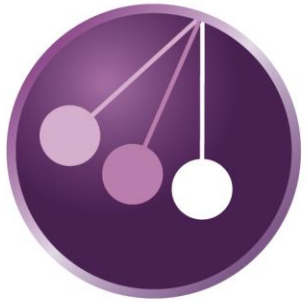

Pendulum Motion

COMPANY PROFILE

About Pendulum Motion

At Pendulum Motion, we offer Information Technology Services, Business Process Outsourcing Solutions, Consultancy Services and Customer Service & Support, along with other mainstream services. Our highly competent industry expertise and well cultivated offshore liaison(s) allow us to remain committed to providing maximum value, high quality and low cost Business Processing and IT services to our prospective clients.

Since our inception in the year 2017 We provide a full range of Outsourcing Services, IT Services and Solutions to businesses and industry leaders, both large and small. We offer the best solutions across every department in your organization. Our Business Process Outsourcing portfolio includes end-to-end solutions. We have it all in our portfolio, served in a customer friendly and customized manner. With a world class infrastructure, Pendulum Motion is well equipped to deliver a 24/7 support-system round the year.

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Managements

- **Founder: Mr. Abdur Rahman Shawon**

- Former Executive Coordinator of Bangladesh Association of Call Center & Outsourcing (BACCO)
- Founder of e-Commerce Association of Bangladesh (e-Cab) https://bit.ly/3aA05nW
- Executive Member of Complaint Management & Legal Issues Standing Committee (2020-2021) of e-Cab
- Consultant to ICT Industry Skills Council under NSDA of Prime Minister's Office.
- Expertise on Policy, Skill on National & International level working with BACCO, e-Cab, NSDA, BTEB, BTRC, ICT Division, Ministry of Commerce, etc.

- **Highly experienced Executive Management and Senior Personnel. Collective experience of several countries, including the United States, Australia and Middle East**

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Our Services

- **Inbound & Outbound Call Center**
- **Voice Broadcasting**
- **IVR Service**
- **Chat Support Services (live & social media)**
- **Back office Support Services**
- **Virtual Assistant**
- **Omni-channel Contact Center Software**
- **BPO Consultancy**

Our Services – Call Center

Inbound Services

- Order Taking/Order Processing
- Order Tracking /Account status
- Product Inquiry Handling
- Troubleshooting and technical support
- Customer Hotline Services
- Cross Sales and Up Sales services

Outbound Services

- Welcome Calls
- Customer Win-back Programs
- Lead Generation Programs
- Customer/Quality Surveys
- Appointment Scheduling & Follow-up Calls
- Product/Service Promotion
- Market Research

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Contact Center: Features & Competitive Edges

Dialer Based

- Automatic call distribution (ACD)
- Call recording
- Call transfer and three-way calling
- Contact management
- Interactive voice response (IVR)
- Live call coaching
- Skills-based routing
- Call queues
- Automatic screen pop
- Real-time reporting
- Historical reporting

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Contact Center: Features & Competitive Edges cont.

Add-on Modules:

- SMS Module
- Email Module
- Chat Module (Internal & web-chat)
- Sticky Agent
- CRM Integration
- Voice Broadcasting
- Ticketing / Complaint Management
- Video Conferencing
- Social Media Integration
- WhatsApp Integration

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Benefits- Contact Center:

i. **Single Number for Communication & Branding:**

- Number can be short code, toll free or long code; i.e '16253', '08000102030'
- Single number for all communication: to make or receive calls as many as want.
- Unique identity through a single number which creates a brand.

ii. 24/7 availability: Customer can communicate through phone call, SMS, chat, etc. at anytime whenever they need assistance.

iii. Record of each call & information: All the calls are recorded for future reference and information can be stored categorically for the analytics & decision making.

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Benefits- Contact Center:

iv. All calls are answered: System are capable of receiving all the calls and creates logs for the calls made during the non-business hour, call back option is ready to cater those calls.

v. multi-channel communication: Customers can be interacted with multi-channel: voice, SMS, web-chat, video-conferencing, social media, email, etc.

vi. Data & Analytics for Decision Making: As all the information are recoded, automated reports are generated for decision making.

vii. Work from home during pandemic without disruption: As technology allows call center agents to work from home, customers can be served during the pandemic without any disruption of the service.

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Benefits- Contact Center contn.

viii. Increased Productivity & Cost Efficiency: Technology allows agents to handle more calls than traditional way and keep record faster that resulting in better result in terms of productivity & cost efficiency.

ix. Customer feedback: Call center allows to get customer feedback so easily to review for further development of the service.

x. Improved communication with customer: Customers feel assured as they can easily communicate to the expert & trained customer service representative & get call backs with updated & solution as per schedule.

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Reason to outsource to Call Center

01 Cost Reduction

02 Specialized Industry Knowledge

03 Expert management & Support Staff

04 Quality Monitoring & Control

05 Data Collection & Analysis/ Reporting/ Decision Making

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Benefits of Outsourcing

- No hassle of management & monitoring after usual business hour (9 am to 6 pm)
- No hassle of technical dependencies: technical persons, server & its management, networking.
- No hassle of support staffs.
- No hassle of uninterrupted power backup
- No hassle of uninterrupted bandwidth connectivity with redundancy

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Benefits of Outsourcing

- No hassle of maintaining agent hiring, tardiness & attrition.
- No hassle of additional manpower for quality assurance, reporting, supervision.
- No hassle of promotion, bonus, etc.
- Flexibility of scale up or scale down
- No hassle of repeated & on-going agent performance training & product training

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Benefits of Outsourcing

- No hassle of setup cost: Furniture, Computers, Networking Devices, Security Devices, etc.
- No need of additional office space
- No hassle of handling emergency situation: continuity on pandemic, natural disaster, etc.
- No hassle of managing overflowing calls than the predicted assigned call center agent/operator.
- Focus on Core competency
- Trained customer service advocates

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Financial Benefit

Financial Benefit of Outsourcing:
30% less agents required in outsourcing
More than 30% cost benefit in outsourcing

If we consider the followings which are required for in-house setup then the benefit will be higher in outsourcing:

i. Computer, hardware, Networking Devices, AC, etc
ii. Dedicated Network engineer
iii. Furniture, Amenities, etc.
iv. Promotion, bonus, 24/7 support staff
v. Backup power 24/7

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Financial Benefit contn.

Efficiency on Manual Call vs Call Center Automated Call					
	Manual Dial	Automated Dial			
Time on Call per hour (in minute)	40	57			
Idle time per hour (in minute)	20	3			
Per day (8 hour) handled by one person (minute)	320	456			
Efficiency in Automated dialing		143%			
Total FTE required comparison	10	7			

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Infrastructure

- Internationally recognized Multimedia Call Centre Solution & Software Package
- Technical Solutions specifically designed for Multinationals and Large Corporations
- Backup Power 24/7
- Fire Fighting System
- High configured server with redundancy
- Connectivity redundancy

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Security & Disaster Recovery

- Solution would be on our local/cloud server with firewall security.
- We are not installing solutions on any open ports for security reasons.
- We do sign NDA (Non-Disclosure Agreement) for the data protection.
- The solution will also be in the Data Center for emergence recovery & business continuity with work from home/ remote work facilities for agents

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Why Bangladesh

- **Talent Pool** - (More than 50% of population is youth, of ages and backgrounds that are best suited for working in this industry with neutral accent.

- Tax Break - All such services that fall under BPO and Call Centre activity are exempt from Tax payments until the year 2024 by the Government of Bangladesh.

- Cash Incentive - The Government of Bangladesh offers a sizable Incentive for bringing in foreign currency income to Bangladesh, which along with the **Tax Break**, allows us to keep our offer prices for services very competitive against
market competitors.

- Competitive Rate: Lower wage than India & Philippines.

Agent Selection & Training:

To us the most vital part of a contact center is the agents or representatives, we term them as ‘Customer Service Advocates (CSA)’ as the output lies on the performance of the CSAs.

We prefer previously trained people to get on board to our pool through the Asian Development Bank (ADB) & Govt. initiated project called ‘Skills for Employment Investment Program (SEIP)’ if not the experienced people. We have MoUs with the enlisted institutes providing SEIP enlisted ‘Professional Customer Service (PCS)’ training.

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Clients – Campaigns - International

- **Australian Solar Panel Campaign –**

This campaign has been running since the year 2018. The client is a leading quality solar panel manufacturer as well as a total solar solutions provider, based and operating out of New South Wales in Australia, with satellite offices in Western Australia, Victoria, Queensland, South Australia and with a reasonable presence in the Northern Territories.

The campaign is based on a Marketing and Sales call model, where potential customers in highlighted areas of the states are called to be informed about the Government Incentive programme for clean energy options as well as offers available for solar solutions.

The campaign is 6 days a week, working hours vary; depending on which state is the day's target and what timezone they are in. The campaign is run using 5 Agents and 1 Supervisor, with a shared resource for Operations Management.

Clients – Campaigns- International
contd.

United States Air Duct Campaign -

We have been running this campaign since early 2019, as part of a network of service providers who are offering a myriad of air duct related services to homeowners in the US, which include (but is not limited to) complete air duct cleaning, air con ducts and heat ducts, ventilation ducts, even furnace cleaning, among other services, are offered to homeowners.

The campaign is a Marketing and Sales campaign, where homeowners are offered these services in special offers and packages that are suitable for them. This campaign is 6 days a week with late night working hours, in order to maintain the balance with the timezone of the US States that are being targeted. The campaign is run with 5 Agents and 1 Supervisor.

Clients – Campaigns International
contd.

- **Papa John's Pizza, USA**

It's an inbound campaign. We do take the order from the customers of Papa John's and proceed it to their portal. After the order confirmation from our side we transfer it to the respective store to deliver to the customer.

It's a 10 seated campaign with 15 agents working. Just started few weeks back and likely to expand more 15 seats within couple of months.

Clients – Campaigns : Domestic

- Inbound help line on labor migration supported by the top ranked global NGO BRAC

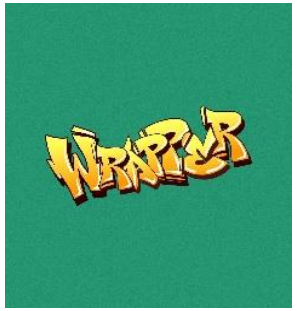
- Outbound event registration, appointment & invitation of former UBM, a global leading event management firm.

Clients – Campaigns : Domestic contd.

Consultancy project for all Akij Group units (over 20 business units) for Business Process Optimization through Contact Center.

Inbound & Outbound process for Leis Fita- one of the leading fashion e-commerce in Bangladesh.

Clients – Campaigns : Domestic contd.



Contact

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