

# *Magicsolv International*

*The right team to outsource with...*



## Call Center Services

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:: A Perfect Solution For ::

◆ Internet Marketing | ◆ Website Development | ◆ E-commerce Solutions | ◆ Virtual Assistance

Proud to be registered with:

**NASSCOM**<sup>®</sup>  
National Association of Software and Service Companies



## Magicsolv International

Every day, our clients entrust their customers and business to our employees, who engage in telephone and Internet contact, call center operations, information technologies and management, telecommunications, sales, customer service and marketing efforts.

We provide our clients a higher quality telephone and web-based customer service and sales operations, Lower base operating costs and a Maximum customer value. We deliver through specialized computer telephony technologies, Call center development experience, Human resources management and process expertise.

In order to support our work processes, we make use of modern equipment and software. We particularly aim at the business segment and are able to accommodate your outbound and inbound telephone communications in a professional and expert manner. We adjust our telephone approach and procedure in full, in order to be duly geared to your business culture. By ongoing training, education and the commitment of the Suriname people, we ensure that the best results are achieved for our customers.

**Magicsolv International** Call Centers combine capability and expertise in order to provide you with the right solution, taking into full consideration industry, proposition, timing and target market. **Magicsolv** Call Centers engage in the full process of project planning and set up, ensuring a full understanding of your requirement giving you the full benefit of our many years of experience within the call center industry.

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**Magicsolv International** is a pioneer in outsourcing and has been providing a wide range of services to global organizations. The Technology-driven call center services can enable you to provide your customers with high-quality call center services, while saving on your operating costs.

The following are a list of call center services that we offer:

- ◆ Inbound call center services.
- ◆ Outbound telemarketing services
- ◆ Technical helpdesk services
- ◆ CATI services
- ◆ Disaster recovery services
- ◆ Email Support Services and Non-Voice Call Centers
- ◆ Chat support services

### Inbound Call Center Services:

The Strategic call centers inbound services help a company to attain its business objectives. These services cover the gamut from scheduling sales demos and handling loyalty programs to **taking messages, ramping up telesales, locating dealers and retailers** and much more.

It is now possible for any global company to provide and add a value to its customers without taking the focus off its core business. Utilizing these services of an inbound order taking call center, adding more customer-focused services through an inbound call center service and increasing the sales effort through inbound call center sales are some of the ways.

Many of our clients are discovering the benefits of outsourcing their call center solutions to us for a quality service, cost savings of **up to 50%**, and competitive advantage. We provide our clients an inbound call center services for online sales, order taking, order entry, answering services and customer services amongst the others. We are also providing custom call center solutions to global customers seeking **24x7 customer support and technical support**.

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At **Magicsolv** we offer you:

- ◆ Faster ramp-up, launch, and roll-out of new campaigns
- ◆ Experience with programs similar to yours
- ◆ Market testing capabilities
- ◆ Remote call monitoring
- ◆ Rapid response to market conditions
- ◆ Skilled, professional, customer support and technical service representatives
- ◆ Account management expertise
- ◆ Enhanced reporting capabilities
- ◆ Improved market coverage

Outbound telemarketing services:

**Outbound Telemarketing** is one of the key services offered by **Magicsolv** through its highly sophisticated call centers.

Our telemarketing services can help you in building leads, customer databases and also help you in finding new customers. Many global companies are getting high benefits from significantly lower costs, proven process quality and access to a trained, computer-literate, college-educated workforce with good presentation and communication skills. We provide outbound telemarketing services for high-quality appointment setting and merchant account services.

At **Magicsolv International**, our processes have over time, matured and been perfected to gain the confidence it operates with today. We possess scalable distributed technology architecture. Our multiple levels of redundancy ensure continuous access and data transfer. In the business industry it is not only fitness for use that qualifies the quality of a product or service but also how it meets and exceeds customer expectations with you. Our focused quality group evaluates processes internally based on a checklist defined by the customer.

Reviews of the process are conducted as regular as daily, weekly or monthly based on requirements. The reviews parameters could be productivity, critical performance Level, overall process capability/improvements, hiring and training. The recurring errors are documented and eliminated completely. You as our client will have complete and full access to our database, you will receive detailed analysis reports, get to listen to any call of your choice and also train our agents.

**Magicsolv International** provides online web access to its call center operations. Our Graphic User Interface checks all calls for quality and prepares individual and group reports on the same. You are welcome to access to these reports as well and can suggest any changes if any changes made. You also have access to data tagged with the call used for analysis.



## Technical Help desk Services:

At *Magicsolv International* we provide technical support centers, technical support outsourcing has long since evolved from simple call handling to business process reengineering. We are building a global contact centers for Technical Support Services – with the technology and people skills to keep pace with this change. Global industry majors are outsourcing technical support to India, not just for cutting costs, but for transforming their business processes and providing strategic business value.

**IT Help Desks** at traditional call centers in India have been transformed into modern customer information centers (**CICs**) or contact centers.

The role of tech support has expanded to include telesales – both pre and post-sales technical support, product support, technical applications and support, customer support services, network tech support, onsite tech support, remote support, remote IT infrastructure management services.

Today, business is focused around the customer. The technology trend in the future integrates sales force automation, e-business and call center systems to form a single point of contact (**SPOC**) for the customer. *Magicsolv International* technical support can create a strategic advantage for your product.

From customers asking questions about new products or making complaints to tech support agents or help desk analysts resolving problems - all the information flowing into the tech support center or help desk is highly valuable. The data can be mined to reveal **trends** that enable prompt business decisions.

## CATI Services:

*Magicsolv International* offers next-generation CATI research solutions. Computer Aided Telephone Interviewing (**CATI**) software integrated with a completely automated, predictive dialer-enhanced telephone center with Rapid Dial assures four times the productivity of manual dialing for accurate and reliable Data Collection for Marketing Research. Our unique distributed dialer technology enables efficient call management and compliance management. We also have the capacity to capture 100% of the customer experience.

Our **CATI market research** surveys with prospects will help you understand their awareness, perceptions, wants and needs so you can expect your products to meet specific needs and create a base of future customers. We are in the process of building a voice amplitude engine to analyze inbound calls. Factors like voice amplitude, the number of words used, speed of talking etc. reflect human emotion and give important clues on whether a customer is probably going to leave.

You may want to identify for example, which customer keeps calling your company several times a month and alert senior managers or experts to interact with him. We can also convert voice to text to pull out important keywords that detect “potential churn”, where customer problems are not yet resolved. By dealing with “problem” customers proactively you can retain customers rather than lose them and then research the reasons why you lost them. From our expert analysis of your data, you will better understand market requirements, customer behavior and customer experiences. And you can work on the data to improve your performance and efficiency.

*Magicsolv International* provides information-rich dashboards to manage and distribute data that will support decision-making, strategic planning, presentations and reviews. Our Managers can “pull” information from their integrated feedback repository with the help of the dashboards, 24/7.

Our Enterprise Reporting System collects data and reports on events as they happen and over various periods of time. Historical data is updated every day. Remote users can access real time dashboards and trend analysis reports, access voice recordings, find exceptions by analyzing the data that is tagged with calls, take decisions remotely, and save calls locally, even take control of the call.

We offer client access and complete visibility of performance for operational transparency. So you can keep your finger on the pulse of the survey and the market research data in real time.

## Disaster Recovery Services:

Today's IT-dependent businesses have to keep up the pace with the huge advances in technology, which have escalated the costs of downtime. They also have to deal with the risk of adverse impact from unforeseen events, natural or manmade disasters/calamities that could interrupt or disrupt the business. And it is so essential for companies to have a **disaster recovery strategy** in place, to minimize the impact of a disaster and to recover from a disaster quickly. It's not just mission-critical data that is affected, but the software, hardware and systems essential for it to run on. A disaster recovery plan or business continuity **plan (DRP/BCP)** or business process contingency plan (**BPCP**) describes how an organization is to deal with potential disasters.

**Magicsolv call centers** are fully equipped to offer disaster recovery services of a high order, based on geography or operations. We are from plain prosperous area, where we don't have flood problem, twister problem, Earthquake. This is the best "Green" part of INDIA. To plan for any emergency, at magicsolv we mostly appointed the person, who is local to us and easily accessible any time. Our disaster recovery services for strategies can help you to deal with potential disasters.

We provide different levels of **site protection** against site failure to suit specific business continuity requirements, through Cold, Warm and Hot recovery procedures. The **infrastructure backbone** is built on high-speed, redundant, reliable voice and data networks that work on best-of-breed technologies. International Private Leased Circuits (**IPLCs**) ensure voice integrity and quality. The **entire technological infrastructure is backed-up**, from servers, processors, leased lines, and storage systems to fully backed-up UPS and generator systems.

## Email Support and Non-Voice Call Centers:

Email has now become the primary means of data transmission and customer relationship management. As a result many companies are outsourcing their non-voice call center needs, including Email support services. Low cost, non-intrusive and any time-anywhere access are some of the advantages of email based communication. An efficient email response service is crucial to any company's brand building and growth.

At **Magicsolv International** we have successfully and competently handled email support services for several global clients and our experience ranges from handling simple as well as complex issues.



Our email services are comprehensive and include:

- ◆ Customer care
- ◆ Technical support
- ◆ Order fulfillment
- ◆ Verification
- ◆ Complete query resolution
- ◆ Resolving escalated cases



We also support service level agreements (SLAs) based on client requirements, thereby providing answers via email within the time window agreed upon by both parties.

**Magicsolv's email support services** are assured that your customers' emails would be answered accurately within a quick turn-around time. We have the expertise to control scale with complexity and have maintained a reputation for reliability and quality assistance with our customers especially in the sphere of email support.

Our core business is enriching customer experience while at the same time ensuring quick, cost effective one-stop solutions. We understand the dynamics of email support or eCRM and the fact that it is a developed hi-tech industry. With a very high degree of process control, we bring to the table the top email customer support in the industry.

## Live Chat Support Services

**Online chat support** is yet another way of providing better, faster and efficient customer support services to your customers. The Chat support is live and your customers can get immediate answers to their queries and immediate solutions to their problems.

Our live chat support services can help you benefit from expert, efficient and cost-effective online chat support services. By our chat support services you can concentrate on your core business and reap the benefits of providing your customers with competent customer care services.

Our executives can help visitors to your website find the product or service that the customer is looking for and also provide extra information about the product or services.

Our online chat support executives can effectively, up-sell or cross-sell products and services, help customers fill in forms, orders and details for online transactions.

**Live chat support** is personal and our online chat support executives can give individual attention to each of your customers. And you can also make the selling process short and convert the visitors to your website into potential buyers.

With our chat support services you can provide your customers with efficient services on a **24x7x365** basis.





It is our constant endeavor to exceed expectations of quality, productivity, turn around time and cost efficiency.

We strive to build long-term partnership with our customers by delivering constant productivity benefits thereby maximizing profitability, creating value and tangible benefits for our customers.

Please feel free to contact us. If you have a query about any of our products or services, one of our experienced sales staff will contact you. Our regular contact details can be found below.

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