

# Omnichannel klantervaring & BPM platform



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## Omnichannel klantervaring & BPM platform

Een kans om samen te werken met een schaalbaar, winstgevend Indiaas bedrijf op het gebied van customer experience (CX) en business process management (BPM) met een sterke aanwezigheid op de binnenlandse markt en groeiende internationale ambities.

Het bedrijf heeft eerder een DRHP ingediend in verband met een voorgestelde beursnotering en heeft daarmee blijk gegeven van institutionele bestuursnormen en operationele transparantie.

Het bedrijf bedient grote Indiase ondernemingen, multinationals die actief zijn in India en middelgrote binnenlandse merken.

### GROSS REVENUE

\$ 50,000,000

### BUSINESS TYPE

Callcenter

### COUNTRY

India

### BUSINESS ID

L#20261009

### Bedrijfsoverzicht

- Geografische inkomstenmix: 100% India (binnenland)
- Operationele voetafdruk: 24 leveringscentra verspreid over 12 steden
- Taalvaardigheid: 13+ Indiase talen
- Bedrijfstakken: 10+ sectoren
- Contractduur: 1-3 jaar
- Profiel klanten: Grote ondernemingen, multinationals met activiteiten in India en gevestigde Indiase bedrijven

### Kerncompetenties

- Inkomende en uitgaande contactcenteractiviteiten
- Gesproken en niet-gesproken klantenondersteuning
- E-mail, chat en digitale betrokkenheid
- Technische ondersteuning en beheer van klantlevenscyclus

### BPM & Back-Office Oplossingen

- Uitbesteding van processen
- Gegevensbeheer

- Programma's voor klantenwerving en -behoud
- Branchespecifieke ondersteuningsdiensten

## **Diep India platform**

- Aanwezigheid in PAN-India op 24 locaties
- Multi-city redundantie en schaalbare capaciteit
- Toegang tot diverse talentenpools
- Sterke regionale taalvaardigheden (13+ Indiase talen)

## **Gevestigde binnenlandse klantenkring**

- Langetermijnrelaties met contracten van 1-3 jaar
- Blootstelling aan meer dan 10 sectoren
- Sterke terugkerende inkomsten

## **Bewezen track record in uitvoering**

- Geschaalde activiteiten over meerdere jaren
- Ervaring met het werken met grote zakelijke accounts
- Gereedheid voor institutioneel bestuur (voorafgaand aan openbare notering)

Het bedrijf staat op een strategisch keerpunt, gericht op:

## **Internationale uitbreiding**

- Actief pitchen aan klanten in de VS
- India positioneren als kostenefficiënt wereldwijd leveringsknooppunt
- Krachtige uitvoering om internationale merken te bedienen

## **Servicediversificatie**

- Digitaal CX-aanbod met hogere waarde uitbreiden
- Automatisering en technologische integratie verbeteren

- Omhoog in de waardeketen voorbij traditionele BPO

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