

**Chennai, India**

# Triad Infotech – BPO Services

IT Solutions

HR  
Consulting

Training

BPO  
Services



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# Triad Infotech Pvt. Ltd.

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Experience the Advantage...

Triad Infotech Pvt. Ltd., specializes in providing Software Development, HR Consulting, Specialized Training for IT companies and Business Process Outsourcing services for companies worldwide.

Triad is not just a service provider but also a committed partner who makes valuable difference to your business. With a customer-focused approach, desire to understand customer business & identify the right solutions, we act as a one-stop shop for business process outsourcing from India. We promise you significant cost savings, and improve and maintain the quality of service delivery.

## Line of Businesses

- IT Solutions
- HR Consulting
- Corporate Training
- Business Process Outsourcing
  - Business Development Support through Tele Marketing/Tele Sales
  - Business Development Backend Support
  - Recruitment Process Outsourcing

## Executive Briefing

### Why Outsource?

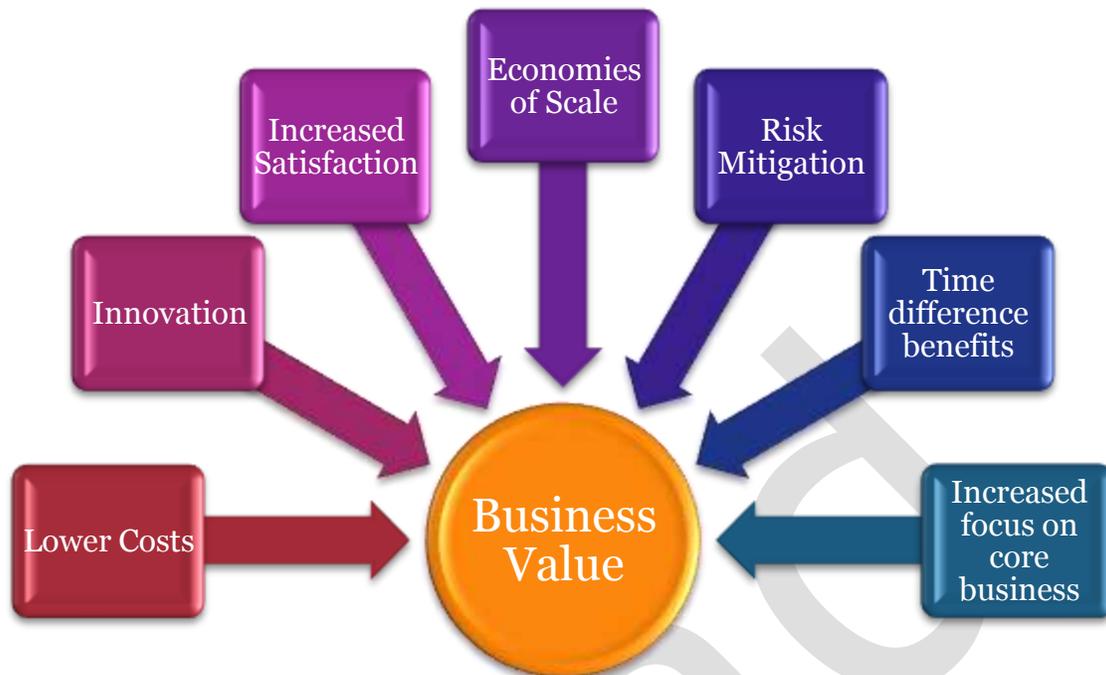
All Outsourcing activities can be classified into three types. Basic/Traditional outsourcing services, which curb direct costs, such as hardware/software maintenance and operation costs. The second type of outsourcing helps lower "indirect" costs and achieve efficiencies in areas related to business processes. This is termed Business Process Outsourcing. At the highest level, is the Business Transformation Outsourcing.

Simply put, BPO is the delegation of one or more business processes to an external provider who in turn provides services for the selected process based on certain defined and measurable performance criteria specified by your organization. This generally involves an organization's non-core processes.

BPO is growing because companies want to focus on their core businesses. Companies worldwide feel the need to shed their ancillary processes, free up internal resources to focus on their core business competencies.

BPO is a strategic management tool that can help organizations to improve process level efficiency and effectiveness, as well as reduce costs.

## Business Value of Outsourcing



**Cost Advantages-** BPO provides an accounting advantage - financial engineering with regard to assets, staff and infrastructure

**Innovation and speed to market-** Ability of the outsourcer to do things which an organization cannot do on its own or does not have the domain expertise.

**Increased customer satisfaction,** more efficient operations by focused effort on customer service by the outsourcer

**Economy of scale** - BPO provides the flexibility to respond to a rapidly changing marketplace and scale operations up or down as conditions dictate

**Business risk Mitigation** by capitalizing on the outsourcer's knowledge of local laws, infrastructure, processes and expertise.

**Rapid access to high quality practices** at the outsourcer's end.

**Availability to skilled personnel** also increases the quality of service. Outsourcing a process also means the buyer no longer has to manage the head count. Recruiting and retaining talent in a tight market is difficult. The level of difficulty increases with the specialized knowledge required. The outsourcer, on the other hand, is adept at attracting the best and the brightest in its field.

**Shorter project delivery times** due to the expertise of the outsourcer with regard to transition of business processes to the offshore site.

**Using the time difference** to your favor, especially where the offshore company provides support or maintenance

**Better control over operations.** Internal resources can now focus on core customer service processes.

## **Outsourcing to India**

India's technological advances are noteworthy. Several Fortune 500 companies have opened centers here, to benefit from the technologically skilled, highly educated, motivated workforce. Companies like GE, and American Express, have successfully demonstrated the benefits with total annual savings of few hundred million dollars between them alone.

Also India leads the world in quality adherence, which is stated, from the fact that India has the highest number of Maturity Level 5 organization in the world. A major reason why Global Corporations are outsourcing to India today is Productivity Improvement and Quality Improvement. A study by a leading research organization shows that when processes are off shored to India, companies not only get the advantage of low cost but also experience improvement in productivity and quality.

### **India's advantage as the BPO destination**

A booming IT industry, with IT strengths recognized all over the world

The largest English-speaking population after the USA

A vast workforce of educated, English-speaking, tech-savvy personnel: A boon in a high-growth industry faced with a shortage of skilled workers

Cost-effective manpower: In a call center operation, manpower typically accounts for 55 to 60 percent of the total cost. In India, manpower is available at a fraction of the cost overseas. However, some people get deterred by the fact that cost savings are not seen immediately. Initial investment in infrastructure and training can be expensive and make one believe that the promise of cost reduction is false. However, there will be savings and the fact that several global giants continue to set up call centers in India is proof of this.

The Government of India has recognized the potential of IT-enabled services and has taken positive steps by providing numerous incentives.

The presence of most international technology vendors and solutions would enable creation of most advanced set-ups in this technology- intensive segment.

## **Triad's BPO Services**

- Introduction
- Operational Procedure
- How are we unique?
- Services Offered
  - Business Development Support through TeleMarketing/TeleSales
  - Business Development Backend Support
  - Recruitment Process Outsourcing
- Infrastructure

- Budgets
- Clients

## Introduction

Triad Infotech's 3 year old BPO services are successfully providing business development, tele marketing and recruitment process outsourcing to international clients. Fundamentally being an IT company, we exactly know how to design, use and exploit information technology capabilities to run the BPO services successfully. Our BPO wing comprises of Team Leaders, Domain Experts, BPO Executives, Technology trainers, Soft skill/Personality development trainers and accent trainers.

## Operational procedure

We at Triad follow a robustly defined operational procedure to ensure process integrity and minimize inherent outsourcing risks. We help clients establish the right outsourcing strategy, and help them in devising a plan to implement the strategy and de-risking the plan to ensure success.

1. Pre Analysis: At this stage, we try and understand clients' business, identify outsource opportunities, assess requirements, review environment and confirm validity.
2. Analysis: For analyzing, we gather documentation, identify solution and costing, confirm and validate with client and prepare the process implementation plan.
3. Transition Management:- At this juncture, we adapt process plan, emulate client process, document operating plan, and confirm performance requirements.

## How are we unique?



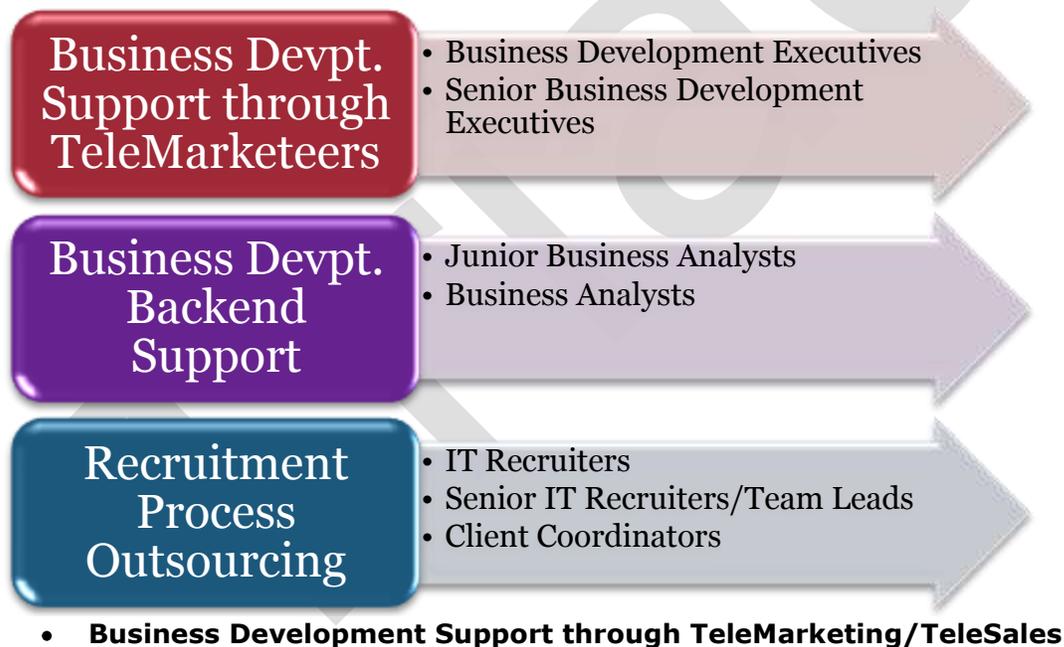
The biggest challenge that the BPO industry in India faces in India is the high attrition rate. Qualified people are selected, trained, inducted and they leave after short span of time. Triad follows multiple strategies in order to tackle this problem.

The first strategy is that through our HR consulting wing, we constantly keep interviewing and recruiting people as backup resources. An employee, when he puts down his papers, within no time, the backup resource is placed along with that employee, in his notice period. The employee trains the backup resource and gets it up to speed and the moment the employee leaves, the backup resource is deployed in place. This strategy has successfully worked for us and has caused zero impact to our client's business. The second strategy is to identify key people and reward them with higher compensation and incentives in such a way that they always feel satisfied and delighted to be in Triad.

The third one is that, because of Triad's multiple business areas, an employee has a wide career path to choose within the organization itself. For example, after being a tele marketer or a BPO executive, he could go on to become a team leader or a trainer or move in to our domestic consulting or get placed in to the software development division. This makes an employee stay longer and within the same organization, thus benefiting our clients over all.

We also have constant employee motivation programs and other industry standard training programs.

### Services Offered



Business Development is the most integral activity of any business. It especially plays a very critical role in small-medium organizations. We understand this need and have created a comprehensive offering for such organizations. Though, investment in Business Development activities is inevitable, there is also an element of risk attached to it. Some activities may bring in results immediately, some later and some never. In such cases, the investment made turns out futile. So reducing such risk associated investment becomes very important.

At Triad, we offer BD Support through TeleMarketing/TeleSales Resources to companies abroad. Such resources help cut down the costs associated by one-third

to one-fourth of what the company might otherwise incur. Since our domain expertise is more on recruitment and human resource related outsourcing services, we have specialized in offering BD support to consulting, staffing organizations.

We offer two kinds of resources

- Business Development Executives who will be involved in tele calling, creating prospects, doing follow up, sending marketing materials, fixing up appointments for the client account manager to talk / meet. These resources will work on the database provided by the client.
- Senior Business Development Executives, apart from the tasks mentioned for the Business Development Executives, will also be involved in gathering the database from multiple sources. These professionals, will also have background on market research thus making it easier for them to identify a potential prospect.

### **Roles and Responsibilities**

The typical profile of the BDE resource is described below

- The candidate will possess excellent communication skills, excellent convincing, selling abilities, good negotiation skills and never say die attitude
- Understand the client's products, offerings and gain thorough knowledge on the same
- Work in the same time shift as the client's, reporting to the account manager or business development manager on a daily, weekly and monthly basis
- The BDE is responsible to reach a specified target of prospect-customer conversion and also maintain a healthy pipeline of future opportunities
- This target is decided based on discussions between Triad and the client during the pre-analysis stage

### **Business Development Backend Support**

In certain cases, companies may only require backend support in terms of creating a call database, sending e-mailers. These resource may also work in an alternative (India day time itself), because they only do the supporting tasks for a business development manager based out of the client's office in their location, for instance in the US. The monthly costs for this will be lower than the first option, proposed on a case to case basis. Triad offers Junior Business Analysts and Business Analysts for this activity.

### **Recruitment Process Outsourcing**

With the growing economy and the gap between supply and demand, recruitment is another area of an organization which turns out to be an ongoing activity. Be it a consulting company for which recruitment is a business or be it a software company's recruiting department, this activity requires continuous attention and focus. Triad has created a RPO offering for such companies to outsource their recruiting activities to India, thus reaping benefits of lower costs, higher productivity and easier manageability.

We offer the following kinds of resources

- IT Recruiters who will be involved in studying requirements, searching, screening and shortlisting profiles, getting updated CVs from consultants along with candidate summary details, formatting profiles based on the specified requirements etc.
- Senior IT Recruiters/Team Leads who will be involved in gathering requirements from the client on a daily basis, prioritizing, assigning to the recruiter's team, submitting profiles back to the client through email or tools like SmartSearch. We usually recommend a Team Lead for a team of 3 or more recruiters, acting as a one point contact to the client.
- Client Coordinators, Account Managers who are typically required in a consulting business scenario, and will be involved in client coordination, requirements gathering, CVs submission, rate negotiation, organizing interviews, gathering feedback and completing the joining formalities

### *Triad's Guarantee*

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- Triad shall do due diligence and follow in a stringent recruitment process to identify such resources
- Triad shall depute an account manager on its side who will be responsible for maintaining the quality of the resources and thus aid in a successful association
- Triad shall maintain complete confidentiality of any data that is created, transferred between the resource and the client

### *Infrastructure*

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With our state-of-the-art technology and infrastructure we are able to stay a step ahead of the competition. With a service reliability of 99.98 percent, our investment on the infrastructure equals the best in the industry.

Our facilities are located in Chennai, India. We have a state of the art infrastructure with high speed data communication lines. We have experience of working in three shifts as well.

### **IT Enabled Services - Our Facilities**

- Adequate storage area with full Security
- Adequate fire safety systems
- Ergonomically designed furniture
- In-house recreation facilities.

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### **IT Enabled Services - Our Equipments**

- High Configuration PCs
  - High Speed Scanners
  - Hard Disk and high back up capacity
  - Round the clock power supply with backup facilities.
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### **Communication**

- 512 kbps – 1 Mbps DSL line.
  - VOIP (Voice Over IP) lines for calling US, Canada, UK and Australia
  - Modem, Routers and all necessary facilities
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### **System Environment**

- Servers: Xeon 3.06 Ghz x 2 - Windows 2000 Advanced server
  - Back-up Server
  - Structured cabling for high speed data access
  - Capable of supporting batch upload/download
  - Capable of expanding to multiple database-server and multiple data / document servers over LAN / WAN
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### **IT Enabled Services - Our Man Power**

- Highly skilled and experienced personnel, well conversant with English language
- Round the clock work in 3 shifts on 24/7 basis.
- In-house technical support team
- In-house and external trainers
- In-house recruitment team

### **Budgets**

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Our costing models vary on a case to case basis. A detailed study on the requirements would be required in order to furnish a proposal. To provide a general understanding, we charge our customers on a per resource basis, per month.