



BUSINESS PROCESS OUTSOURCING (BPO) / IT ENABLED SERVICES (ITES)

Business Process Outsourcing (BPO) is the delegation of one or more IT-intensive business processes to an external provider that in turn owns, administers and manages the selected process based on defined and measurable performance criteria. Business Process Outsourcing (BPO) is one of the fastest growing segments of the Information Technology Enabled Services (ITES) industry.

Few of the motivation factors as to why BPO is gaining ground are:

- Factor Cost Advantage
- Economy of Scale
- Business Risk Mitigation
- Superior Competency
- Utilization Improvement

Availability of highly qualified skill pool and faster adoption of very well-defined business processes leads to higher productivity gains without compromising on quality.

Customers across verticals like Insurance, Banking or Financial institutions, Telecom, Automotive, Pharmaceuticals and Airlines etc. seem to be the early adopters of Business Process Outsourcing. Of the vertical listed above insurance and banking are able to generate bulk of the savings mainly because of the high proportion of processes they can outsource like claims processing, loans processing and client servicing etc. through call centers.

Improvement in cost, quality and productivity, turnaround time etc. has encouraged customers to rapidly scale up their offshore operations. It is no longer seen as a one-time cost reduction or process improvement but customers are demanding year to year improvements in process metrics.

We offer customized business data processing services that match international standards in terms of precision and timely execution. The organization has experience in processing large volumes of data required by major corporate and government organizations. Our various BPO / IT enabled services include the following:

BPO Services
IT Enabled Services
Transcription Services
Content Development
Data Conversion
Data Entry
Data Processing
Knowledge Management Services
Inventory and logistics information Services
Accounting and Reconciliation Services
Electronic Publishing

Services Offering

Customer Support Services

Our customer service offerings create a virtual customer service center to manage customer concerns and queries through multiple channels including voice, e-mail and chat on a 24/7 and 365 days basis.

Service Example: Customers calling to check on their order status, customers calling to check for information on products and services, customers calling to verify their account status, customers calling to check their reservation status etc.

Technical Support Services

Our technical support offerings include round-the-clock technical support and problem resolution for OEM customers and computer hardware, software, peripherals and Internet infrastructure manufacturing companies. These include installation and product support, up & running support, troubleshooting and Usage support.

Service Example: Customers calling to resolve a problem with their home PC, customers calling to understand how to dial up to their ISP, customers calling with a problem with their software or hardware.

Telemarketing Services

Our telesales and telemarketing outsourcing services target interaction with potential customers for 'prospecting' like either for generating interest in products and services, or to up-sell / promote and cross sell to an existing customer base or to complete the sales process online.

Service Example: Outbound calling to sell wireless services for a telecom provider, outbound calling to retail households to sell leisure holidays, outbound calling to existing customers to sell a new rate card for a mobile service provider or outbound calling to sell credit or debit cards etc.

Employee IT Help-desk Services

Our employee IT help-desk services provide technical problem resolution and support for corporate employees.

Service Example: of this service include level 1 and 2 multi-channel support across a wide range of shrink wrapped and LOB applications, system problem resolutions related to desktop, notebooks, OS, connectivity etc., office productivity tools support including browsers and mail, new service requests, IT operational issues, product usage queries, routing specific requests to designated contacts and remote diagnostics etc.

Insurance Processing

Our insurance processing services provide specialized solutions to the insurance sector and support critical business processes applicable to the industry right from new business acquisition to policy maintenance to claims processing.

Service Example:

New Business / Promotion:

Inbound/outbound sales, Initial Setup, Case Management, Underwriting, Risk assessment, Policy issuance etc.

Policy Maintenance / Management:

Record Changes like Name, Beneficiary, Nominee, Address; Collateral verification, Surrender Audits Accounts Receivable, Accounting, Claim Overpayment, Customer care service via voice/email etc.

Data Entry Services / Data Processing Services

- Service Example:
 - Data entry from Paper/Books with highest accuracy and fast turn around time (TAT)
 - Data entry from Image file in any format
 - Business Transaction Data entry like sales / purchase / payroll.
 - Data entry of E-Books / Electronic Books
 - Data Entry : Yellow Pages / White Pages Keying
 - Data Entry and compilation from Web site
 - Data Capture / Collection
 - Business Card Data Entry into any Format
 - Data Entry from hardcopy/Printed Material into text or required format
 - Data Entry into Software Program and application
 - Receipt and Bill Data Entry
 - Catalog Data Entry.
 - Data Entry for Mailing List/Mailing Label.
 - Manuscripting typing in to word
 - Taped Transcription in to word.
 - Copy, Paste, Editing, Sorting, Indexing Data into required format etc.

Data Conversion Services

- Service Example:
Conversion of data across various databases on different platforms
Data Conversion via Input / Output for various media.
Data Conversion for databases, word processors, spreadsheets, and many other standard and custom-made software packages as per requirement.
Conversion from Page maker to PDF format.
Conversion from Ms-Word to HTML format
Conversion from Text to Word Perfect.
Conversion from Text to Word to HTML and Acrobat
Convert Raw Data into required MS Office formats.
Text to PDF and PDF to Word / Text / Doc
Data Compilation in PDF from Several Sources.
E-Book Conversion etc.
- **Form Processing Services:**

Service Example:
Insurance claim form
Medical Form / Medical billing
Online Form Processing
Payrol Processing etc.

Internet / Online / Web Research

- Service Example:
Internet Search, Product Research, Market Research, Survey, Analysis.
Web and Mailing list research etc.