



Simplified Communications

Since 2008



**FINANCIAL
OUTSOURCING**



**SOFTWARE
DEVELOPMENT**

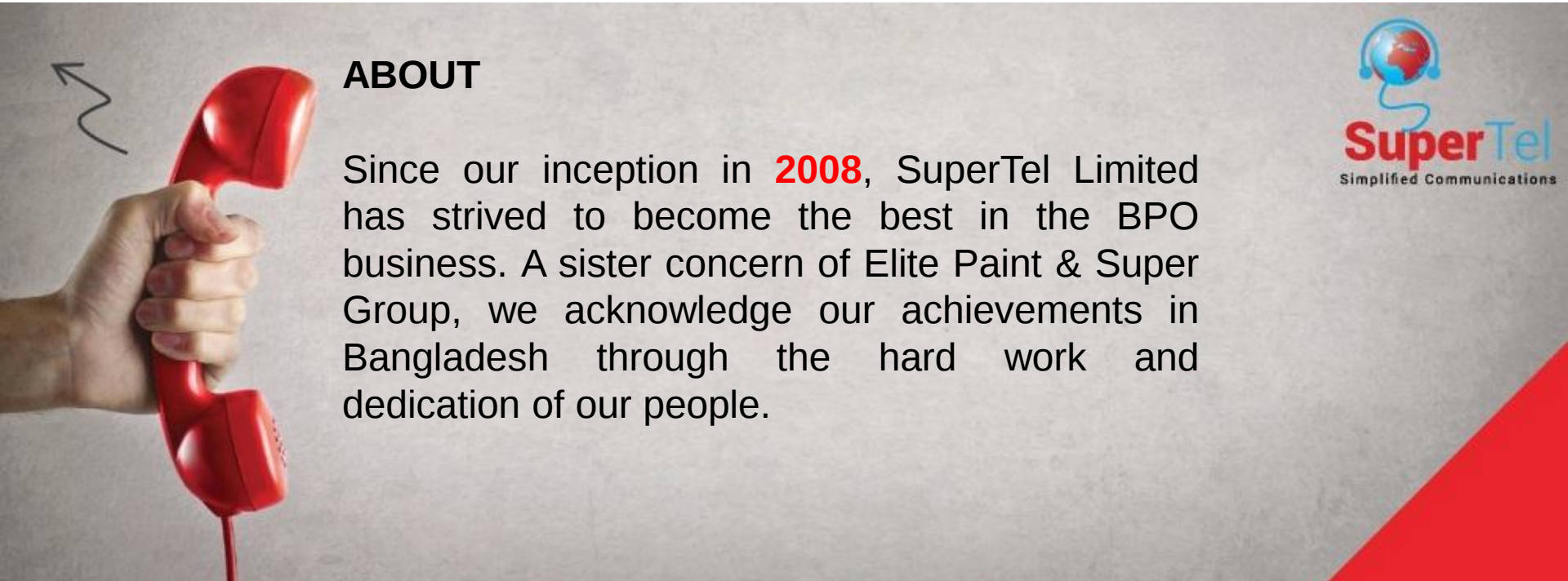


ISO 9001:2015 Certified Company

Winner of

**BANGLADESH
BEST EMPLOYER BRAND
AWARDS 2019.**

Sector: (Outsourcing)



ABOUT

Since our inception in **2008**, SuperTel Limited has strived to become the best in the BPO business. A sister concern of Elite Paint & Super Group, we acknowledge our achievements in Bangladesh through the hard work and dedication of our people.



Clients



2008-2013



2008-2014



2011- till date



2011- One time project



2012- till date



2012- till date



2013- One time project

SYMPHONY

2013 - till date



2014 – till date

Clients



2014 – till date



2015 – till date



2015 – till date



2016 – till date



2016– till date



2016– till date



2016– till date



2017– till date



2017– till date

Clients



2017– till date



2017– till date



2017– till date



April 2018– till date



April 2018– till date



THE FINE ART OF BAKING

April 2018– till date



July 2018– till date



July 2018– till date



Jan 2019– till date

Clients



2019– till date



2019– till date



2020– till date



2020– till date

Super House



SuperTel Organogram



Simplified Communications

Office and Support Staffs

Human Resources



Accounts



Legal and Compliance



Admin

OPERATIONS

Management

Telecommunications



Supervisor



Information Services



Quality Assurance



Team Leader



Team Leader



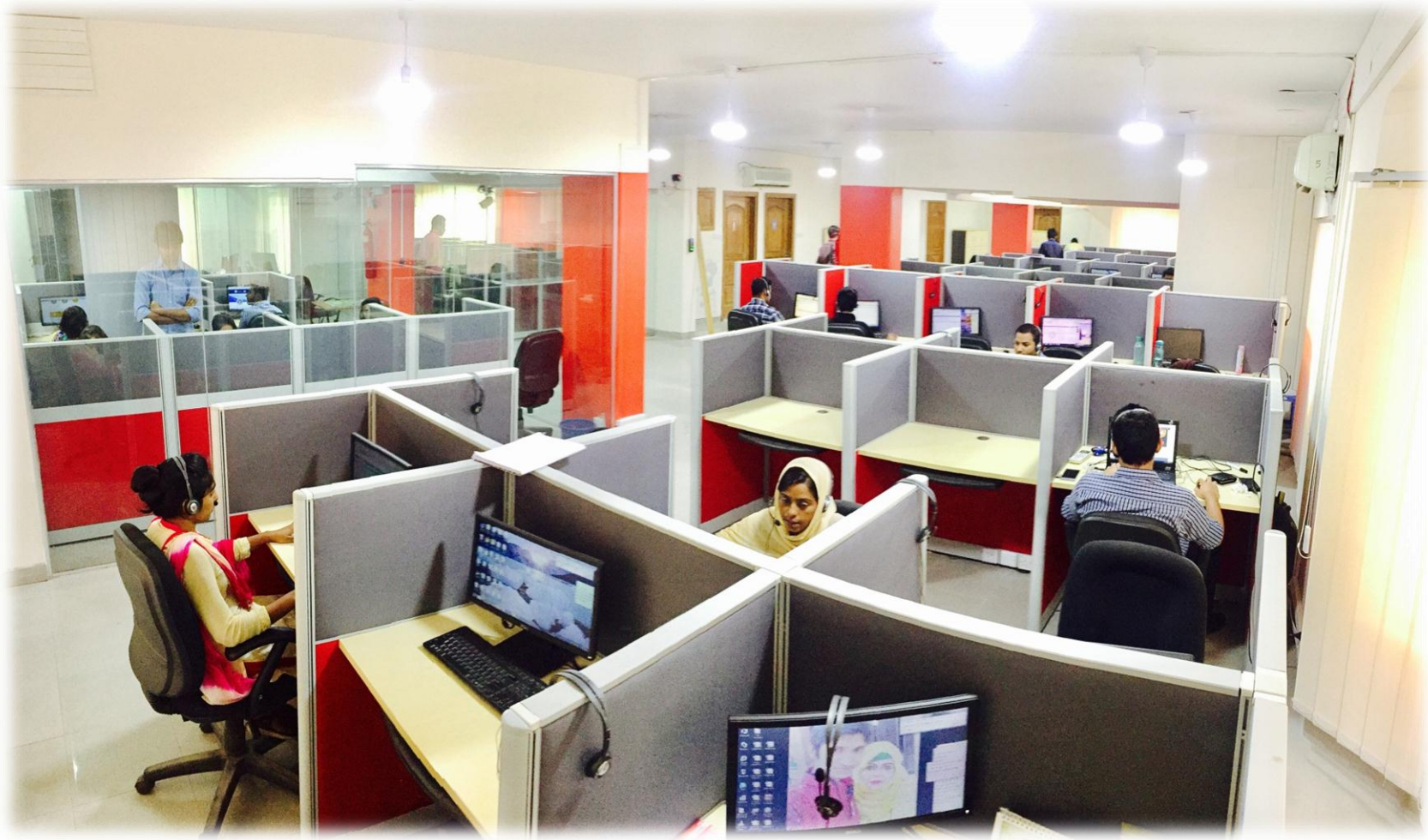
Contact Centre Agents



Operation Floor 1



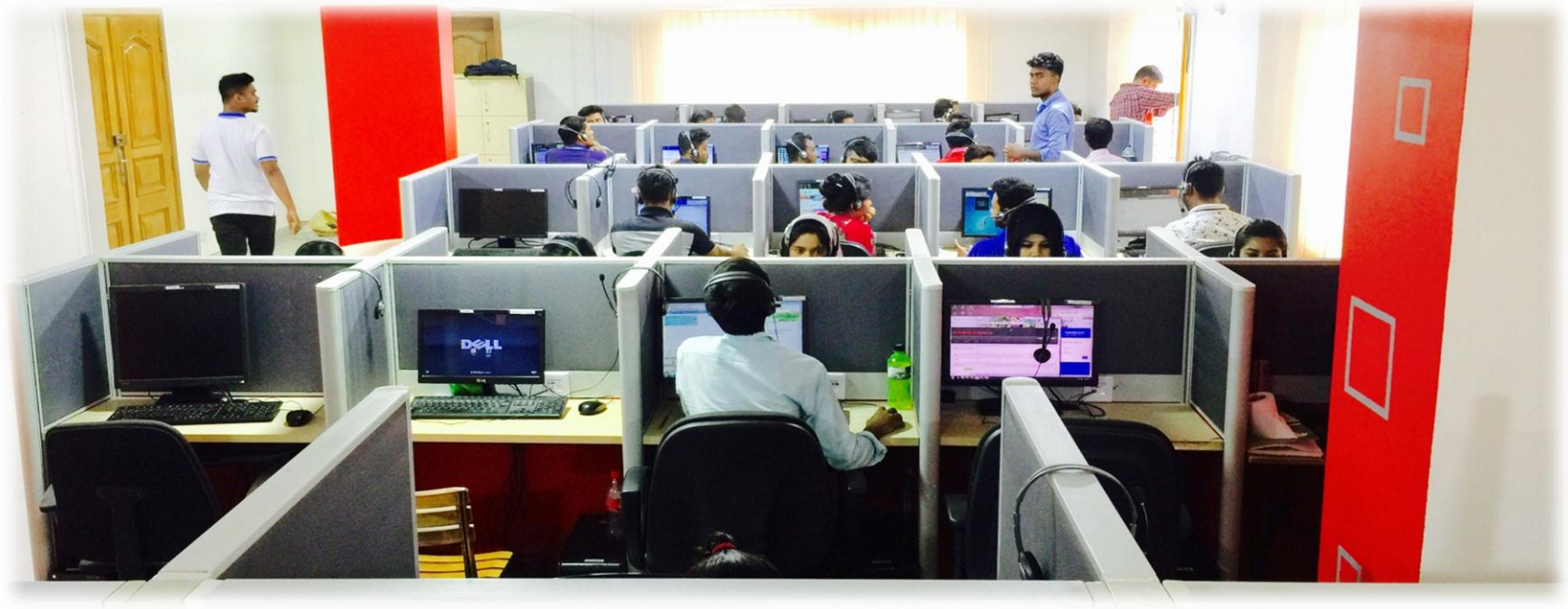
Operation Floor 1



Operation Floor 2



Operation Floor 2





Our Strengths



In operation **SINCE** July 2008



Licensed World Class Call Centre Solution



Can go **“LIVE”** in **15 days** notice as our Infrastructure is ready to GO !



SuperTel management team is formed by industry experts, who have more than **15 years of experience** in abroad and local BPO Industry of USA, Australia and India.



State of the Art Technical Solution (WFM, CRM, Licensed CC Solution)



Well-Equipped Data Center



Our Strengths



Space owned by SuperTel (over 18,000 square feet setup)



Operation Seating Capacity (300 Plus)



Man Power strength of more than 250 employees.



Power Backup by On-line UPS and Generators (250 kva & 200 kva)



In-House CRM development team



Disaster Recovery Plan - We fully test our internal Disaster Recovery & Business Continuity plan twice a year (evacuation, communication, operation etc.) at our [DR site](#) in another location of Dhaka.

Ready infrastructure



Service Portfolio

Outsourced Contact Center – Voice & Non-Voice
(Inbound & Outbound)

Accounting/Finance Outsourcing

Manning Service & CC Infrastructure Lease

Technical Support/CCTV Monitoring

Back Office Services (Data Entry)

Digital/Web Chat (whatsapp, viber)/Email Support

Graphics Designing/Clipping Path

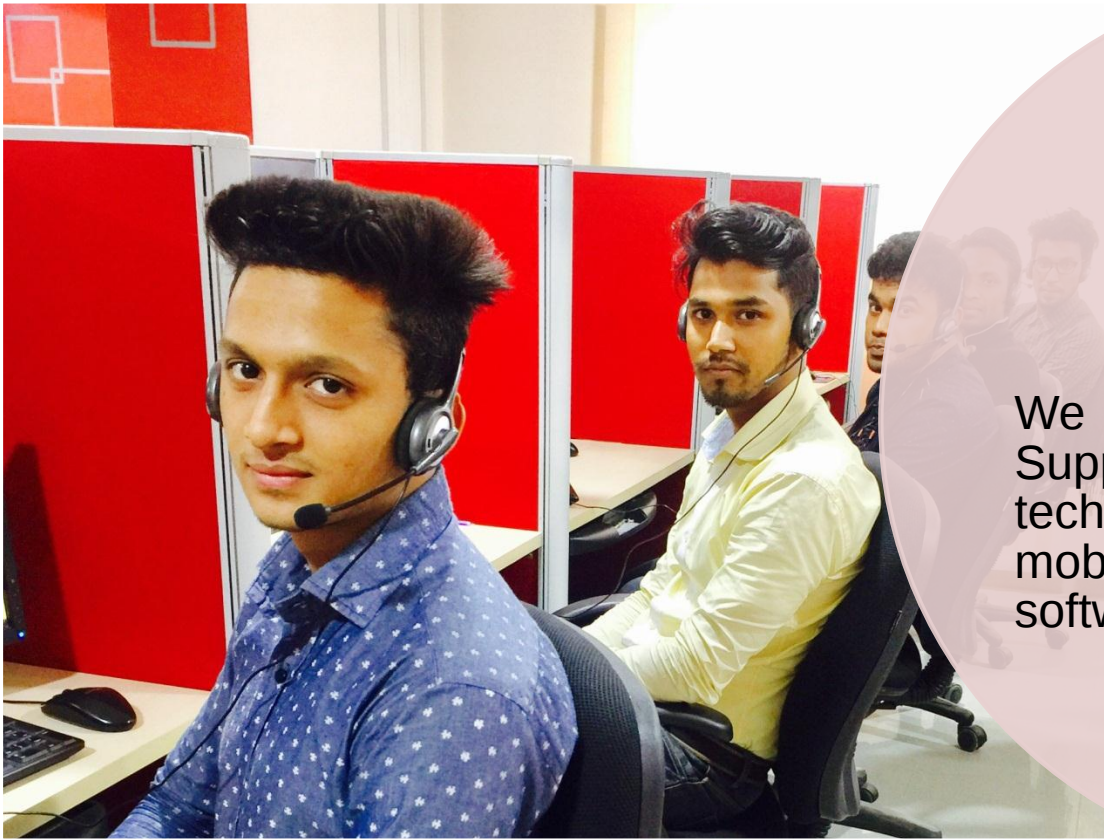
Software/CRM Development





Contact Center / Telesales

We provide complete **Contact Center Solution** both **Inbound & Outbound** with IVR (Interactive Voice Logger), ACD (Automatic Call Distributor), 100% Voice Logger (Recording), Priority Customer Segmentation, Outbound Dialer and many more features



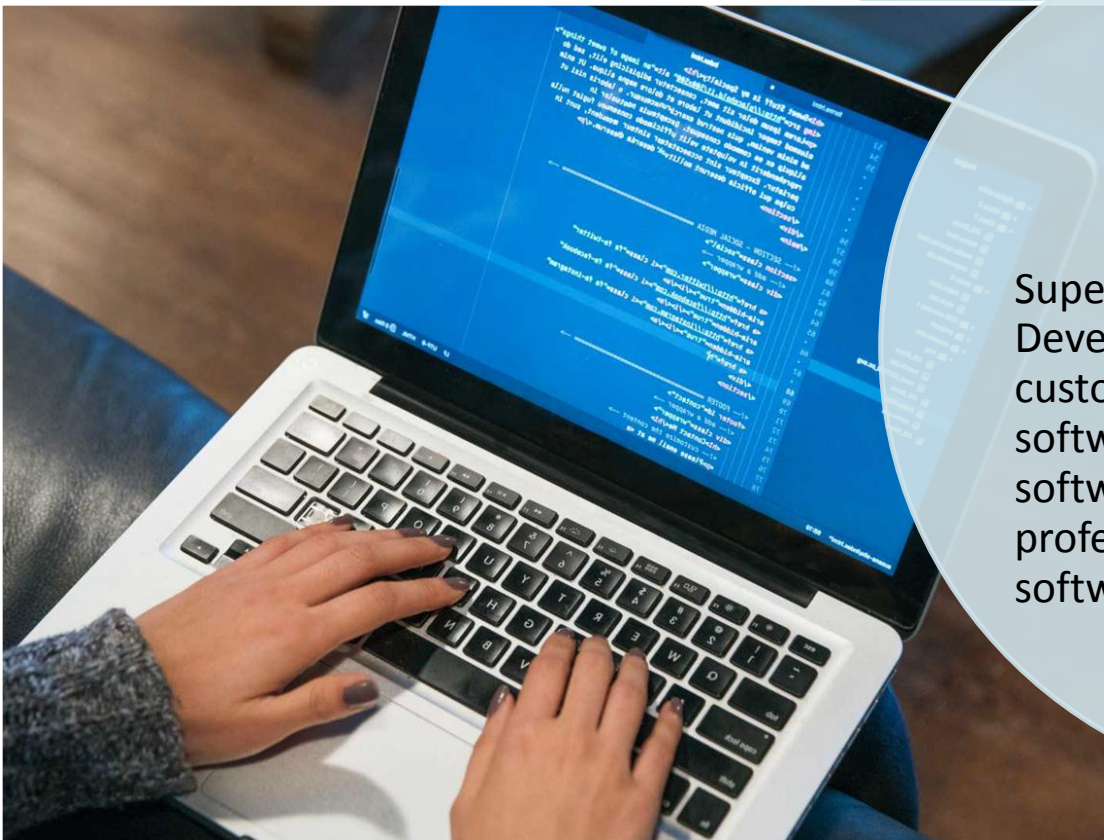
Technical Support

We provide Level 1 Technical Support to users of technology products such as mobile phones, tablets and software products.



Back-Office Support

Our back office support helps our client to save on operational costs, workforce efficiency and customer satisfaction. Our end to end back office services include Data Entry, Chat Support, Email Support, Order Verification, CRM Development and various Non Voice Support. Integration between platforms can be done seamlessly.



Software Development

SuperTel has their own Software Development Team, offering custom software development, software products, offshore software development, professional outsourcing and software consultancy.



Papa John's Pizza (USA)

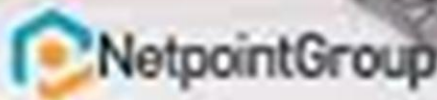
Quality is the foundation Papa John's started with, from the first Papa John's pizza that was made in a broom closet in Jeffersonville, IN, to now more than 5,000 locations in 45 countries and territories around the world. Services we are offering to PJ's are Inbound Call Center, Chat Support, Email Support, Outbound Calls & Back Office Services (Book Keeping & HR) for NY PJs



Better Ingredients.
Better Pizza.



POWERFUL
DIGITAL
SOLUTIONS
FOR GROWING
BUSINESSES



Netpoint Group (Australia)

The 7 brands that comprise NetpointGroup have been delivering innovative digital solutions across Australia, New Zealand and South East Asia since 2001. Our sites are built on the most popular Content Management System (CMS) in the world because of its ease in content update & SEO. Services we are offering to Netpoint Group are Inbound Call Center, Virtual Personal Assistant, Chat Support, Email Support, Outbound Calls & Back Office Services.

Standard Chartered Bank

The oldest and largest foreign bank in Bangladesh. Only bank that never closed its doors over 110 years of banking operation in the country. Our service offerings to them are Inbound/Outbound Customer Satisfaction Survey Calling, NPS (Net Promoter Score) Survey Calling, Welcome Calls, 1st Bill Reminder Calls and Inbound overflow calls.



VFS Global

The world's largest **outsourcing and technology** services specialist for governments and **diplomatic missions worldwide**. Serving **50 client governments** in **125 countries** with **2251 Application Centers**. Our service offerings to them are Inbound Call Center Service, Chat Support and Email Support





Airtel Bangladesh Ltd

Airtel Bangladesh Limited is one of the fastest growing mobile services providers in Bangladesh with a customer base of more than 10 million. Services we offer to airtel are Outbound Call Center Service which includes but to limited to:

- Prebar Call
- Emergency Prebar Call
- Postbar Call
- Unpaid Call
- BD Call
- Exposure Recovery Call
- Soft Reminder Call
- Return Bill Call
- Corporate Return Bill Call
- 1st Bill Call
- Bundle Renewal Call
- Survey call
- CL Increase Call
- CL Decrease Call
- Address Verification Call
- HV Churn call
- HV 20 days churn
- Corporate prepaid call
- Corporate call
- COIP call





The advertisement features a collage of Bangladesh Cricket players in their green and red uniforms. In the top left is the Bangladesh Cricket Board logo. In the top right is the Robi logo with '৬৪টি জেলাজুড়ে' (64 districts) and 'HD 3.5G' text. The central text 'রবি' (Robi) is prominently displayed in a large, stylized font. Below it, the text 'ফাস্ট বোল' (Fast Ball) and 'হান্ট' (Hunt) are visible, along with a red cricket ball. The bottom left corner features the text 'an axiata company'.

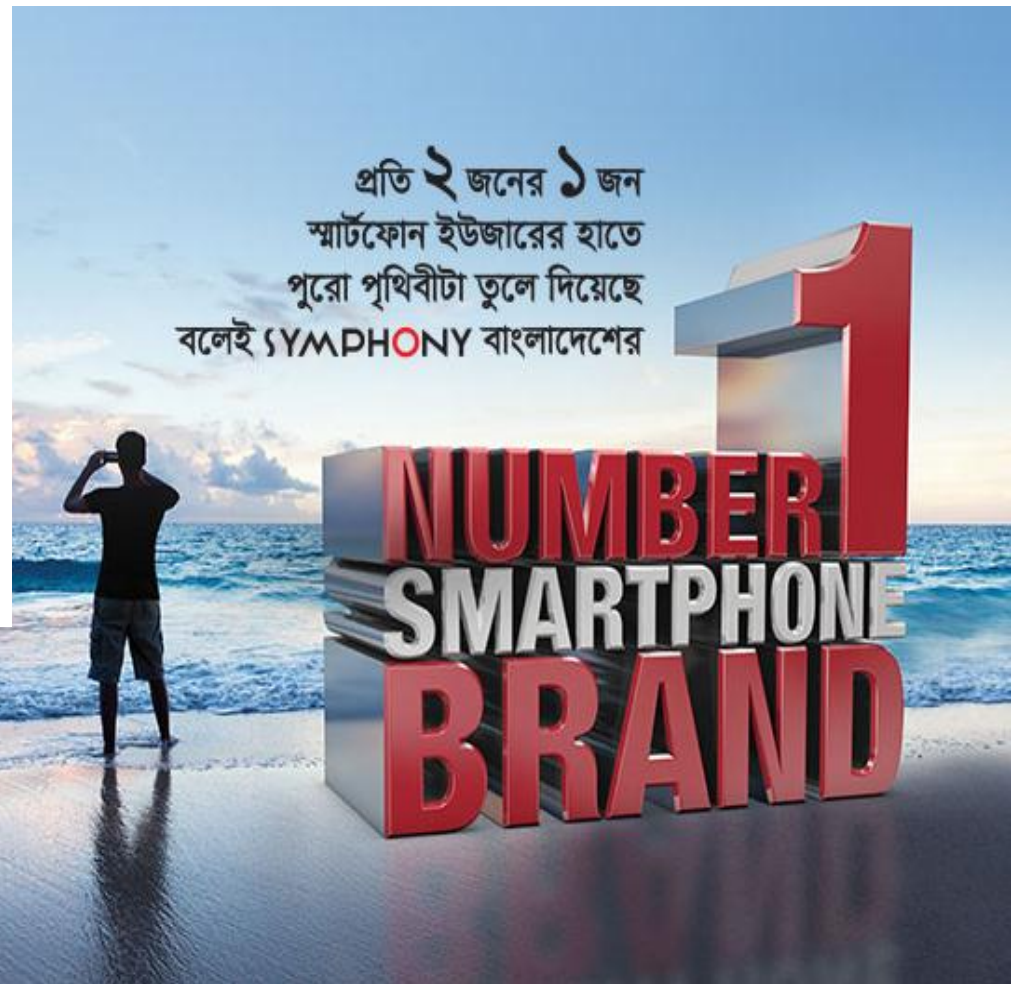
Robi – an axiata company

Services we offer to Robi are Outbound Call Center Service which includes but to limited to:

- Prebar Call
- Emergency Prebar Call
- Postbar Call
- Unpaid Call
- BD Call
- Exposure Recovery Call
- Soft Reminder Call
- Return Bill Call
- Corporate Return Bill Call
- 1st Bill Call
- Bundle Renewal Call
- Survey call
- CL Increase Call
- CL Decrease Call
- Address Verification Call
- HV Churn call
- HV 20 days churn
- Corporate prepaid call
- Corporate call
- COIP call

Symphony Mobile

Symphony – a brand of **EDISON Group** is the fastest growing leading mobile handset brand in Bangladesh. Symphony is the market leader in the handset segment in Bangladesh. Services we are offering to Symphony are Inbound Call Center, Chat Support, Email Support, Outbound Call Center & Back Office Services



প্রতি ২ জনের ১ জন
স্মার্টফোন ইউজারের হাতে
পুরো পৃথিবীটা তুলে দিয়েছে
বলেই SYMPHONY বাংলাদেশের

**NUMBER 1
SMARTPHONE
BRAND**

SYMPHONY
new experience

Elite Paint

Elite Paint, founded in 1952, was the first ever paint company to have been established in Bangladesh. Since its inception, the company has grown to become one of the country's leading paint brands. Our service offerings to them are Inbound Call Center and Outbound Call Center



Bengal Digital

Bengal Communications Ltd established in January 2005 and are one of the major distributor of various satellite television signals and provide Internet signals through fibre optic cable, coaxial cable in Bangladesh. Our service offerings to them are Inbound Call Center Service and Outbound Call Center Service





Pickaboo.com

Pickaboo is an ultimate shopping destination where you can shop the widest selection of Home appliance, Smart and Feature phones, Camera, Computing and accessories, have them delivered to you directly. Our service offerings to them are Inbound Call Center Service and Outbound Call Center Service

Yunus Centre

We need to use the power of technology
and the creative power of young people.
By combining these together you can
solve these problems. It's possible!"

- Muhammad Yunus



Grameen Intel

We are a Social Business Information Technology company formed as a joint collaboration between Intel Corporation and Grameen Trust. They provide IT solutions for rural entrepreneurs. Our service offerings to them are Inbound Call Center Service.



Grameen Intel
Social Business Ltd.

World's First IT Social Business



Marico

Marico Bangladesh Limited is amongst the top 3 FMCG MNC companies and a trusted brand in beauty and wellness space in Bangladesh.

Our service offerings to them are Inbound Call Center Service.

The background image shows two delivery riders on a road. The rider in the foreground is wearing a red helmet and a red shirt with the Pathao logo on the back. The rider in the background is wearing a white helmet with 'YOHE' written on it. The Pathao logo and 'RIDES BETA' text are overlaid on the left side of the image.

pathao
RIDES BETA

Pathao.com

Pathao is the most technologically advanced logistics provider in Dhaka. Our highly trained, decentralized, fleet of bicycle-based couriers can ensure the most efficient order fulfillment.

Our service offerings to them are Inbound/Outbound Call Center Services.



Receive personalized
coaching



British American Resource Center

British American Resource Center (BARC) is a leading provider of world-class English language courses in Bangladesh.

Our service offerings to them are Inbound/Outbound Call Center Services.

Core Features of our Contact Center Solution

“SuperDial”



Call Center Solution - Core Components



Inbound Campaigns



Outbound Campaigns



100% Call Recording



Visual Dynamic IVR



Historical Reporting



Automated Call
Distribution (ACD)



Real-Time Remote
Monitoring



SMS Integration



API Integration
with Client's CRM

In-house CRM Development



Welcome: shoshi
You are Agent
Agent status :
192.168.1.101

SearchCheck P2PResponseInquiry CallLogout

Welcome To Credit And Collection System

Credit Limit | Bill payment option | *121*1# | Auto Debit instruction | Door Step

Subscriber Number1615552903Search

Total Outstanding | After how much amount customer line will bar | PTP

Subscriber Number : 1615552903

Call Type : Pre Bar Call

Response : Any

Problem/Complain : Commitment
Not Connected
CallBack
Already Paid
Disconnected During Conversation
Unable or Unwilling to Pay

Daily Bill Alert : Bill-Payer Not Found
Busy

Problem Type : Up sell : ☐ MCA ☐ Beaking
☐ Caller tune ☐ My tune

Bill Option : Pre Bar Call
Step
Partially paid
Message delivered
Office will pay the bill

3rd Contact Number :

Total Amount :

Commitment Amount :

Activation Date :

Are you happy with our service ? : Select Answer

No Barring Club Message Delivered ? : Select Answer

Already Bar ? : ☐

Subscriber Number : 1615552903

Call Type : Unpaid Bill Call

Response : Any

Problem/Complain : Any

Daily Bill Alert : None

Problem Type : Any

Up sell : ☐ MCA ☐ Beaking News ☐ Namaz alert ☐ Mobile Backup
☐ Caller tune ☐ My tune ☐ Matrimony

Bill Option : Unpaid Bill Call ☐ E-bill ☐ Auto Debit ☐ P2P ☐ P3P

Door Step

3rd Contact Number :

Total Amount :

Commitment Amount :

Activation Date :

Are you happy with our service ? : Select Answer

No Barring Club Message Delivered ? : Select Answer

Already Bar ? : ☐

Welcome To Audition Call Back System , Agents Summary

Start Date

End Date

SEARCH

Call Type	Call Count	P2P	E-bill	Auto-Debit	VAS
1st Bill Call	1	0	0	0	1
BD Call	6	0	0	0	6
COIP Corporate	1	0	0	0	1
Emergency Prebar Call	11	7	0	0	5
HV 20 Days Unused	1	0	0	0	1
HV Churn	132	0	0	0	132
LV Churn	194	0	0	0	194
Post Bar Call	174	0	0	0	174
Pre Bar Call	106	59	0	0	48
Unpaid Bill Call	62	0	0	0	62
Total	688	66	0	0	624



Customer Insight Management System (CIMS)

New callLogout

New call receive form

Customer Number : 1991396164LSO : 168256CC Name : Uttara

District : DHAKAModel : W68IMEI : Alternative Number : 1622098768

Service Delivery : DeliveryQuerySolvedProduct : SelectComplainUnsolved

Handset Features : SelectComplainUnsolvedVAS : SelectComplainUnsolved

Handset Elements : SelectComplainUnsolvedPrice : SelectComplainUnsolved

New Campaign : SelectComplainUnsolvedOthers : SelectComplainUnsolved

Remarks
Customer requested to complete his handset as soon as possible

Save

Sl	Date	Customer	Mobile	District	Model	Service Type	Reason	Main Category	Remarks	Service By	Status
1	2015-09-16 16:12:59		1991396164	DHAKA		Customer Hung Up	Query	Others		symphony30	Solved

Data Protection, Redundancy and Failover

Data Protection



Paperless
operation
floors



Automated
Door
Access



Premise
is
secured
with 30
Close
Circuit
Cameras



Prohibiting
the use
of cell
phones
and
cameras
on the
floor



Preventing
internet
access
(chatting,
browsing,
instant
messaging)
for
employees
on the
floor



SuperTel
also uses
software
to block
attempts
to
download,
copy, or
transmit
sensitive
electronic
data

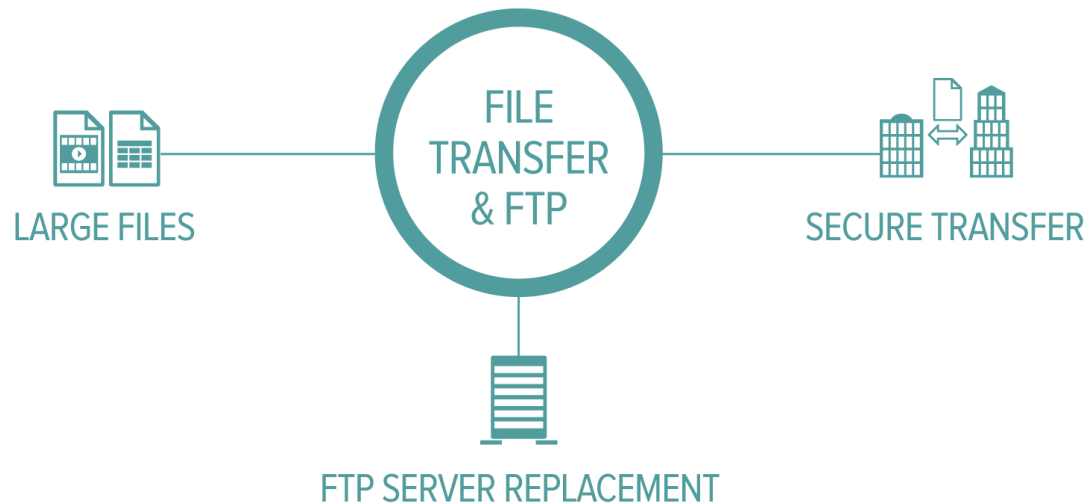
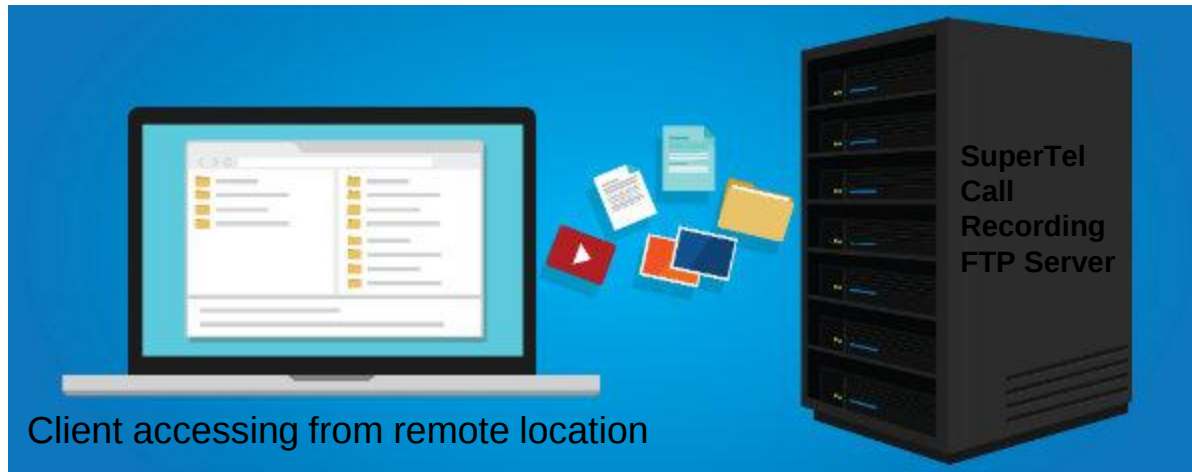


Supervisor
is always
on the
floor at
the time
of dialing
to
monitor
every
agent's
activity



Internal
IT audit
is done
once a
year

FTP Storage Server for Remote Access to Call Recordings



Redundancy and Failover

We have redundant system for each of our servers, with the database being updated and mirrored in real-time so that in the need for activation of a failover, 99.9% uptime can be maintained.

Power Backup

- 24 hours backup power supply with two stand-by Generator system, minimum power backup of 250 kva and 200 kva. APC Online UPS is also in place

Connectivity

- Multiple E1 connectivity is available from separate vendors
- High Speed Internet Connectivity is available
- Multiple Data Connectivity is also available
- SMS gateway

Security Aspects

- Entire premise is secured with 30 Close Circuit Cameras with Real time Computer Desktop recording system

Screening, Recruitment & Training

Pre-Requisites & Screening of CSRs

SuperTel's Pre-Requisites for CSRs

- Age 22-33
- Education: Minimum Graduate
- **Language Skills: Both in Bengali & English**
- Demography: 5 Kilometers radius
- Computer Skills: Minimum typing speed of 25 wpm
- **Software Proficiency: Must be efficient in Windows OS, MS Word & Excel**
- We encourage candidates with disability

The Call Center Representatives at **SuperTel** are selected after rigorous rounds of

- Telephone interviews
- Written tests
- Group discussion
- Mock calls
- Personal interviews and
- Screening of background check

Employee Satisfaction, Attrition & Happy Customers

Happy Employees = Happy Customers

Client Name	Yearly Attrition Rate
Symphony Mobile	5%
Airtel	4%
Robi	7%
SCB	3.50%
VFS Global	3.00%
Grameen-Intel	1%
iTel	6%
Modern Herbal	3%
Marico	4%
Pathao	3.5%
Elite Paint	5%
UCBL	4.5%
Qatar	5%
Vivo	6%

We believe happy employee bring Happy customers. We do the following to maintain our attrition rate

- Monthly incentives for top 5 agents
- Agent of the month Tag
- Agent of the Quarter Tag
- Crests and Certificates for best performers
- Room for advancement
- Salary increment every year
- Two festive Bonus
- Team building dinners twice a year
- Team building activity program once every year
- Career path development workshops every quarter
- Employee Performance Review every 6 months
- Monthly Birthday celebrations



**EXPERIENCED
RELIABLE
EFFICIENT**



**CAN
DO
ATTITUDE**

CALL 01678- 005505| 09666700300



BASIS



ISO 9001:2015



BACCO



Member of ITC | SheTrades





BANGLADESH
BEST EMPLOYER BRAND
AWARDS 2019.

8th September, 2019 | Bangladesh

Bangladesh Best Employer Brand Awards 2019 to SuperTel Ltd (Sector: Outsourcing/Offshoring)



KPMG – strategic partner of SuperTel



KPMG (Registered)
Godrej Waterside, Unit No. 603 & 604
6th Floor, Tower 1, Plot No. 5
Block - DP, Sector V, Salt Lake
Kolkata - 700 091

Telephone: + 91 33 4403 4000
Fax: + 91 33 4403 4199
Internet: www.kpmg.com/in

To,
Ms Emrana Khan
CEO
SuperTel Ltd
25, Gareeb-e-Newaz Avenue,
Sector – 13, Uttara
Dhaka 1230
Bangladesh
M:+88 01678 005 505
T: +88 02 895 1057
IP: +88 09 666 777 007, ext: 9009
E-mail: info@supertel.com.bd

8-Nov-2016

Sub: Confirmation of consulting service for SuperTel Limited

Hi Emrana,

It is to confirm you that KPMG will play the role of strategic partner to provide consulting service to SuperTel for any BPO related project as and when required.

KPMG will provide the following consulting services:

- Managing operations
- Training need
- Quality assurance

Wishing you all the best with for the deal.

Thanking You,

Yours faithfully



Compliance Management

- Dedicated persons who are responsible for health and safety for all employees.
- Transportation Facility graveyard shift.
- 1 Cafeteria for employees with the capacity of 50 people's combined seating arrangements.
- 2 Separate Prayer Rooms.
- 1 Sickroom
- 1 Recreation/Games Room
- Firefighting equipment (Fire extinguisher, Firefighting trained personnel etc.) are available in the operations facility.
- Adequate lights, ventilation and housekeeping.
- Local health, safety, security, and environmental laws.

Contact Center Expo Participation



**SuperTel @ Birmingham
Contact Center Expo 2011 –
UK**



**SuperTel @ CeBIT
2013 – Germany**



**SuperTel @ GITEX
Expo 2014 – Dubai World
Trade Center**



**SuperTel @ GITEX Expo
2017 – Dubai World Trade
Center**



**SuperTel @ Digital World 2015 –
Dhaka, Bangladesh**



e-Asia 2011 – Dhaka, Bangladesh

Contact Center Expo Participation



CEBIT ASEAN Thailand 2018

Japan IT Week Part 2



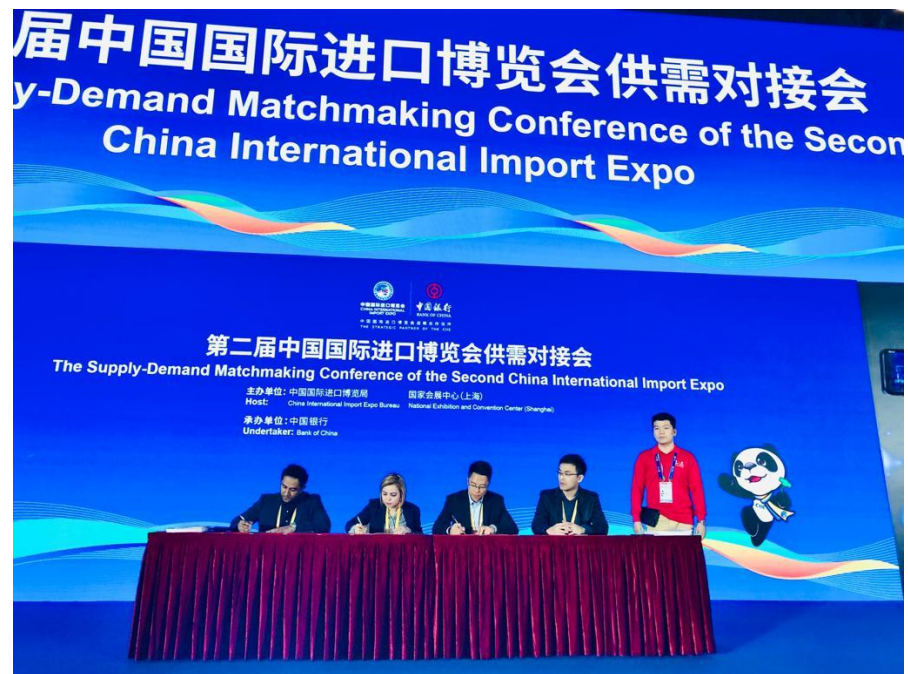
Tokyo Big Sight May 2019

China International Import Expo 2019



CIIE Nov'2019

China International Import Expo 2019



CIIE Nov'2019



www.supertel.com.bd



info@supertel.com.bd



+880-9666700300



H#25, Gareeb-E-Newaz
Avenue, Sector 13,
Uttara, Dhaka -1230

