

Piattaforma Omnichannel Customer Experience e BPM



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L'opportunità di collaborare con un'azienda indiana di customer experience (CX) e business process management (BPM), scalata e redditizia, con una forte presenza sul mercato nazionale e crescenti ambizioni internazionali.

La Società ha già depositato un DRHP in occasione di una proposta di quotazione in borsa, dimostrando standard di governance istituzionali e trasparenza operativa.

L'azienda serve grandi imprese indiane, multinazionali che operano in India e marchi nazionali di medie dimensioni.

GROSS REVENUE

\$ 50,000,000

BUSINESS TYPE

Call Center

COUNTRY

India

BUSINESS ID

L#20261009

Panoramica dell'azienda

- Mix geografico dei ricavi: 100% India (nazionale)
- Impronta operativa: 24 centri di consegna in 12 città
- Capacità linguistica: oltre 13 lingue indiane
- Settori serviti: Oltre 10 settori
- Durata del contratto: 1-3 anni
- Profilo del cliente: Grandi aziende, multinazionali con attività in India e imprese indiane consolidate

Capacità principali

- Operazioni di contact center in entrata e in uscita
- Assistenza clienti vocale e non vocale
- Email, chat e coinvolgimento digitale
- Assistenza tecnica e gestione del ciclo di vita del cliente

Soluzioni BPM e Back-Office

- Outsourcing dei processi
- Gestione dei dati

- Programmi di acquisizione e fidelizzazione dei clienti
- Servizi di supporto specifici per l'industria

Piattaforma Deep India

- Presenza in tutta l'India in 24 sedi
- Ridondanza multi-città e capacità scalabile
- Accesso a pool di talenti diversi
- Forte capacità linguistica regionale (oltre 13 lingue indiane)

Una base di clienti nazionali consolidata

- Rapporti a lungo termine con contratti di 1-3 anni
- Esposizione a più di 10 settori industriali
- Forte base di ricavi ricorrenti

Un comprovato track record di esecuzione

- Operazioni in scala su più anni
- Esperienza di lavoro con grandi clienti aziendali
- Prontezza della governance istituzionale (prima del processo di quotazione pubblica)

L'azienda sta entrando in un punto di inflessione strategico incentrato su:

Espansione internazionale

- Fare attivamente il pitching per i clienti con sede negli Stati Uniti
- Posizionare l'India come hub di consegna globale efficiente dal punto di vista dei costi
- Sfruttare la forza di esecuzione per servire marchi internazionali

Diversificazione dei servizi

- Espandere le offerte di CX digitale di maggior valore

- Migliorare l'automazione e l'integrazione tecnologica
- Risalendo la catena del valore oltre il BPO tradizionale

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