

# 全渠道客户体验与 BPM 平台



**MERGERSCORP**

## BPM

这是一个与印度客户体验（CX）和业务流程管理（BPM）公司合作的机会，该公司规模庞大，利润丰厚，在印度国内市场占有率高，在国际市场上的野心也在不断扩大。

该公司此前曾就拟议的公开上市提交过 DRHP，展示了机构治理标准和运营透明度。

该公司为印度大型企业、在印度运营的跨国公司和国内中型品牌提供服务。

### 业务简介

- 地域收入组合：100% 印度（国内）
- 业务分布：12 个城市的 24 个交付中心
- 语言能力：13 种以上印度语言
- 服务的行业：10 多个行业
- 合同期限：1-3 年
- 客户简介：大型企业、在印度开展业务的跨国公司以及印度老牌企业

### 核心能力

- 呼入和呼出联络中心运营
- 语音和非语音客户支持
- 电子邮件、聊天和数字参与
- 技术支持和客户生命周期管理

### BPM 和后台解决方案

- 流程外包

#### GROSS REVENUE

\$ 50,000,000

#### BUSINESS TYPE

呼叫中心

#### COUNTRY

印度

#### BUSINESS ID

L#20261009

- 数据管理
- 客户获取和保留计划
- 针对特定行业的支持服务
- 在印度全境 24 个地点提供服务
- 多城市冗余和可扩展容量
- 进入多样化人才库
- 强大的地区语言能力（13 种以上印度语言）
- 1-3 年合同的长期关系
- 涉足 10 多个行业
- 强大的经常性收入基础
- 多年的规模化运营
- 与大型企业客户打交道的经验
- 机构治理准备就绪（之前的公开上市程序）

公司正在进入一个战略拐点，重点是：

- 积极向美国客户推销
- 将印度定位为具有成本效益的全球交付中心

- 利用执行力为国际品牌提供服务
  
- 拓展更高价值的数字客户体验产品
  
- 加强自动化和技术集成
  
- 超越传统业务流程外包，提升价值链

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