❑ Mobile Marketing
- ❑ Email Marketing
- ❑ Video Marketing
- ❑ Online Reputation Management(ORM)



Why A Good Website Matters to Your Business ?

For most businesses, a website is one of the most important investments you can make. Entrepreneurs are either overspending or under spending on their websites, and many have no idea what they're doing or why. A good solid website really matters to your business. We provide you with the core components which your website needs to work well for you at an affordable cost.

- ❑ **Your web site reflects you as a business owner and professional**
- ❑ **Your web site can mean extra local business.**
- ❑ **Your web site can mean global business.**
- ❑ **Your website can generate media interest.**

Social Media Marketing

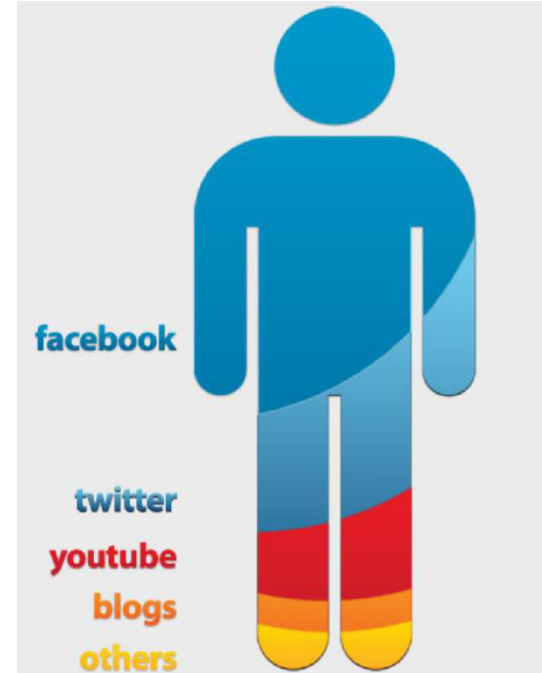
The explosion of social media means businesses of all sizes have an equal chance to compete for brand awareness. Marketing tools are developing so rapidly, it can be difficult to keep up with the latest trends. Let us help you to implement the most effective online awareness marketing strategy exclusively for your brand.

Social Media Audits to find out how your online presence ranks compared to others in the industry.

Social Media Planning to develop a strategy for effective social media outreach.

Social Media Campaign Management to outsource your Facebook, Twitter and other social media channels and free up your staff time for customers.

Consumer-Centric SEO Content Marketing to develop and strengthen every stage of your sales funnel and brand awareness.



Search Engine Optimization

Search Engine Optimization & Marketing, achieving top 10 rankings in major search engines like Google, Yahoo, Bing, MSN, AltaVista, Lycos etc.



Email Marketing Services

Bulk Email Marketing Software Solutions offers outstanding email campaign design flexibility and industry leading tracking and reporting services

- ❑ Create personalized HTML email marketing messages with our easy to use, MS-Word compatible editor or import your own HTML email messages.
- ❑ Use one of our 1,000+ (The biggest selection in our industry) professionally designed email templates or upload your own design with our easy to use editor.
- ❑ No HTML knowledge necessary! Track your messages, events and surveys with real-time results
- ❑ Manage all your email marketing campaign lists with our extensive list management features. Don't worry about removing bounced email addresses or those who ask to be removed - Bulk Email Marketing Software Solutions automates it all.
- ❑ Send a one-time blast or sign up for the monthly email marketing software services customized for your own needs.



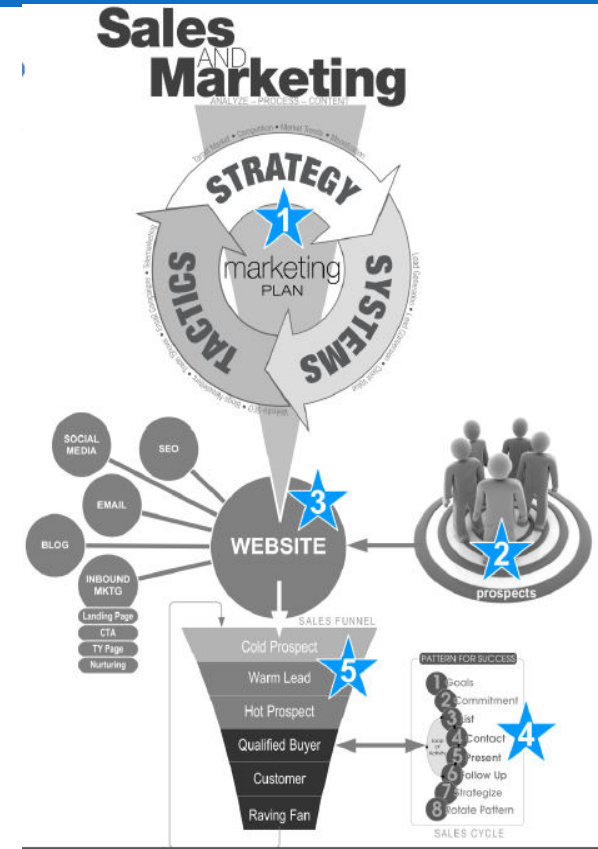
Customized Sales & Marketing Approach

We research, we analyze, we understand. We share our insight with clients - information that is relevant, practical, and most importantly actionable - to help them see possibilities, seize opportunities, and manage change to propel their business forward.



What we do for you

- Acquire, retain and increase the value of customer relationships
- Strengthen your brand preference
- Deliver targeted messages that engage the customer and drive action
- Optimize customer communications using multiple channels
- Convert prospects to buyers
- Reach audiences at the optimal time to produce sales
- Drive leads to your sales teams or retail locations
- Achieve unparalleled customer interaction management
- Increase utilization of lower cost payment options



Customer Experience Enhancement



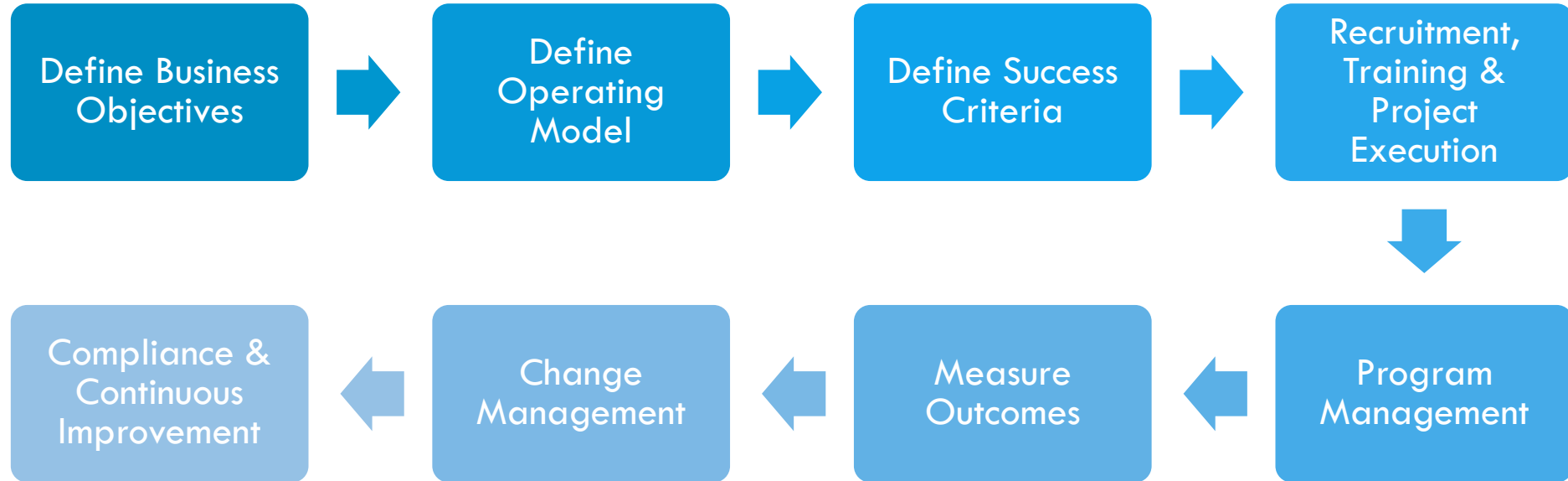
- 1 Customer Experience is the Key in Retention of End Users in any Business and we strive to Deliver exceptional CE through Continuous Improvement and flawless Execution
 - ◆ Providing **Extensive Support to Improve performance** on a targeted audience
 - ◆ Extensive V & A intervention to improve on **Communication Skills**
 - ◆ Introduce **behavior based coaching & feedback** within our existing support framework
 - ◆ Continue to **motivate consistent performers**
 - ◆ Increase **hype and awareness on the floor**. Drive performance through visibility
- 2 The Changed approach helped us in showing steady and consistent performance on CSAT.
- 3 The New Hire impact was nullified with this approach with an aggressive ramp that was delivered.

Effectiveness Improvement Process



- We follow a consistent model of Employee Engagement & Delivery model which involves the agent, Support team, HR and Management team in ensuring that ESAT is at an optimum level leading to CSAT
- The Model has yielded results and enabled us, as an organization, to give exceptional delivery on Key Metrics on a consistent basis
- We believe and follow a H2H model - Human to Human Motivational Model to ensure that we employ and retain Top Talents

How We Work



BPO Outsourcing for HeroFincorp

- Inbound Call Center
 - Customer Care - Overall customer voice support to resolve the complaints for service, delivery, exchange and other related queries (Customer Query Handling)
 - Real time customer support and call based ticket handling

- Back Office Operations Services - (BOOS) outsourcing services for end-to-end low cost shared services for transactional processes such as data entry, E-commerce catalogue processing, electronic direct marketing, image process services etc.

- Outbound Call Center for
 - Run campaigns for new customer engagement/ registration /verification & product listing etc.
 - Run Promotional program for customers
 - Providing the services of Ticket Creation, New Customer & Customer Registration/ Acquisition.
 - Run Sales & Telemarketing Campaigns for the clients, provides information about new offers and leading to customer acquisition
 - Up-sell/Cross-sell Campaigns

Other Activities for HeroFincorp

Outsource Your Client's Lead Generation and Fulfillment

- Inbound call-centre
 - Specific Enquiries Handling
 - Voice and Text Response
 - Administrative Support
 - Appointment Setting
 - Email/ Chat Support
 - Customers Database Management
 - Retention
- Outbound call centre support
 - Lead Generation for the Clients
 - Follow-Up Services
 - Registration and other Assistance
 - Event / Conference Registrations
- Back Office Outsourcing for end-to-end low cost shared services for transactional processes such as data entry, accounting, billing and other related services.

About Us – Joint Initiative



- Started in 2012
- Offices in Bangalore, Delhi and Pune
- Co-founding team comes from IIT & IIM, with significant industry experience across Global & Indian MNCs
- Cloud based technology solution provider for educational institutes, SME, legal firms etc.
- CoolGurukul, a leading mobile and web platform providing SchoolERP and SchoolConnect solution
- Creator & distributor of “StudyBuddy”, leading practice content for kids upto 12 years



- Started in 2012.
- Providing 24x7 call center services, back office solutions, knowledge process outsourcing services, IVR services and telecom billing solutions.
- Delivery centers in Noida & Gurgaon
- Proven track record to run call center for international as well as domestic clients
- Internationally practiced quality control and quality assurance strategies.



- Started operations in 2016
- Office in Noida
- Focus on Start-ups
- Strong consulting background with focus in IT/ITES Service sector
- Managing back office Accounting and Invoice Processing for US clients
- Well defined customer service engagement models with quality assurances

Our Clients



Contact Us

- Give us a call to explain you more about our services and to understand your requirements
- Ask for an Analytical Feedback
- Ask for a Proposal

Let's Talk

India Offices :

E-32, Sector 63
Noida UP – 201301

sales@mayurtechnosoft.com

dm@mayurtechnosoft.com

www.mayurtechnosoft.com

Tel : +91 120-6519222

Mobile : +91 9250105081

Development Centre:

C- 18, Sector 2,
NOIDA- U.P. (201301)

Registered Office :

C2/402, Uniworld City, Sector 30,
Gurgaon, Haryana- 122011



THANKS