

# Voice Excellence in India

## The hub for global growth

### India - The new age voice excellence destination

- Preferred cost-effective offshoring option offering 70% on staffing costs
- Availability of a large, highly-skilled, and educated workforce, with niche technical skill sets. Second Largest English-speaking country with 125 million English speakers
- According to the Annual Unified District Information System for Education Plus (UDISE+) report 2021, about 70 million students study in English as a medium of instruction
- 65 Lakh Graduates pass out every year with 15 lakh Engineers with technical knowledge and niche skills
- Multi-lingual hub with French and German incorporated in school and college education with low costs comparatively
- Huge enterprise push increasing knowledge-based and vertical-specific demand processes in the BPO / ITES space
- In 2020, India ranked as the leading BPO of choice among roughly 50 different offshore CX delivery points
- The competitive landscape of the country is fragmented among major market players with 40% of the overall market with voice support and the rest of it distributed across non-voice and back-office support in 35 different languages



## Fast Facts:

### Locations:

Bengaluru, Hyderabad, Shillong

### Outperformance

- No. 1 Vendor on Sales Conversion, NPS score, and Revenue per contact
- We have 5 large programs for voice operations in India
- The first-ever site to achieve positive NPS on Care LOB
- Highest NPS star rating of 4.33 for Sales & 3.39 for Care
- Outperforming competition across all Sales Metrics
- Best Site in terms of Add-On Sales – Gift Card Promotion
- 114% NPS Attainment over rolling 12 months for a leading fortune BFSI Client
- 100% Achievement in KPIs

### Awards

2022 - CCW Winner  
BPO of the Year

2022 - HR Distinction Awards  
Most Innovative Leadership Award

2022 - Future of L&D Summit  
Best Leadership Development Strategy

2022 - People Matters  
Best Leadership in Transformation

2021 & 2022 - ET Business  
Excellence Quality Assurance Leader  
IT / ITES sector

All the logos, names, trademarks are property of their respective owners



## Why [24]7.ai

In the business for 23 years of multi-vertical industry experience to operationalize and customize our comprehensive tri-modelled Agent Services solutions spread across traditional agents, tech-enabled agents, and managed as a service models. We are pioneers in achieving great success in our voice operations with our best-in-class frameworks and practices with our industry best ACE operating model with innovative and advanced approaches with:

**Right-fit Recruitment:** Pioneer of augmented Agent Services (Human Insight + Artificial Intelligence) with the best sourcing, training, development and retention to deliver a highly valued service and customized support experience. Connect- Interact and Hire framework with metaverse hiring. Virtual sourcing strategies build accessibility and efficiency in the overall process.

**New Age Digital Training:** Advanced and Innovative training concepts like 3+7 Framework, Emotional intelligence-focused behavioural modules, cultural affinity, domain-specific training and phase-wise evaluations.

**Organizational Development:** Our in-house leader coach development frameworks, internal trainings and assessments are designed to support employee growth.

**Innovative Employee Welfare Programs:** Encourage agility, teamwork, innovation and superior performance. The employees get to excel in an environment that nurtures their growth – giving them an opportunity to develop professionally while contributing to the growth of the organization. With our monthly Engagement Calendar, we have been able to reach out to 97% of our teammates.

**Continued Employment Strategies:** We redefined our HR model to create three dedicated verticals of Experience, Engagement and Connect to facilitate focused attention on employees at different stages of their lifecycle, with “Happy Hearts” at its core.

**High-Tech Performance Management:** A galvanizing growth agenda at the individual and company level via optimized operational opportunities.

## Contact us

[www.247.ai](http://www.247.ai)

[info@247.ai](mailto:info@247.ai)

United States +1-855-692-9247

Canada +1-866-273-1195

United Kingdom +44 0 207 836 9203

Australia +61 2 90025780

## About [24]7.ai

[24]7 Agent Services, ranked #1 BPO by Global Fortune 500 clients for 22+ years with an unrivaled 90% success rate for the Best Vendor Ranking, offers diverse, thoroughly vetted, highly-skilled agents for every channel - who align with the brand's DNA. Lowering cost-per-interaction while boosting customer satisfaction, we outperform the client's best site by 10% with the best of technology, training, and analytics. We enhance customer experience through agent experience by equipping agents with AI to deepen engagement, accelerate accurate resolutions, and reduce average-handle-time. We empower our agents to become brand ambassadors that promote brand loyalty and excellence, thus building trust, upholding brand reputation, and revolutionizing strategies.

For more information visit: [www.247.ai](http://www.247.ai)