
iNVATERRA-Profile

Call Centre

Table of Contents

Section I – iNVATERRA Call Centre	3
Section II – Call Centre Clients.....	14
Section III – Annexure	15

Section I – iNVATERRA Call Centre

iNVATERRA offers a comprehensive set of services and solutions for Call Centre Operations which includes both training and offering a host of inbound and outbound calls for US and UK campaigns with high quality considerations. We have extensive experience of executing tele-sales, tele-customer support, tele-marketing and offshore recovery services projects coupled with call centre trainings for various clients in public and private sector of US, UK and Pakistan.

Every day, our clients entrust their customers and business to our bilingual (English/Pakistan) employees, who engage in telephone and call center operations, telecommunications, sales, customer service and marketing efforts to help.

Our services:

- In-depth, 24/7/365 customer service support
- Dispatch of service, emergency, or technical support personnel
- After hours, weekend, holiday, overflow coverage
- Dedicated receptionist during normal business hours
- Live operator answering service
- Medical service bureau
- Message delivery answering service
- Toll-free telephone answering service

What we offer:

We offer our clients with courteous, professional, knowledgeable agents with crystal clear voice quality, customized answering with your personalized greeting and 24/7 nationwide telephone answering service

Multilingual services Message center with 24/7, Toll Free access

We enable our clients to meet their sales objectives by offering them quality services .Our program offerings include the following:

- Acquisition and Sales Program
- Back Office Processing

Acquisition and Sales Program

- Inbound Services and Sales
- Outbound Sales
- Order Taking and Fulfillment
- Lead Generation
- Product Information Requests
- Subscription Renewals

Back Office Processing- Our proven back office solutions include:

- Data Entry
- Transcription
- Research
- Analysis

Why iNVATERRA Call Centre?

- High quality telephone and web-based customer service and sales operations
 - Run time Quality Control
 - Run time Feedback
 - Run time check & balance
 - Invest more time towards Quality tasks
 - Transaction Monitoring
- Reduction of Operational Costs
 - Decrease answering and talk time = reduce communication cost
 - Decrease integration of back-end systems.
 - Improve processes and save money.
 - Free your resources and focus on your strategy.
 - Increase your capabilities
- Increase Revenue
 - Automated IVR and Call Management
 - Rapid and Rationale Response
 - Intelligent Call Routing
 - Quality Check Module
- Time is Money
 - Swift and Efficient Start Up,
 - Readily Available Resources.
 - Quicker Turn Around Time
 - Constant Coordination and Correspondence with immediate response time
- Improve Service - 24x7
 - Interaction History is Automatically Recorded and available for reference.
 - Quality Check appliance on every call
 - Coaching by Mentors.
 - Leverage Customer/Caller Profile
 - IT Support available

Inbound Customer Support

Inbound telemarketing outsourcing is different than Customer service outsourcing. It is all call centers, but they are as very different in culture and management Inbound telemarketing requires a call center with a sales culture. Customer Service call centers answer questions and have an infrastructure based on calls answered and resolved. Knowing that and finding the right fit is important

Inbound Call Center Services we offer includes:

- Appointment Setting
- Order Taking
- Catalog Sales
- Customer Service
- Answering Service
- Database Management
- Dealer Locator Service
- General Information
- Literature Fulfillment
- Market Research Surveys
- Membership Applications

Inbound Tele services

INVATERRA offers award Inbound Tele-services for all our client's call center needs. Whether you send us overflow or completely outsource your call center to us, our web enabled team members are here 24/7 to take your calls, in English. Successfully determining and meeting the needs of our clients is what we do best. We're not a cookie-cutter call center.

Inbound Tele-services include:

- Order taking Sales
- E-commerce support
- Lead Generation
- Customer Satisfaction Programs
- Hotlines - Including toll-free product order lines and emergency response lines
- Open enrollment campaigns
- Requests for further information
- Help Desk

Collection Service

Insurance, Banking, Financial Services and Mortgage industries process large amount of transaction data on daily basis. Our collection and mortgage processing services provide transaction processing to diverse industries.

What we offer:

We offer comprehensive solutions to the insurance, banking, financial services, and mortgage sector covering the entire industry business processes ranging from business acquisition services to collection outsourcing. We offer different plans depending on variables such as type and amount of debt, original level of credit worthiness, number of debtors, age of account and quality of debtor information. Contact us to arrange a confidential. We recover everything from hundreds to six figure balances and we do it in a confidential and professional manner. We focus on producing results amicably to collect your money. So take the worry out of your collection issues and allow us to do what we do best, that is, Collect Money that is rightfully owed to you. Please call us now and your cash flow will improve immediately.

Human Resource Management

At iNVATERRA we strive to provide the best incumbent for a successful deployment, increase customer satisfaction and reduce attrition.

HR hiring process is briefly outlined as follows:

- Understanding the nature of the project i.e. inbound, outbound or data entry—initial meeting with Project Director are scheduled to gain insight
 - Hours of Operations
 - Number of Agents Required
 - Go live and/or drop date
- Skill Requirements:
 - Accent Requirements
 - Computer literate
 - Education Level
 - Background Check
 - Knowledge, and or other characteristics

Businesses intent on growth simply cannot cost effectively develop the same in-house level of sophistication in technology and human resources. By outsourcing customer service and sales to iNVATERRA, businesses preserve capital resources, reduce cycle time and improve corporate performance.

Call Centre Training

iNVATERRA imparts world class training ranging from basic to advanced IT trainings, technical trainings (Linux, Java, Networks and Systems training) and call centre trainings (telesales and customer services) to clients in public and private sector in different areas of the world, from its Global Office in Karachi.

Our training programs are known for their high energy, intense practice and focus on participant success. Participants state that our training program is most effective, providing a motivating and practical training experience for Call Centre training ranging from Customer Service Training, Telesales Training, US and British Accent Training. We are also partners with renowned international Training Academies, like Empowered Training Centre, a world leader in the International Market, to work together to deliver world class training to our clients

We believe in providing quality Training, to each individual. We understand the learning curve associated with each Agent, hence we go the extra mile in completing initial training in a professional/satisfactory manner from an internal and client standpoint.

- Experienced and Qualified Trainers
- US based customer service training/ Appliance in Domestic Market
- Quality and Knowledge driven
- Comprehension of learning
- Focus on Customer Retention

Our basic training model is as follows:



Trainings Offered

Different types of Trainings offered are:

1) Customer Service Training

- Basic Level
- Advanced Level

2) Telesales Training

- Inbound Calls
- Outbound Calls

3) English Accent Training

- US Accent Training
- UK Accent Training

Call Centre Campaigns

iNVATERRA has the experience of executing tele-sales, tele-customer support and tele-marketing projects for different international clients.

iNVATERRA follows the Hybrid model through which we will qualify opportunities, close deals that can be done over the phone, and then pass larger relationship based sales opportunities out to the field sales force of the client.

We aim to bring together three important aspects to managing the telesales needs:

- Competitive Telesales Resources (TSR),
- Effective Results
- UK and US Cultural Awareness

How We Do It?

The outbound tele-sales process is initiated with a briefing on the nature of the tele-sales campaign, aims and objectives and success factors. Once this is clear iNVATERRA and client collaborate to develop and appropriate target list or the client supplies the target list. Based on the type for example B2B and/or B2C of the prospect and the objectives of the sales campaign world-class tele-sales pitch or script is developed in collaboration with the client keeping in mind the regulations. A team of tele-sales professionals and quality assurance people is brought together are completely trained for the campaign. Once the above pre-requisites are in place the campaign is launched.

Why We Are Different

We use unique set of activates to close the deals which include the following:

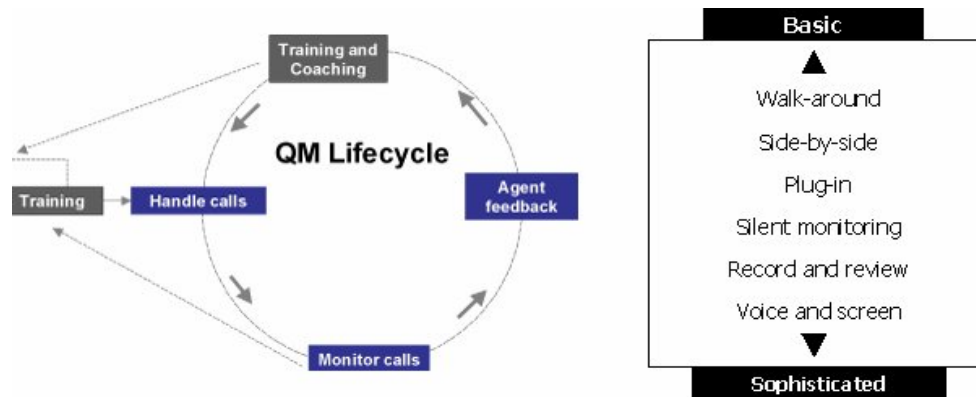
- A trained TSR & CSR who has the exposure of working in US/UK/Pakistan or on a campaign for a UK/US/Pakistan client initiates the call on the number prompted by the system
- The TSR & CSR qualify the prospect through some validation information if the lead is qualified then moves on with the product/service offer else move to the next number from the system
- The TSR & CSR establish a rapport with the prospect and explain the product/service
- The TSR & CSR manages the objections (if any) through pre-defined strategies or based on similar experience
- TSR & CSR input the data in the system and update the records

TSR close the deal and forward the call to the verification officer or business development manager for the verifications. The calls are recorded for quality purpose and as evidence of the sale contract.

Quality Control

Quality is the back bone of a call center in providing World class customer service. Quality is defined per business needs of our clients and our ability to understand and deliver upon agreed standards. Client will receive the following tools from a quality standpoint; the goal is to continuously improve our call quality:

- Measurement/quality goal
- Agent monitoring
- How to provide feedback/coach Agents effectively
- Tailored monitoring form
 - Remote monitoring
 - Live monitoring
 - Side-by-side monitoring



Web based application to enter Agent monitoring

Calibration session with Quality and Operations to identify gaps etc

The mentioned is a basic quality monitoring model recommended for call center. This model provides a quality lifecycle on an ongoing basis, where training / coaching, feedback and call monitoring are an integral part in enhancing customer service skills.

Implementing the Quality Control Program

The following is required for implementing the “CUSTOMER SERVICE” AND “QUALITY CONTROL” PROGRAM:

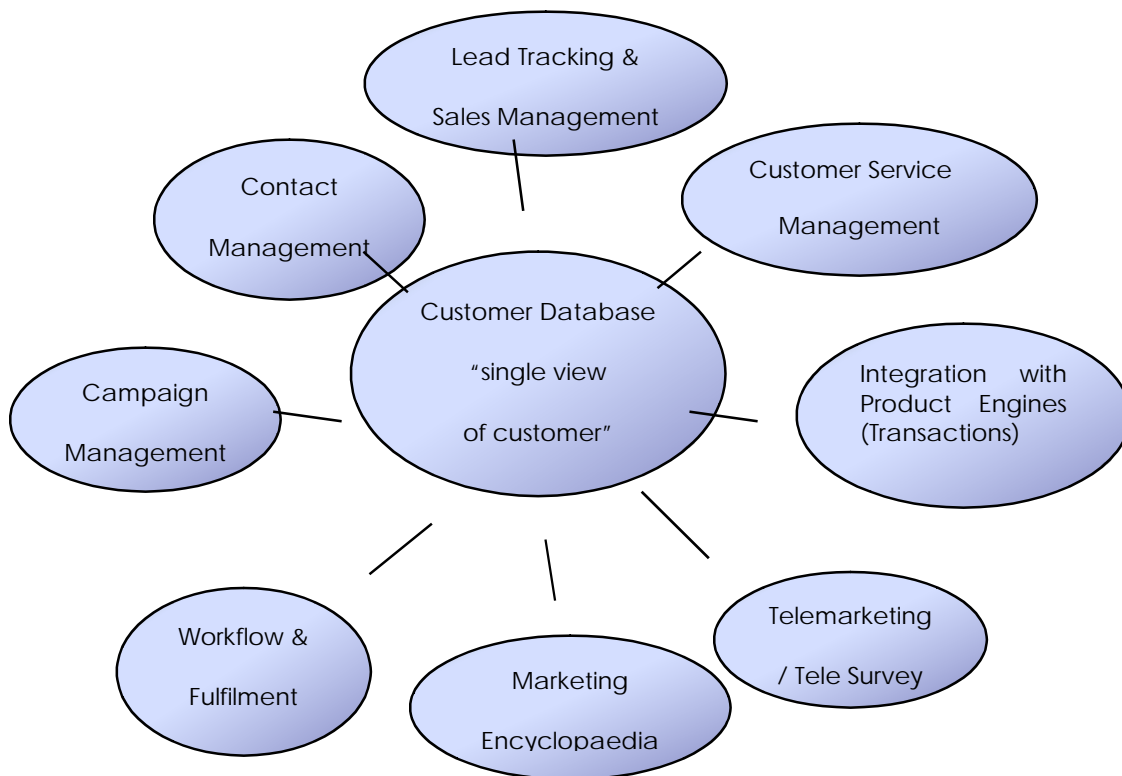
- Run time QC
- Run time Feedback
- Run time check & balance
- Invest more time towards Quality tasks
- Transaction Monitoring

“CUSTOMER SERVICE” AND “QUALITY CONTROL” PROGRAM helps maintain higher customer satisfaction because it provides an educated responsive support staff that is closer to the customer

We follow certain quality management principle to deliver quality services .Those principles areas follows:

- Customer focus
- Leadership
- Involvement of people
- Process approach / Call Ethic
- System approach to management / Reports
- Continual improvement / Follow up
- Accurate approach to decision making / Coordination
- Higher customer service and quality control

CRM (Customer Relationship Management) for Call Centre



The key features our CRM offer is:

- Secured Portal
- Role Based Delivery
- Browser based Application
- Customer Profiling
- Content Management
- “Single Enterprise View” of the Customer
- Data Mining - Warehousing
- Centralize Database for Market Research
- Customized Reports

Infrastructure of Call Centre

When creating the facilities at INVATERRA we spared no effort in building the most advanced call center possible. Taking into account the unique challenges faced by a call center in Pakistan, we planned for every eventuality and provided the means necessary to handle them efficiently. With the latest high-end servers, cutting-edge customer management systems, advanced power management technology, redundant data storage and fully networked and internet ready Workstations; INVATERRA's built on a solid foundation.

MAN POWER for Call Centre

- Over 100+ Work Stations at present with a capacity to increase up to 150.
- Highly skilled & experienced personnel, well conversant with English language
- Round the clock work in 3 shifts on 24/7 basis
- In-house technical support

SYSTEMS AND SERVERS for Call Centre

- More than 100 computers with high speed Dual Core processors, 1GB of DDR each and 17”
- Philips color monitors and 15” TFTs.
- Four Asterisks based server make of IBM.
- Two Database servers make of IBM.
- One CRM based server make of IBM.
- One FTP server (Internal as well external) make of IBM.
- SRW-224G4 (REAL SWITCH) with 24 ports make of CISCO
- CISCO Router 3800 series as external Gateway with Load Balancing Feature
- CISCO catalyst switch 4500 series equipped
- Audio codes product including VOIP Analogue and Digital Gateways.
- Direct international lines VOIPs.

POWER SUPPLY

24 hours backup power supply with online UPS backup power system, minimum power backup up to 10 KVA.

Recruitment and Selection

iNVATERRA is selected after rigorous rounds of written tests, group discussion, mock calls and personal interviews. The qualities prevalent in each iNVATERRA are:

- Conversational ability and English grammar
- Accent, Pronunciation, and Voice modulation
- Time Management
- Pro-activeness and Self-confidence
- Responsible and Responsive
- Alertness, Learning capability and Persistence
- Tele-etiquettes
- Dedicated and Hard worker
- Sensitization to Western culture

The senior management at iNVATERRA are from world-renowned business schools and Companies in the CRM Industry.

Section II – Call Centre Clients



**Benazir Bhutto Shaheed
Youth Development Program**
Planning & Development Department
Government Of Sindh



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Section III – Annexure

Annex A – Representative Resumes

Annex A – Representative Resumes

Aon Ashraf Rana, Vice president – Sales and Marketing

Mr. Aon Rana has vast experience in Sales and Marketing , having successfully designed and implemented numerous training and development programs for Vodafone, O2, Npower, British Gas, Caudwell, Wall Street journal, Scottish power and many more. In addition to that he is also an Alumni of University of Nottingham, Leeds Business School and National University of Singapore.

He has extensive experience in designing and delivering business plans, unique marketing and planning strategies for blue chips. Represented Pakistan at various conferences, tradeshows and seminars held in USA, UK, Australia, New Zealand, Middle-East, Turkey, Japan, Singapore, Thailand, Malaysia, Mauritius, Ireland and China.

Projects Undertaken

VODAFONE

Sr. Sales Manager

- Prepare, Implement, and Monitor comprehensive Training plan for Vodafone Tele-Sales and Tele-Marketing Campaign
- Provide training and assess the level of understanding of the agents and leads
- Analyze and evaluate the training programs.



CAUDWELL COMMUNICATIONS TION

Sales Campaign

- Design and deliver comprehensive training over sales tactics, accent, tools and Stress control and client handling



BRITISH GAS

Sales Specialist

- Provide training on how to create interest among blue- chip brands across the UK for outsource business solutions. It was developed through initial contact, market research, advertising and presentations to prospective clients and was also responsible for contract closures.
- Trained on how to maintain healthy relationship with existing clients, design and plan research projects and media correspondences. lead several teams of business development executives who were responsible for creating client interest and market research.



O2 – THE UK'S LEADING PROVIDER OF MOBILE PHONES & BROADBAND

International Trainer

Designed comprehensive training plan to handle customers of different nature. This training was designed to provide in-depth understanding of customer service and customer relationship management.



Accomplishments

- Successfully provided training to the Agents, Leads and project manager of the following
 - Accident Claims Group- operating on no win no fee bases, targeting consumers.
 - Scottish Power- Gas suppliers throughout UK
 - 4 U Business- Mobile phone solutions
 - One Tel- Leading fixed line communications
 - Caudwell Communications- Fixed line communications for small and medium enterprises
 - O2- Mobile phone service provider to consumers and businesses
 - Vodafone- Mobile phone service provider for corporations and plc
 - Wall Street Journal- Europe's leading financial newspaper
- Run Campaigns for (Voice) clients based in USA, UK, Australia, New Zealand, Middle-East, Turkey, Japan, Singapore, Thailand, Malaysia, Mauritius, Ireland and China.
- Scrutinize agent call & rectifying their gape.
- Created interest among blue- chip brands across the UK for outsource business solutions.
- Maintained healthy relationship clients, design and plan research projects and media correspondences.
- Lead several teams of business development executives who were responsible for creating client interest and market research.
- Provide freelance consultancy to different local and international clients.
- Evaluated performance of the agents on daily, Weekly and monthly basis.
- Maintaining quality control of the Sales according to the Quality parameters
- Manage all the local and international inbound & outbound projects along with the Operations of sales & marketing.
- Creation of consumer database, integrated with complaint card mechanism.
- Member of HR hiring and procurement committee
- Work closely with Secretary IT and Minister IT, Government of Pakistan.
- Identify and ensure the development of appropriate marketing collateral, such as brochures, both electronic and paper based, advertisements, both on the web and in other channels, and other similar material.

Academic Qualifications

- **BSc (Economics)- University of Nottingham. UK**

Ravi Verma Govind, Senior Manager

Mr. Ravi is the most dynamic Operational Manager with more than 5 years working experience. He has strong communication and managerial skills with sound experience as a Quality Assurance Head at Call centres. He has run successful campaigns for UK, US, Canada and Pakistan.

Projects Undertaken

McDONALD'S

Manager Operations — Call Centre

- Successfully deployed McDonald's Customer Service Project with 45 seats / 17 Outlets all over Pakistan.
- Project produced successful results
- Maintained a positive attitude that promoted team work within the cooperative and favorable supervision .i.e. which involves establishing and communicating department goals and results to employee, staffing the department and delegating the workload, upholding cooperative policies and daily analysis on operation reports.



MARIE STOPES SOCIETY 'S

Customer Services-Operations Head

- Successfully handled Marie Stopes Society's Project and monitored and trained customer service representative for family planning and reproductive health Nation wide
- Ensured all Quality Assurance requirements were met.



ABBORT NUTRITION PVT. LTD

Project Manager

- Successfully deployed Abbott Nutrition Pvt. Ltd an Outbound Market awareness program on Child Nutrition Food.



GREEN STAR



Floor manager - Customer Services (inbound)

- Successfully executed the campaign for Nation Wide awareness program on family planning.
-

AMAZING HERBS

Floor Manager

- Amazing herbs is basically is a inbound US project / Order booking



ALT SOURCE COMMUNICATIONS (PVT) LTD

Project Manager

- In-house trainer for inbound & outbound calls
- Conducted Trainings for Sales Campaigns Representative of Customer Services programs



MEDICAL TRANSCRIPTION

Floor Manager

- Successfully Manage Medical Transcription voice data entry based in US

Accomplishments

- Successful completion of Project for Green Star Inbound (Customer Service) Nation Wide on family Planning.
- Run Campaigns for (Voice) Medical Transcription data entry based in US.
- Run telemarketing campaign for Amazing Herbs customer service based in US.
- Monitoring agent call & rectifying they gape.
- Evaluating the agents with monthly performance.
- Maintaining daily Sales and Sales Returns Data & Generate the reports accordingly.
- Maintaining quality control of the Sales according to the Quality parameters which can be sent across.
- Client Coordination on daily basis and contribute few analysis in pre-shift & post-shift meeting with the production team.
- Manage all the local and international inbound & outbound Projects along with the Operation sales & marketing.

- Performance analysis on daily basis of the CSR, Team Leads, Supervisor and Project Manager.
- Collection, input and working of data to create appropriate report.
- Recommendations furthermore suggestions lacking in originality of this analysis.
- Creation of consumer database, integrated with complaint card mechanism.

Academic Qualifications

- **B.com** - *St Patrick College, Karachi, Pakistan*

Nasir Hassan Khan, Training Manager

Mr. Nasir is one of our dynamic call centre resources. He is an expert outbound and inbound call center manager with experience in Call Centre Consultancy. Mr. Nasir Possesses more than 3 years of working experience in different banks, local and international Call centers with different technology solutions.

Projects Undertaken

OUT SOURCE R US (PVT) LTD

Advisory Consultant

- In-house trainer for Financial Officers
- Business Communication with Foreign (US) Customers on Phone
- Recovery of Medical & Credit Card Bills



SOVEREIGN SOCIETY

In-house Trainer

- Out bound call center trainer for Sales Campaigns
- Managed all aspects of client campaigns including target selection, response tracking, and ROI reporting
- Monitored Agent KPI's closely and held coaching sessions for various campaigns



VODA PHONE

Outsourced Trainer

- Requirement gathering and analysis of client scenario
- Provide training to employees to get them acquainted with the current techniques
- Development of a marketing information system to support marketing efforts of the client



Accomplishments

- Executed campaigns for (Voice) financial recovery for clients based in US, UK and Canada.
- Monitor agent call & rectifying their gape.
- Provide tanning to Recover Officers.
- Provide training to inbound and outbound call center agents
- Provide freelance consultancy to different local and international clients.
- Evaluating the agents with monthly performance.
- Maintaining quality control of the Sales according to the Quality parameters
- Manage all the local and international inbound & outbound Projects along with the Operation sales & marketing.
- Collection, input and working of data to create appropriate report.
- Creation of consumer database, integrated with complaint card mechanism.

Academic Qualifications

- **BS (Computer Engineering)**- Sir Syed University Of Eng & Technology, Karachi, Pakistan
- **MS (Computer Science)** - PAF-Karachi Inst of Econ & Technology, Karachi, Pakistan