

## Contact Center Services

**Business Process Outsourcing** has become recognized as a strategy to help companies focus on their core capabilities and provide bottom line benefits. The **Inbound/outbound Contact Center Services offered by STI** is targeted at reducing overheads and providing quality services.

### **Why STI?**

1. Cost up to 30-40% lower than the local market cost.
2. Offshore facilities in India and Singapore.
3. We offer valued added customer support and consulting services in Software Development, Networking and Education.
4. We have a state of the art facility at India covering 20,000 sq. ft. in the city Chennai, South India.
5. We use the latest technology with adequate redundancy to handle customer services on a 24/7 basis.
6. Dedicated leased line connectivity provides anytime access and connectivity to our customers.
7. Our staff is well qualified and has the experience and training to handle the most demanding of customer services.
8. Operational flexibility. We can allocate resources to a project at short notice.

### Our Offer

1. Customer service expertise.
2. Cost effective customer solutions.
3. Multi-channel customer interaction.
4. Real time view/control of the operation. Project Tracking capabilities.
5. Quick and easy modification to logic/workflow.
6. Reliability and Redundancy to support operations.
7. Project soft launch within one month to demonstrate real time service quality.

### Our Customer Service Representatives

<p><b><u>BASIC QUALIFICATION</u></b>          GRADUATE          COMPUTER LITERATE          1 TO 2 YEARS OF EXPERIENCE</p>		
<p>Process Skills</p>	<p>Specialized skill</p>	<p>Customer Service skills</p>
<p>➔ plus</p> <ul style="list-style-type: none"> <li>• Exposure to what if analysis</li> <li>• Ability to read, write &amp; speak English fluently</li> </ul>	<p>➔ plus</p> <ul style="list-style-type: none"> <li>• Decision making ability</li> <li>• Agility / accuracy with numbers</li> </ul>	<p>➔ plus</p> <ul style="list-style-type: none"> <li>• Telephone skills</li> <li>• Computer Literacy</li> <li>• Excellent verbal Communications</li> <li>• Problem solving</li> <li>• Customer service skills</li> </ul>

## **Our Areas of Service**

### **Inbound**

1. Help Desk.
2. Overflow call management.
3. Order processing
4. Response Management.
5. Human Resources Information Desk.
6. First level support for software / hardware products or services.
7. Secretarial services.
8. Answering Service

### **Outbound**

1. Telemarketing
2. Customer survey
3. Appointment setting
4. Contact management during promotions or campaigns.
5. Secretarial services.

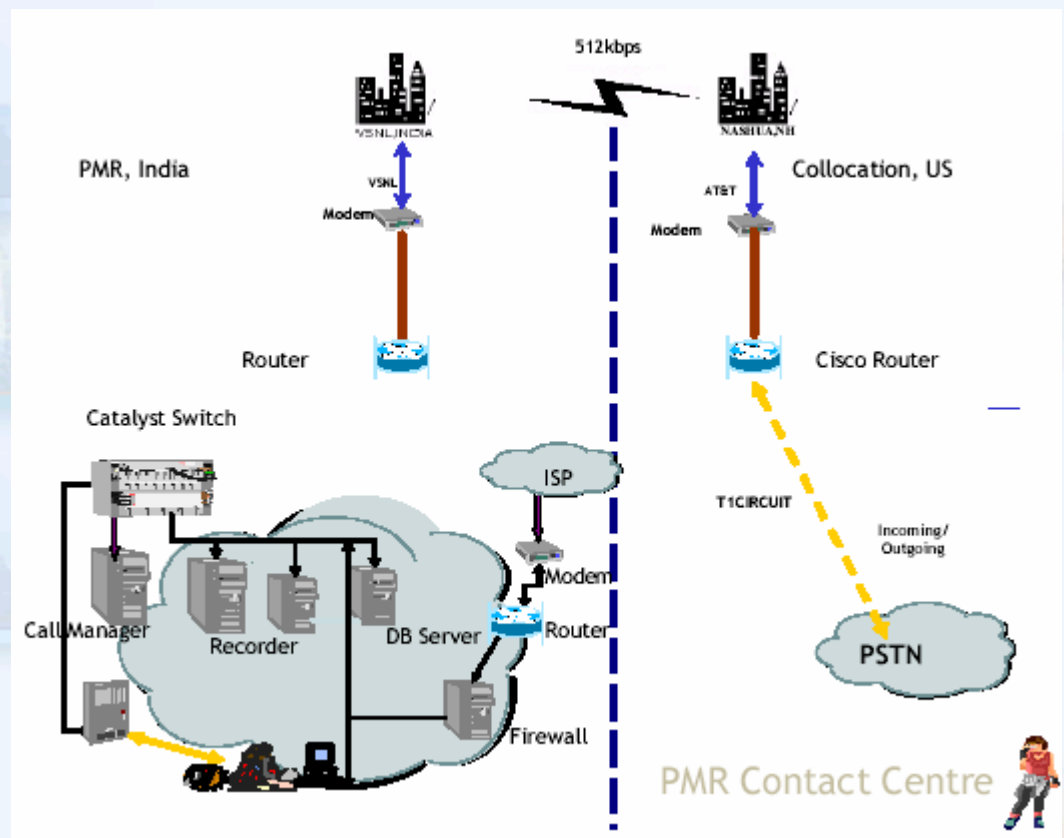
### **Quality Control**

We conduct On-line and off-line monitoring of the process by experienced Quality Controllers to ensure strict adherence to customer specified quality guidelines.

### **Other Salient Features of our Services**

Reduced Operation Cost advantage to our clients  
Reduced Investment in infrastructure by our clients  
Team with experience in various projects  
Dedicated staff to coordinate with the client on a daily basis.  
Ability to pace the allocation of resources to the customer requirement

## Our Telecom Infrastructure



## Migration Process

**PROCESS IDENTIFICATION** - Exploring Business opportunities and processes that can be outsourced.

**DISCUSSION** - Intercession with client on cost- efficiency and new process design.

**TRANSITION** - Understanding, benchmarking and identifying client's Service Levels.  
The process is moved to India.

**SERVICE DELIVERY** - Daily operations in India based on the client's CTQs.

**OPERATION** - PMR team and the client interact regularly, set-up timely reviews, share best practices, working towards implementing a seamless operation.

## Our Commitment

To ensure smooth operation of the business function outsourced by our clients.

To deliver high quality service that is fundamental to customer satisfaction and customer Loyalty.