



# HERO ITES™

*Innovative Teams Enterprising Solutions*



**Solution's from  
India's Leading  
Contact Center/ BPO  
Company**





## Overview

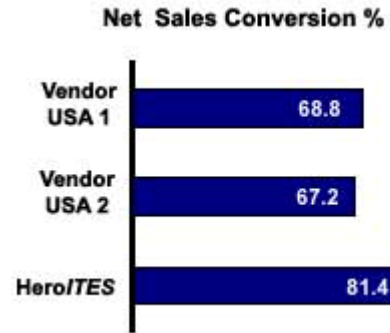
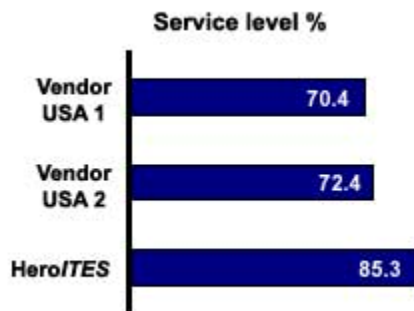
Hero/ITES is one of the leading Contact Center/ BPO companies of India and is recognized for its quality. Over the last few years, Hero/ITES has built **substantial expertise in outsourced customer contact and customer relationship management.**

Our Contact Center is ideally located in Gurgaon, near New Delhi. This location provides **the infrastructure for IT enabled services and access to a large pool of human resource.** The Center deploys state-of-the-art technology and has been careful in developing a redundant technology framework.

**The Center is a 365x24x7 operation servicing a client base across the English speaking countries of USA, UK and Australia.** In addition to providing services to three of the Top 10 US Credit Card companies, UK's largest Broadband Company, The World's largest Appliances company, we have also provided services to companies involved in Direct Marketing, Directory Enquiries, Database Provision, Catalogue Sales and Mobile Phones amongst others.

**Hero/ITES has continually demonstrated its ability to meet or exceed Client expectations in delivery of both service and quality.** Clients have been happy to outsource additional business to us including complex processes. One of the World's largest Credit Card Company awarded us and our partner with the **'Supplier of the Year – 2004'**.

**Off-shoring business to India help in reducing Client costs by an average 40%. But it is not only cost that attracts clients to Hero/ITES.** In benchmarking our performance against two of the existing vendors of one the **world's Top 5 Banking Groups**, we topped in both service levels and in productivity.



**Hero/ITES has been proactive in providing feedback to its clients ways to serve them better.** Based on our feedback, one of our large Credit Card clients reduced and remodeled the script size and content. This resulted in improved productivity and significant savings to the Client. In another case, we advised a popular eCommerce company in UK on how to improve customer satisfaction by outsourcing to a Contact Center like us.

Clients concerned about information security can be rest assured. We give great attention to data privacy and have stringent norms in place. **Multiple third party audits on behalf of users of our services have returned satisfactory reports.** Hero/ITES is an **ISO 9001:2000** certified Company by KPMG for "Providing BPO Services" and is committed to further delighting clients by absorbing the **BS 7799** Standard very soon.

**For clients in USA, Hero/ITES offers a unique on-shore, near-shore and offshore solution** in partnership with an established Call Center Company that is ranked amongst the Top 10 in the USA.

**Hero/ITES employs in excess of 1000 agents.** Every Associate undergoes a rigorous pre-process training from our sister company 'Hero Mindmine'. Hero Mindmine is the country's largest Call Center Training Company and is the leader in Voice, Accent & Culture Training. **Hero/ITES values human dignity and is of the belief that each and every employee makes a significant contribution to the success of the Company.** The Hero/ITES employee is 'happy and performs at his peak at all times'.

**With an experienced management team and the strong support from our sponsor - the USD 2.75 billion Hero Group of Companies.** Hero/ITES is ready to discuss how it can add value to your organization.





## Sample Experience

- Inbound and Outbound Credit Card Acquisition for one of the **world's Top 10 US Credit Card Issuers**. From an initial allocation of 30% of total outbound volumes being outsourced to clients in India, Hero/ITES current share has increased to 70% because of consistent high performance. Likewise, volumes for inbound have increased from 10% to 45%.
- B2B Customer Support through Voice, Email and White Mail for a **leading Corporate Gifts company**. The program encompassed taking new orders, replacement orders, answering questions and general customer service based on fliers sent by the company to prospects.
- Customer Support for a **Fortune 200 Credit Card Issuer**. This program involves taking outbound and inbound calls to verify new Credit Card Applications. From a single process and 30 Associates in 2003, Hero/ITES today has over 250 Associates dedicated to 3 different processes.
- Customer Support for one of the **world's largest Catalog Sales Company**. This program involves catalog sales, overflow and after hours support to the company.
- Customer Service for one of the **world's Top 5 Banking Groups**. This is an Inbound Process, where the customers call in to complete Credit Card Applications. The Banking Group chose Hero/ITES for first time off shoring to India and are now considering a large ramp-up of the services.
- Data Verification for **UK's largest Directory Assistance Company**. The client has strict privacy norms and quality requirements.
- Sales and Customer Support for a **large Telecom company**. This program involves providing customer service and trouble shooting services. The company has recently also outsourced Marketing Research and Analytics to Hero/ITES.
- Customer Acquisition for a **Fortune 500 Telecom** company based in the UK. Hero/ITES was required to study the demographics of the UK market and devise suitable voice based marketing strategy. Hero/ITES helped the client to penetrate the market and carve a niche for themselves.
- Appointment setting for a **large Telecom company in Australia**. Hero/ITES deployed over 100 FTE for this service.
- Customer Acquisition for Mobile Phones for a **large Direct Marketing Company in UK**. The Client also outsourced acquisition of Business customers for its Energy product to Hero/ITES.

## Services Offered to Credit Card Industry

Customers of the Credit Card Industry are becoming increasingly demanding, seeking higher service levels across multiple delivery channels. Credit Card Issuers are looking to drive up service standards while reducing the cost of services to their customers. New age competition in the sector calls for players to redefine and re-engineer the way they serve customers profitably.

Hero/ITES has substantial experience of serving Credit Card issuers – from new customer acquisition to credit card verification, application processing to welcome calls to balance transfers etc. Some of the services on offer are:

### Customer Service

Payments Queries, Address Change, Statements Queries, Dispute Queries, Card Benefits, Price Related Queries, Lost and Stolen, Inquiry About Products and Services, Payment Date

### Customer Acquisition

Up Sales/Cross Sales, Telesales, Processes Card Application

### E-mail/Support

Any Account information, Apply for A New PIN

### Account Activation Support

Back Office Account Verification, Confirmation and Fulfillment

### Collection

Skip Tracing, 1st Stages (Day Delinquent Accounts), 2nd Stages (30-60 Day Delinquent Accounts)





## Services Offered to Directory Assistance Industry

Directory assistance industry has become extremely competitive with a large number of players. Companies are being forced to offer more value added services to enhance revenues. Use of technology and overall customer experience has become critical to growth. Data accuracy and privacy are important concerns even as a large number of Directory Assistance companies are looking offshore to improve profitability.

Hero/ITES has served several data intensive companies and understands the critical parameter that make this business successful. Some of the services on offer are:

<b>Inbound</b>
Directory Enquiries, Onward Call Connect, Validating the Database, Updating the Database, Inquiry About the Products and Services
<b>Outbound</b>
Validating the Database, Updating the Database, Listings Enquiries
<b>Back Office</b>
Maintaining Databases, Updating Records
<b>Web</b>
Updating Customers Records Online, Sending Enquiries Through E-mail

## Services Offered to eCommerce & Retail Industry

Technology has enabled the e-Commerce and Retail Industry to consistently offer 24X7 services through multiple sales and delivery channels. Retailers face the challenges of increasing sales from new as well as existing/ prime customers. The imperatives of managing seasonal demands and improving customer experience while managing the business profitably makes a strong case for global sourcing.

Hero/ITES has substantial experience in customer acquisition and customer support. Some of the services on offer are:

### Loyalty / Customer Retention

Reward Management, Card Member Services, After Sales Service, Order Fulfillment, Call Scheduling for Field Services, troubleshooting

### Customer Service/ Inquiries

Subscription / Application Processing, Information on Merchandise, Billing Queries, Company Policies, Scheduling Calls for On Site Service, Requests for Delivery At Home

### Sales

Catalogue Sales, Up-Sell, Cross Sell / Add on Services, Tele-Sales, Sales Promotion

## Services Offered to Telecom Industry

The global Telecom Industry has become a virtual battleground with difficult operating environments, radical cost cutting, and intense competition for customers, products and services. The players face the challenges of maintaining customer loyalty as well as increasing revenue per user. Global Sourcing provides Telecom Service Providers with an extra edge in terms of efficient customer service delivery and reduced cost of operations.

Hero/ITES has substantial experience of serving the Telecom Industry – from new customer acquisition to order fulfillment, customer service to trouble shooting, up sell to market research etc. Some of the services on offer are:

### Customer Service

Order Fulfillment, Equipment Orders, Escalation Resolution, Product Support, Activations, Equipment Troubleshooting

### Customer Acquisition

Up-Selling , Cross Selling

### Back Office

Plan Swaps, Correspondence Management, Warranty/Replacement Programs, Account Maintenance, Order Fulfillment





## Hero/ITES Key Differentiators

- Stringent Information Security Management
- Speed to Implementation and ability to scale up
- Quality Driven Organization
- Near-Shore, On-shore and Offshore delivery Capabilities for US and UK based clients.
- Effective Pre-process, Process and Ongoing Training
- Employee friendly HR Practices
- Partnership Approach

## Industry Memberships

- ATA (American Teleservices Association), USA
- CCA (Call Centre Association), UK
- NASSCOM (National Association of Software and Service Companies), India
- DMA (Direct Marketing Association), UK

## The Hero Group

Ranked amongst the Top 10 business houses in India with revenues in excess of USD 2.75 billion, the Hero Group employs over 25,000 people. It is extremely profitable and known for its high standards of good corporate governance. No wonder then that "HERO" is amongst the top 30 brands in India.



With 18 companies in its portfolio, the Hero Group has built several global leaders. For example, it is the world's largest manufacturer of motorcycles (2 Mn in 2004) and bicycles (5.2 Mn in 2004).

Interestingly, Hero Cycles has been listed in the Guinness Book of World Records since 1986.

In the last few years, the Hero Group has successfully made an aggressive foray into the Services Industries such as Contact Center/ BPO, Training, Insurance, Bill Collections etc. Hero Group's vision is to build Hero/ITES as a global organization and a preferred vendor of choice for outsourcing. For more information, please visit

[www.herogroup.com](http://www.herogroup.com)

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For more information, please visit [www.heroites.com](http://www.heroites.com)



*Picture of Hero/ITES Contact Center/ BPO facility near New Delhi*

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