INTERNSHIP REPORT
ON

STANDARD OPERATION PROCEDURE
OF
CALL QUALITY ANALYST (CQA) TEAM
SERVICENGINE LTD.

Prepared for

Mr. Suntu Kumar Ghosh
Assistant Professor, School of Business
BRAC University

Prepared by

RIFAT RAHMATULLAH
ID # 10264009
MBA Program

31st March, 2013

LETTER OF TRANSMITTAL

31st March, 2013

Mr. Suntu Kumar Ghosh
Assistant Professor
BRAC Business School
BRAC University

Subject: Submission of Internship Report on "Standard Operation Procedure of Call Quality Analyst (CQA) Team ServicEngine Ltd."

Dear Sir,

This is my pleasure to present my Internship Report, which is a part of the MBA Program. It is great achievement to work under your active supervision.

This report is based on, "Standard Operation Procedure of Call Quality Analyst (CQA) Team ServicEngine Ltd.". I am working at ServicEngine Ltd. as an Executive for last two and half years, under the supervision of Muhammad Zafar Sadiq, Project Head, Phytel. The report shows the total procedure of the work of Phytel BD Team. In preparing the report I tried to gather information which was most complete and relevant.

I have great hope that the report will meet your expectation and aid you in getting a clearer idea about the subject. I will take immense pleasure in providing you with any queries you have regarding the study. I gained some valuable knowledge and experience while working on this report and I glad to have the opportunity to prepare this report under your guidance.

Sincerely,

.....
Rifat Rahmatullah
ID: 10264009
MBA Program
BRAC Business School

FOREWORD

The internship report is submitted in partial fulfillment of the academic requirements for the degree of Master of Business Administration to the BRAC Business School at BRAC University, 66 Mohakhali, Dhaka-1212, Bangladesh. While preparing this report I have tried to gather as much information as possible and together all the information to enhance it. I believe that it was a captivating experience in the software development and service sector and it has enriched both my knowledge and experience.

This report is not free from limitations. There might have problems regarding lacks and limitations in some aspects.

.....

Rifat Rahmatullah
ID: 10264009
MBA Program
BRAC Business School

DECLARATION

The whole dissertation, unless specifically indicated to the contrary in the text, is my original work, and has not been submitted in part, or in whole for the degree or diploma to any other university.

……

Rifat Rahmatullah
ID: 10264009
MBA Program
BRAC Business School

ACKNOWLEDGEMENTS

At first my heartiest gratitude goes to Almighty Allah, without his divine blessing it would not be possible for me to complete this project successfully.

I must pay gratitude to my supervisor, Mr. Suntu Kumar Ghosh, Assistant Professor, BRAC Business School, BRAC University, for his enriched and powerful structured discussion that has been a great help in each step of doing and writing the dissertation.

I would like to convey my gratitude to Muhammad Zafar Sadiq, Project Head, ServicEngine Ltd. helping me in furnishing the report. Moreover, I would also like to express my gratitude to my office seniors and colleagues who gave me good advice, suggestions, inspiration and support. I must mention the wonderful working environment and group commitment of this organization that has enabled me to deal with a lot of things.

Finally, I like to offer thanks to all of my friends and well–wishers for helping me by rigorous reviews of this work and inspiring suggestion.

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Executive Summary

Software and IT service industry in Bangladesh has crossed a long road over the last few decades. The presence of high number of young entrepreneurs is one of the distinctive features of this industry. Public and private organizations of Bangladesh focus on technology driven approach to find competitive advantage to sustain in the global economy. ServicEngine Ltd. is one of the growing outsource company which is giving software, web and other data processing and advertising service to global market. It provides high quality, sound business practices and technology solutions to corporations worldwide. Its innovative practice and policies enabled us to successfully deliver solutions to companies in specially North America, Europe and Australia. The real asset of ServicEngine is its team members and leaders. It trains the team to develop their talents. In October 10, 2010, author of the report started his professional career in ServicEngine Ltd. He started working as a Quality Assurance Executive, ServicEngine Ltd. Quality assurance is very important for each and every product and service. Here not only the continuous process of learning new technologies but also working in team with variety skill sets team members, delivering services to different of customers, managing work-life balance, making work plan, meeting project deadlines, working late hours and weekends and other challenging aspect. In last few months author of the report got more responsibilities as a part of team of Phytel, ServicEngine Ltd. The economic development of a country depends on the development of IT sector to a great extent. The dependency on IT sector in modern economy is increasing day by day because this sector ultimately contributes to run the wheel of development in a more dynamic way. Over the last three years, team of Phytel BD checking the quality and providing better analysis to Phytel US to develop the functional and technological quality features of the IVR to ensure the better quality and to fulfill the users' requirement. Technology are changes over time but customer satisfaction and fulfilling customers requirement will be the key for Smart Business success.

Introduction

The outsource industry especially the software development and quality maintenance includes businesses for development, maintenance and publication of software that are using any business model. The industry also includes software services, data process service, web develop service, as well as training, documentation, and consulting. Software and IT service industry in Bangladesh has crossed a long road over the last few decades. It has matured. The industry no more remains at the sideline. It joined the mainstream. Not only the industry is contributing significantly in the national income, but also it has been playing very crucial role in creating high quality employment for a sizable portion of young graduates of the country. The presence of high number of young entrepreneurs is one of the distinctive features of this industry. In last decade many tech savvy young graduates, some of them returning from abroad after finishing education, have started their IT ventures. Despite various local and global challenges, these young spirited entrepreneurs have done remarkably well in building sustainable business organizations through their hard work and passion. Surely, the enthusiasm and resilience of the young entrepreneurs are the main driving force of Bangladesh IT industry. On the other hand, public and private organizations of Bangladesh focus on technology driven approaches to find competitive advantage to sustain in the global economy. Use of software and IT service help the organization to do the business efficiently.

According to BASIS survey, there are over 800 registered software outsource and ITES (IT Enabled Service) companies in Bangladesh. There are another few hundred of unregistered small and home-based ventures doing business for both local and international markets. The total industry size is estimated to be around Tk. 1,800 core (US$ 250 million). Approximately 30,000 professionals, majority IT and other graduates, are employed in the industry. Though, compared to other traditional mainstream industry, the contribution for overall employment creation is not significantly high, but if considered in terms of creating high quality employment (average monthly compensation over Tk. 15,000 per month), software and IT service industry is surely one of the top graduate employment sectors in the country.

ServicEngine Ltd. is one of the growing outsource service provider. It provides high quality, sound business practices and solutions to corporations worldwide. ServicEngine's innovative practice and policies enabled us to successfully deliver quality solutions to companies in America, Europe, and Australia.

About Abdul Monem Ltd (AML)

Abdul Monem Limited is one of the leading diversified business conglomerates of Bangladesh. Established in 1956 and having faced the challenges of almost 04 decades of political turbulence, economic instability and socio-cultural changes as well as the present day global scope of Bangladeshi businesses, our success has been driven by our purpose and objective to excel in what we do. Our fundamental promise is 'touching lives...building capabilities...!' Touching lives through relevant infrastructure development or by making products and services available based on customer insights. Building capabilities by developing a people-centric organization that is committed to get results in the right way by being responsible, excellence in execution and operation, applying human ingenuity, creativity and technologies, collaborating and seeking opportunities for development and growth.

We began with a modest approach as a construction contractor soon becoming a trusted name and ultimately a synonym of quality, reliability and commitment. From then onwards, we have led for others to follow. For 56 years Abdul Monem Limited has successfully accomplished numerous projects including those aided by the World Bank, Asian Development bank, Japan Bank for International Cooperation and Islamic Development Bank. The core strength of our organization has been in our capacity to gather the resources to complete infrastructure projects on a grand scale thus proving our capability to sustain long development periods and demonstrated our ability to bear the initial risks associated with such projects. AML has developed a wealth of experience in infrastructure and development project arena in order to meet the international standards of quality and service. AML now has one of Bangladesh's broadest portfolios of business ventures from being bottlers of Coca Cola, having a sugar refinery, producer of Igloo ice cream, producer of milk and dairy products, makers of food items and snacks, manufacturing pharmaceuticals, maker of auto bricks, bitumen and selected construction materials, providing financial services, outsourcing of IT services, energy providers, etc., with a view to leveraging the strength of the parent company as well as the other strategic units and contributing to the national economy with a further intention of generating employment opportunities for fellow citizens.

AML began as a family owned business and has transformed into a multi disciplinary modern day business group delivering value to our customers. Our priority has been to focus on building capabilities to infuse strength and character in our people, our business partners, associates and stakeholders resulting in robust and dynamic growth of the establishment. Our talented and highly skilled 5,000 or more directly and indirectly involved workforce.

We care about what we produce and in the manner we produce them ensuring safety and security of workers as well as safeguarding their health and welfare. As an organization and as individuals we also take great pride in contributing to the community and society as a whole through active corporate social responsibility and engagement.

Vision

Optimum use of valuable resources including human to create value-added products and services aimed at contributing to the economic, social and environmental progress and prosperity of Bangladesh.

Mission

Provide value added products and services by creating a successful partnership among the people, technology and practices.

Pledge is to establish an absolute sense of inclusion of our employees with our organization and building lasting relationships with our customers, business associates and stakeholders by exceeding their expectations and gaining lifelong trust through exceptional performance.

Excel in all our work, constantly challenging to perform better and engaging in teamwork with the aim to achieve incremental growth of our business thereby having a positive impact on the community and the nation in economical and social development.

Group Management

Abdul Monem

Chairman & Managing Director

ASM Mainuddin Monem

Deputy Managing Director - I

ASM Mohiuddin Monem

Deputy Managing Director - II

Mr. Abdul Monem is the founder of the Company and empowered CEO of the Group. A Civil Engineer by profession Mr. Abdul Monem masterminded the whole Group and its expansion and diversification to this venture. His descendants Mr. A.S.M. Mainuddin Monem a Business Graduate from Harvard Business School, USA, and Mr. A.S.M Mohiuddin Monem an Industrial Engineer from North Eastern University, USA are the key management people and responsible for the Finance, Administration and Operational activities of the Group.

Corporate Profile

Corporate Head Quarter

Monem Business District
111, BirUttam C.R. Datta Road (Sonargaon Road)
Dhaka-1205, Bangladesh.
Phone : 880-2-9676301-3, 9669570, 8618079, 8611043
Fax : 880-2-9668638, 9664913
Email : info@amlbd.com , kbasher@amlbd.com

Year of Establishment

Chronology/History (Order in which Abdul Monem Business units were established)

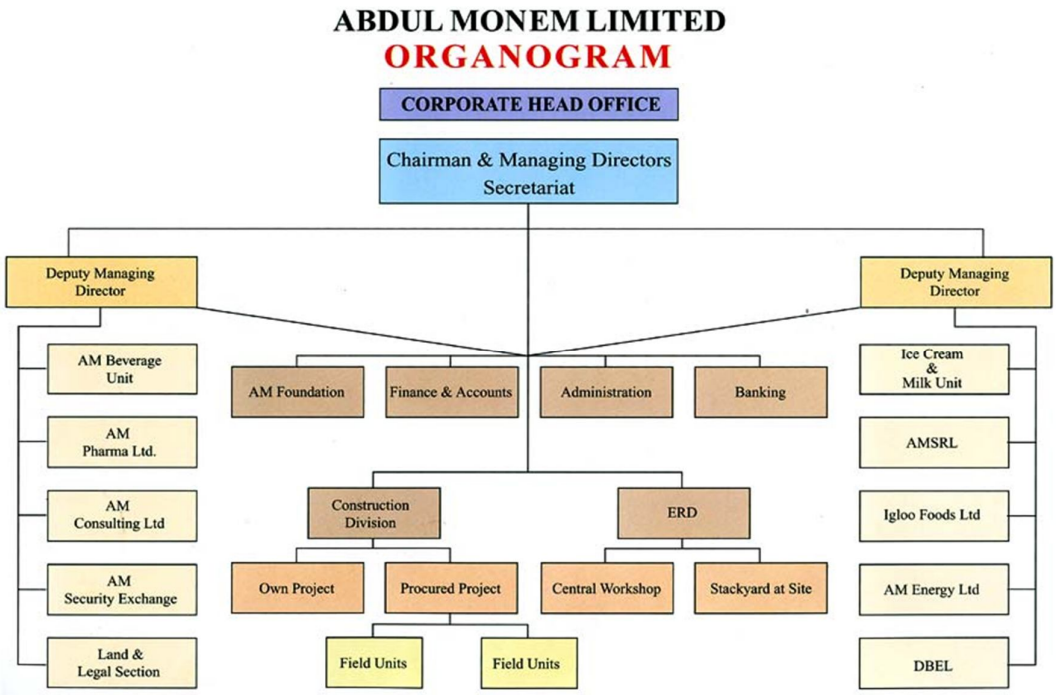
1956 Abdul Monem Limited (Engineers & Builders)
1956 AM Beverage Unit (Coca Cola Bottler)
1983 Igloo Ice Cream & Milk Unit Limited

Business Line

Construction Contractors for the Roads & Highways, Bridges & Culverts, Highrise Buildings, Factory Buildings, Flood Embankment, Hydraulic Structures, Operation Maintenance & Toll collection.

- ⇨ Bottler of Coca-Cola, Fanta, Sprite, Sunfill Mango Juice & Kinley Drinking Water.
- ⇨ Manufacturer of Igloo ice cream, Manufacturer of AmoMilk liquid pasteurized milk.
- ⇨ Manufacture of Igloo Ghee.
- ⇨ Trading & Distributing product of DANONE Brands.
- ⇨ Abdul Monem Foundation
- ⇨ Aml Trading & Distribution Unit
- ⇨ Igloo Foods Ltd.
- ⇨ Abdul Monem Sugar Refinery Limited
- ⇨ Outsource Company (ServicEngine Ltd)

Organogram



Milestones

Since inception the company has gone a long way. Abdul Monem Limited is the flagship company of itself. Driven with the mission statement the company gradually increased its activities over the years. During its journey the company has faced a lot of difficulties but with the strong management approach the company managed to survive. Generating more revenue was not the only concern of AML. The motto was to build a dream as described in the mission statement. To achieve the end destination AML has diversified itself and these diversified activities allowed the company to come close to the people and involved in many development activities. Such:

AML Contribution at Nation Building

The company has contributed a lot in nation building since its inception. These includes Construction Contractors for the Roads & Highways, Bridges & Culverts, High-rise Buildings, Factory Buildings, Flood Embankment, Hydraulic Structures, Operation Maintenance & Toll collection, establishment of educational institutions, religious infrastructure and micro credit operation. Most of these activities directly contributed in building the nation and some of these indirectly helped the country by developing the education level, poverty elevation, capacity building and infrastructure development. Development of roads and highways, bridges & culverts, flood embankment helped the country in building the infrastructure and communication system while high rise buildings and factories helped people of this country in generating employment. Those in the end contributed a lot in developing the nation.

Employment opportunity

About 10000 people are directly working in AML in various projects and companies. And the company has opened many windows in public and private sector to employ thousands. With the micro credit operation AML is motivating under privileged people in developing various labor oriented projects, small & medium enterprises and cottage industry which can generate more employment opportunity in the rural areas.

Micro credit operation

In recent years AML has introduced micro credit operation to remove poverty. AML has made the credit facility so simple that one can easily take loan without much hassle and without mortgage or collateral. AML is not finishing the job after the loan disbursement; it makes sure that the borrower can make the most of the loan. That's why AML provide sufficient training on various projects. The objective is to build the strength of under privileged people to face poverty. AML believes in teaching the technique, "how to catch a fish" rather than providing the fish. AML is running the micro credit operation in B.Baria as a pilot project. After the successful implementation AML has plan of replicating the project throughout the whole country. Other than the above mentioned activities AML is working closely with the government in many issues like disaster removal, removal of national calamity etc.

Contribution to national calamity

AML has always expanded its hands in facing the national calamity. Whenever the nation faced any natural disaster, flood or any other calamity AML got itself involved in the relief activity. AML has distributed Relief among the flood affected people in the year 1988, 1998, 2001 and 2007. This year AML has distributed the relief to cover the most affected people. Moreover 52 Lac liter drinking water was distributed among the affected people this year. These were highly appreciated by different media.

Disaster removal activities

AML was never far away from participation in national emergency as it has participated in rescue operation in the Army Salvage Operation in the Building collapse of Spectra Garments. All recovery equipments were provided by Abdul Monem Ltd. in 2005.

Corporate Social Responsibilities

AML was never far away from people. Throughout its journey it has engaged itself in many activities that helped people. As a part of these activities AML has opened a new wing named Abdul Monem Foundation at Brahman Baria which is working closely with the people to remove poverty, develop infrastructure, capacity building, increase the level of education and ensure food for the poor people. School, College and Madrasha are successfully running under this Foundation where

the students get free study. One orphanage is also running under the banner of AM Foundation where about 3000 orphans are being taken care of.

About ServicEngine Ltd.

ServicEngine was the first business process outsourcing (BPO) company in Bangladesh. It grows at a rate of over 100% each year. Why? We are a unique company providing quantifiable and sustainable value to our clients. We are different and you will notice. Besides our exceptional employees, here are the top 3 reasons why we're better than the rest (and our clients will attest to these claims!):

1. **Strategic Partner.** We are not the typical outsourcing company focused on the short term. We invest in a building a meaningful long term business relationship. Whether our clients' success metrics are about quality, cost, responsiveness, satisfaction, or market share, we are focused and aligned on their success. We are friendly and flexible and will do whatever it takes to exceed our clients' expectations. We are an extension of our clients' teams. We offer a global platform to improve processes and be more competitive.

2. **Client Management.** We believe proactive communication and responsive action is critical for our clients. That is why we have a U.S.-based Client Manager assigned as a single point of contact to make it easier for our clients to interact with us on a regular basis. This person acts as a member of the clients'' team and is available 24/7 for their needs. This is the person that drives client results.

3. **Performance-Driven Culture.** Our leadership team comprises successful engineers, who have applied engineering methodologies and discipline to a services world. They believe you cannot manage what you can't measure, so our employees have formal metrics-based scorecards that ensure ServicEngine's Key Performance Indicators are aligned with our clients' key business goals. Scorecards are unique by program to ensure alignment with specific metrics that have the most affect on overall program performance and value creation. Scorecards are heavily weighted on delivering quantifiable value for both the quantitative and qualitative objectives, and they drive continuous improvement.

Why is ServicEngine different?

Because we invest in our employees and apply a proven fulfillment methodology that utilizes Six Sigma techniques. Our employees have documented procedures, a disciplined review process, and a strong quality assurance team. Our Quality Management System provides a flexible framework that enables continuous improvement. It is based on the best-in-class and worst-in-class service

delivery models of over 100 companies. Our Quality Assurance Team uses this system to formulate disciplined processes that strengthens our ability to deliver exceptional service. Our unique methodology is uncommon and cannot be easily duplicated. Furthermore, this approach is the key to reducing variations resulting in efficiency gains, precision accuracy of work output, and less costs.

Why Bangladesh?

Bangladesh remains an untouched, high-quality labor source. It has intrinsic strengths which make it a major success as an outsource destination:

- Large, proficient English-speaking population
- Workforce of educated, tech-savvy personnel, i.e., Bangladesh graduates thousands of engineers each year
- Cost-effective, abundant, motivated, yet highly skilled work force
- Governmentally recognized potential for IT-enabled services
- Liberal outsourcing laws and business incentives
- Not saturated like the India market, yet very similar in terms of landscape, people, and culture

Our leadership team is well connected with the Bangladesh government and key ministries. The Bangladesh government has recognized the potential for IT-enabled services and offers liberal laws and incentives to businesses outsourcing to the country. ServicEngine brings unmatched access to local talent and makes it easy for any American company to do business in Bangladesh.

Our Vision

It is our vision to be valued by our employees as the best company to work for and by our clients as an exceptional business partner.

ServicEngine will:

- Act with integrity at all times.
- Treat our employees and clients with respect.
- Respond quickly to our employees and clients.
- Be flexible in responding to market or client changes.
- Take ownership and always be accountable for results.
- Pride itself as a continuously learning organization.

Our unique business model and values have made a difference for our clients in their business results. It is our mission to continue to offer exceptional services and products so that our clients can leverage our global resources to their advantage.

Company Motto

"Leveraging Global Resources"

ServicEngine is a business processing outsourcing (BPO) company that leverages global resources to provide our clients improved business results.

We set ourselves apart from traditional outsourcing companies by being an extension of our clients' teams and a long-term strategic partner.

Leadership Team

We have combined the best practices for U.S. businesses with successful Bangladesh business strategies. Unlike traditional outsourcing companies, our Chairman and CEO are actively involved with all aspects of service delivery and client satisfaction.

ASM Mohiuddin Monem serves as Chairman of ServicEngine. A citizen of Bangladesh, he understands the country's culture and how to motivate and inspire our employees. Mr. Monem single-handedly piloted the rapid growth of the Coca-Cola business in Bangladesh. Under his leadership, Igloo became the unparalleled leader in food industry and built one of Asia's largest sugar refineries. He is currently overseeing the construction of Monem Towers, a 700,000 sq-ft triple tower, which will be the country's largest commercial building and the headquarters for ServicEngine. Mr. Monem is also Director of Operations at Abdul Monem Ltd., one of the largest companies in Bangladesh, and Director and Vice Chairman of two leading insurance companies. He has a B.S. degree in Industrial Engineering and a M.S. degree in Engineering Management, graduating cum laude, from Northeastern University in Boston, MA.

Matthew Kochan is the Chief Executive Officer (CEO) of ServicEngine. He understands your business' needs and he knows how to use technology and global resources to help your business get ahead in the new millennium. Mr. Kochan is recognized as an IT services visionary. He is a pioneer in developing break-through service methodologies, such as customer response centers, predictive service tools, and utilizing the Internet for both service delivery and selling services. Prior to joining ServicEngine, Mr. Kochan served as the COO for Stream, one of the largest global IT outsourcing companies with 32 call centers and over 20,000 agents. In addition, he was Senior Vice President of Global Services for both Nortel Networks and McAfee, and Vice President of Customer Service at both Compaq and Digital Equipment. He has also worked for General Electric and GTE Laboratories. Mr. Kochan has B.S. degree in Electrical Engineering from Illinois Institute of Technology and an M.S. degree in Management from Florida Institute of Technology.

U.S. Regional Leaders

The U.S. Leadership Team is always available to assist you with any questions regarding your projects or outsourcing needs:

- ⇨ Raymond Adamson, Sales
- ⇨ Kevin Kochan, U.S. Operations

Our goal is to be an extension of your team, so we are always friendly and flexible, and do whatever it takes to exceed your expectations. Working together, we can improve processes and help your business maximize global resources.

Employees

Our employees are our greatest asset because they are the reason we can deliver quality services and exceptional software to you. Our governing principle is that superior quality delivered with better service only happens with brighter, happier people. So, we recruit and hire only the most qualified individuals, who are top college graduates and fluent in English. Most of our employees have Master's degrees in business and science.

In addition to our thorough recruitment process, we offer superior training and career-development opportunities. We analyze the skills of all employees on an ongoing basis to determine training needs, including both aptitude and attitude development. We combine highly technical instruction, refined communications, "soft" skills, and advanced problem solving into a curriculum, so that our employees are prepared and accountable for delivering measurable results.

ServicEngine maintains a ratio of 1 first-line supervisor to 8 service professionals. This low ratio allows for significant apprenticeship, coaching, and mentoring. The feedback and interaction allows for attention to personal improvement results and a more consistent quality. Our managers were promoted up "through the ranks" so they understand all aspects of our company culture. This also helps us identify challenges and implement improvements so that we are always enhancing our performance.

Our focus on quality extends to our client relationships as well. We believe that open and honest communication that happens frequently is critical to a successful strategic partnership that builds long-term relationships. ServicEngine has developed a comprehensive methodology to transition the work from your office to our delivery center in Bangladesh. Our transition methodology helps make our employees an extension of your team. Your projects are accelerated and communication is maximized. Our employees learn the work, deliverables, systems, tools, etc. of your company and fulfill your efforts in our delivery center. Our method consistently results in helping our clients out-

perform all competition and achieve better performance than they could on their own. We can do the same for you!

Solutions

1. Quality Assurance

ServicEngine provides professional quality assurance (QA) services for your business or organization. You can take advantage of our many years of expertise to run QA analytics on crucial core functions in order to assess performance.

Areas that can be assessed using the QA process include:

- ⇨ Software testing (including black, white, and gray box, plus regression and user acceptance testing)
- ⇨ Platform testing
- ⇨ Mobile media testing (e.g., mobile devices such as iPhones, iPads, and related tools)
- ⇨ Call center operations
- ⇨ Advertising operations

Our quality assurance services use a process-driven approach that deploys specific steps to help you define and attain goals. Let your employees focus on your core business processes and turn to ServicEngine for your QA needs.

QA Examples

- ⇨ White Box Testing
- ⇨ Gray Box Testing
- ⇨ Black Box Testing
- ⇨ Regressing Testing
- ⇨ User Acceptance Testing
- ⇨ iPhone Testing
- ⇨ Blackberry Testing
- ⇨ iPad/ MAC Testing
- ⇨ PC Testing

2. Software & Web Development

Delivering quality software products ready for prime time can be a challenge. Tight release schedules and resource shortages are the rule, not the exception in software development. There is often little that can be done to relieve schedule pressure and you may find it difficult to complete projects on time and within budget. This is where **ServicEngine** can help you. Our services can assist you expand capacity, accelerate time to market, and build a scalable and flexible development model to minimize risk.

Capabilities

- ⇨ Software Development
  - o Programming
  - o Migration
  - o Maintenance
  - o Testing
  - o Conversions
  - o Porting
- ⇨ Web Development & Design
  - o HTML / HTML5
  - o CGI, Perl / mySQL
  - o Javascript (jQuery/Mootools)
  - o CSS, ASP, PHP, CGI
  - o Ajax, ColdFusion, Java, .NET, XML, Flash / Action Scripting
- ⇨ Web Publishing & Graphics
  - o Dreamweaver 4.0
  - o Frontpage
  - o WEBTrends
  - o Adobe Photoshop
  - o Visio

3. Back-Office Processing Services

Consider these questions:

- ⇨ Are you using too many resources on noncore activities?
- ⇨ Too much time on daily operations?
- ⇨ Are your employees trained in best practices?
- ⇨ Do you have state-of-the-art technology and software for your team?

ServicEngine has a specialized team for transaction processing services that will process documents, provide data entry, retain records, provide fulfillment services, and manage all forms of customer correspondence. We have proven processes, infrastructure, and training programs in place to ensure that your documents are processed quickly, cost-effectively, and more efficiently than ever before.

Office Services

- ⇨ Database Reconciliation
- ⇨ Information Capture
- ⇨ Data Entry
- ⇨ Transcription
- ⇨ Order Verification
- ⇨ Survey Collection
- ⇨ Call Quality Analysis
- ⇨ Claims Processing
- ⇨ Document and Data Conversion
- ⇨ Billing Support
- ⇨ Monitor Chat Rooms
- ⇨ Moderate Message Boards
- ⇨ Review Blogs

Digital Advertising Operations

Whether you are an agency or publisher, ServicEngine works as an extension of your team on a variety of campaign management solutions. ServicEngine is extremely flexible and our teams are scalable based on our client requirements. No matter the ad serving platform, we are ready to be a part of the team, helping to:

- ⇨ Facilitate online campaign management processes
- ⇨ Receive media plan briefs and upload media plan on client platform
- ⇨ Add creative to placements and implement click tag
- ⇨ Perform ad optimization
- ⇨ Check on correctness of media plan entry and click tag implementation
- ⇨ Communicate with client contacts to resolve any media trafficking issues.

Internet Marketing

If you are looking to catch an edge in the market and be more competitive, take advantage of our highly educated driven developers and designers. ServicEngine pulls only the top talent and can help you bid aggressively on business, win and still increase your margins. Based upon client needs we hand pick resources, focusing on issued job descriptions, optimal communication skills and prior experience.

- ⇨ Web Development and Design
- ⇨ Web Publishing and Graphics
- ⇨ SEO / SEM
- ⇨ Mobile Apps & Marketing
- ⇨ Social & Media Marketing

4. Risk & Compliance Services

The risk management process identifies and analyzes activities that could negatively affect your organization's business objectives. Risks run the gamut from relatively minor to severe to disastrous. The appropriate response depends on their perceived gravity.

ServicEngine can help you assess common business risks that are driven by technological, commercial, financial, and security issues. We can also help you assess potential risks that may be specific to your business. By using us as a third-party administrator, you might be able to reduce your costs by as much as 50 percent.

Compliance is the process of conforming with mandatory requirements as defined by laws, regulations, contracts, internal organization policies, or other external organizations. Non-

compliance, whether intentional or inadvertent, can generate significant organizational problems in the form of legal or financial penalties.

Three core concepts fall under the general heading of Data Aggregation and Analysis. These are detailed in the recent extension of the 2001 Patriot Act, signed into law in May 2011. All three require an enhanced level of due diligence regarding large financial transactions.

Let your employees focus on your core business processes and turn to **ServicEngine** for your Compliance Service's needs.

Data Services

- **Know Your Customer (KYC)**. Make it your business to be aware of your customer's general financial profile in order to note of any unusual activity.

- **Anti-Money Laundering (AML)**. Generally flags any transactions in the $10,000 range or repeated transactions that equal or exceed this sum in a short time period. These may be investigated to determine if such funds are being used for possible criminal or terroristic purposes.

- **Politically Exposed Persons (PEP)**. hold positions or perform important duties for government, such as judges, legislators, or military leaders. Their importance makes them subject to a higher level of scrutiny that an average person.

About Phytel Inc.

Phytel provides health care organizations with proven population health technology to deliver timely, coordinated care to their patients. Our state-of-the-art registry uses evidence-based chronic and preventive care protocols to identify and notify patients due for care, while tracking compliance and measuring quality and financial results.

Our Clients

- 1 in 4 of the largest health systems
- Installed in all 50 states
- Over 25 million patients in our registry

Our Solutions

Phytel believes there's more to a healthcare than technology. We design innovative solutions and services that support your focus on delivering quality care to all of your patients and positively influencing their overall health. Learn more about our population health management solutions.

Our Leadership

Our executive leaders merge technology, clinical evidence, and an understanding of the clinical workflow to bring solutions that support provider-led population health management. Learn more about our leadership team.

Our Culture

Our talented and experienced employees are the driving force behind the success and rapid growth of our company. Phytel is committed to recruiting and retaining the most dynamic and well qualified people in the industry. Find a career at Phytel.

Our Vision

To be the premier company empowering provider-led population health improvement

Our Mission

To improve long-term health outcomes by helping physicians coordinate care and positively influence their patients' health. We deliver technology solutions that enable physicians to:

- Identify patient care needs
- Strengthen patient compliance to recommended care
- Implement evidence-based standards of care
- Enable qualification for performance incentives
- Impact longitudinal health outcomes

Executive Leadership

Our executive leaders are at the forefront of Phytel's diversified business, where they foster an environment that encourages employee integrity and professional development. - Steve Schelhammer, CEO, Phytel

Jeffrey Havlock, **Chief Financial Officer**

Richard Hodach, MD MPH PhD, **Chief Medical Officer**

Tom Frosheiser, **Senior Vice President of Operations**

Jim Elder, **Senior Vice President, Sales and Client Services**

Patrick Flynn, **Chief Technology Officer**

Corporate Culture

Our Promise

Phytel believes that our achievements are represented by aligning with our client's strategic imperatives. Their success is our highest priority. Our real difference is the partnership approach that we bring to our client relationships.

Our Commitment

Phytel is committed to promoting Lean quality and efficiency in every phase of our operations, including the products we make and the services we deliver.

Our Guiding Principles

Phytel's Seven Operating Principles define our *dynamic* corporate culture:

1. Lea**d**ership – Lead by example while delivering constructive communications empowering individuals and teams to achieve organization goals.
2. Quali**y** – Commit to continuous quality improvement by incorporating TQM Principles at all levels of the organization.
3. In**n**ovation – Continually strive to improve through innovative and creative approaches to solving problems.
4. V**a**lue – Commit to deliver value to both internal and external customers by listening to their needs and definition of success.
5. Tea**m**work – the whole is greater than the sum of its parts.
6. Motivat**i**on – Create a highly motivated workforce based on trust, respect and accountability.
7. Ex**c**ellence – Commit to excellence through integrity, efficiency and transparency principles at all levels of the organization.

Best Places to Work

Phytel has been recognized as one of the 100 best places to work in the Dallas/Fort Worth area. The Dallas Morning News bases its ranking on an employee survey that measures qualities such as company leadership, compensation and training, workplace flexibility, and diversity. Read more

Giving Back

Below are just a few organizations that Phytel employees have donated their time and resources to:

- Habitat for Humanity
- American Cancer Society
- Susan G. Komen Foundation
- American Heart Association
- American Diabetes Association

Committed to Quality

Our Commitment

Phytel is committed to promoting quality and efficiency in every phase of our operations, including the products we make and the services we deliver. One way we demonstrate our dedication to these principles is to make significant investments in Lean-Six Sigma training and ISO 9001 quality initiatives.

ISO 9001:2008

Phytel has received ISO 9001:2008 Certification of its Quality Management System. This certification attests to the fact that Phytel has fully deployed a Quality Management System (QMS) that operates in accordance with the total quality management (TQM) standards embodied in ISO's internationally recognized criteria. Phytel fully embraces the ISO 9001 philosophy, which mandates thorough documentation and adherence to best practices as well as continuous process improvement.

Lean-Six Sigma

Our Lean-Six Sigma healthcare training program helps employees deliver superior customer service by:

- Reducing cycle time requirements
- Eliminating activities that do not deliver customer value
- Ensuring that products and services are affordable, defect-free and of the highest possible quality

By making a strong commitment to quality, Phytel achieves success by helping our customers succeed.

This Standard Operating Procedure

Summary

This Standard Operating Procedure (SOP) is the document which describes the regularly recurring operations relevant to the quality of our work as well as the whole process to run this Program effectively. An important aspect of a quality system is to work according to unambiguous Standard Operating Procedures (SOPs). In this SOP, the whole process from start work to make report with the analytical results is described by a continuous series. It is a compulsory instruction for Phytel Program of ServicEngine. If deviations from this, instruction are allowed, the conditions for these should be documented including who can give permission for this and what exactly the complete procedure will be. The original should rest at a secure place while working copies should be authenticated with signatures of authorized persons. Several categories and types of this SOP can be distinguished.

Purpose

The purpose of this Standard Operating Procedure (SOP) is to establish procedures and responsibilities of the CQA team of ServicEngine, Dhaka office. It will help to carry out the total operations correctly and always in the same manner.

Scope

This SOP applies to all personnel utilizing the CQA team. It is a complete guideline of work for both existing and new employees. It also explains the job responsibilities of each and every position of employee.

Objectives

Phytel Inc. of TX, USA basically provides the necessary software, hardware and value-add services to improve the quality of patient care to their clients, i.e. Medical Clinics. The CQA team is to support the Phytel Inc. by assuring the quality. Below are the objectives:

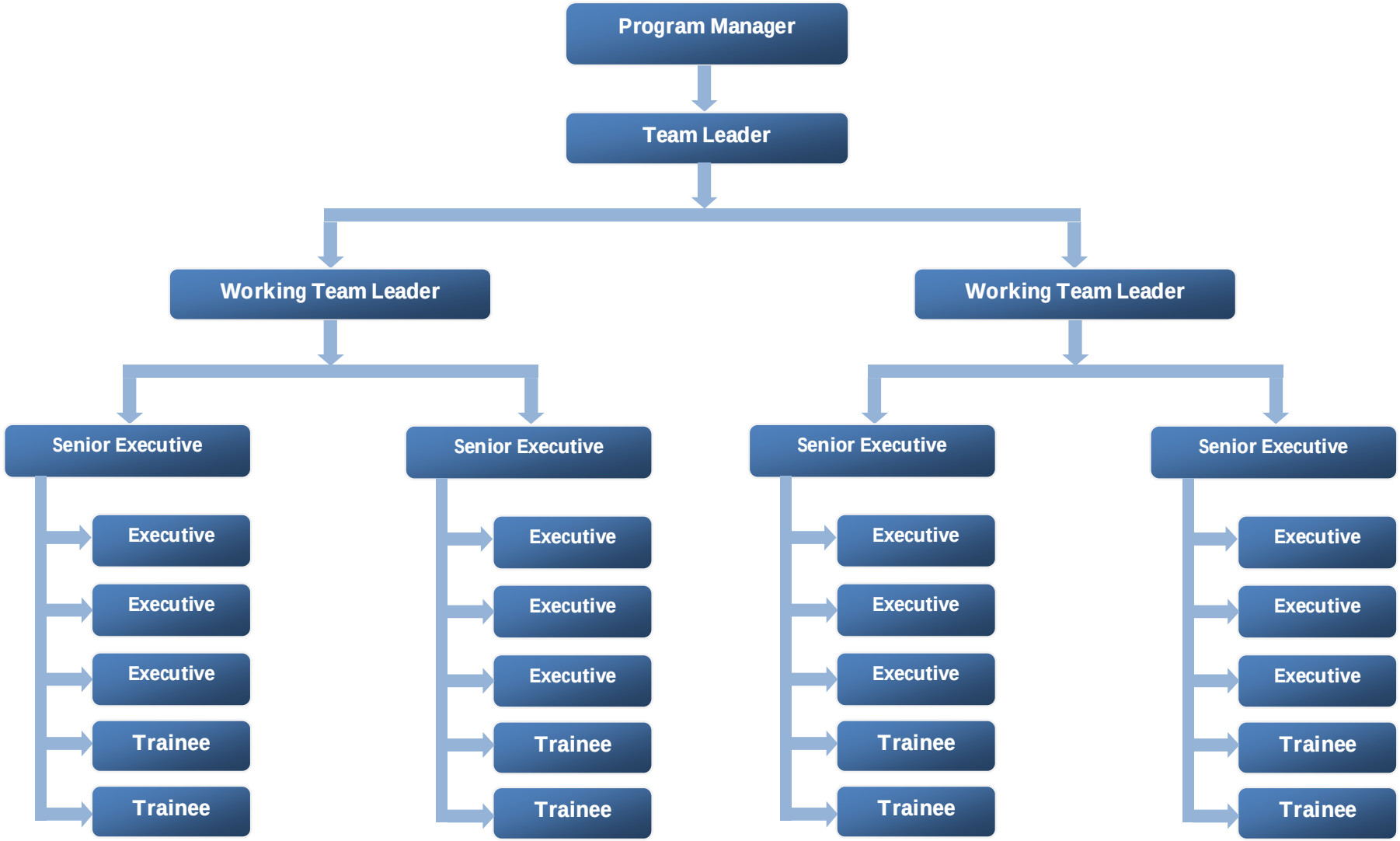
To Phytel Inc.:

- Assuring quality services they provide by the help of machines i.e. Interactive Voice Response (IVR)-
  - ✓ Listen recorded reminder calls from the client server
  - ✓ Listen recorded health awareness campaign calls
  - ✓ Classify the calls as successful or unsuccessful
  - ✓ Identify the reasons for unsuccessful calls
  - ✓ Identify semi-successful calls and the errors
  - ✓ Notify extra ordinary incidents and observations
  - ✓ Make reports on the basis of daily observations
  - ✓ Calculate the Platform performance rate
  - ✓ Prepare reports using different types of analysis method
  - ✓ Submit Call Quality report spreadsheet directly to the Client's server through FTP
  - ✓ Update the client with daily, weekly and monthly analysis by email and voice conference

To ServicEngine:

- Expanding service scope with Phytel Inc. by-
  - ✓ Utmost concentration at work
  - ✓ Ensure providing best quality work
  - ✓ Give extra effort to meet up client requirements
  - ✓ Use different types of analysis for client satisfaction
  - ✓ Maintain effective time management for working and report submission
  - ✓ Synchronize and maintain communication among the team members and the client

Organogram


Program Manager
Team Leader
Working Team Leader
Working Team Leader
Senior Executive
Senior Executive
Senior Executive
Senior Executive
Executive
Executive
Executive
Trainee
Trainee
Executive
Executive
Executive
Trainee
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Trainee

Roles and Responsibilities

Program Manager/ Team Leader

- To the team
  - ✓ Work volume management
  - ✓ Manpower assign
  - ✓ Time to time update the team with new instructions
  - ✓ Preserve program related credentials and documents
  - ✓ Update white papers and templates
  - ✓ Training
- To client
  - ✓ Check done works of executives
  - ✓ Comprehensive error analysis of IVR platforms
  - ✓ Daily call quality report
  - ✓ Weekly voice conference
  - ✓ Monthly production & error summary report
  - ✓ Time to time production and manpower plan
- To local management and/or US office
  - ✓ Daily report to General Manager
  - ✓ Weekly Progress report
  - ✓ Weekly basic team utilization report
  - ✓ Monthly progress report
  - ✓ Monthly team utilization report
  - ✓ Monthly invoice report
  - ✓ Monthly attendance report

▪ Working Team Leader

- To the team & TL/PM
  - ✓ Perform regular call review; work volume will be assigned by TL/PM
  - ✓ Provide real-time assistance to the team members
  - ✓ Work distribution
  - ✓ Alert or update any information to the team through Senior Executives
  - ✓ Handle situations in absence of TL/PM
  - ✓ Take help of any supporting department in absence of TL/PM
  - ✓ Monitor works of Executives and Senior Executives
  - ✓ Check quality of work in need
  - ✓ Assist TL/PM for in-job trainings
  - ✓ Assist TL/PM in weekly calls
  - ✓ Assist TL/PM for daily report in need
  - ✓ Preserving credentials in need
  - ✓ Inform TL/PM for any mentionable issue of the work
  - ✓ Time to time assignments from TL/PM
  - ✓ Daily report to TL/PM
- To client
  - ✓ Send daily report to client in absence of TL/PM
  - ✓ Host weekly call in sudden absence of TL/PM

- **Senior Executive**
  - ✓ Perform regular call review
  - ✓ Provide real-time assistance to the executives, especially new ones
  - ✓ Handle situations in absence of TL/PM/WTL
  - ✓ Time to time assignments from WTL
  - ✓ Monitor works of Executives
  - ✓ Daily report to TL/PM & WTL
- **Executive**
  - ✓ Perform regular call review
  - ✓ Make mini analysis reports
  - ✓ Daily report to TL/PM & WTL
- **Trainee**
  - ✓ Perform day to day assignments
  - ✓ Report to SE and WTL
  - ✓ Perform as Trainer when assigned

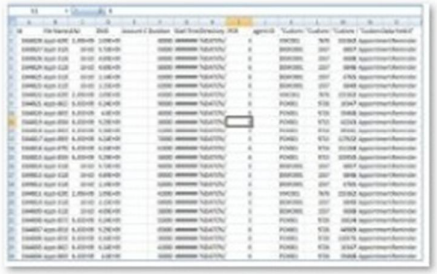
Point of Contact

Designation	Activities	Contact Person (TO)	Contact Person (CC)
Client's Representative	Instructions, Assignments, Queries	TL/PM	WTL (when applicable)
US Office Management	Assignments, Queries, Suggestions	TL/PM	WTL (when applicable)
Local Management	Assignments, Queries, Suggestions	TL/PM	WTL (when applicable)
Program Manager / Team Lead	Client reports	Client's Representative	GM, US office
	Daily reports	GM	
	Weekly progress reports	US office	GM, Asst Manager Finance
	Monthly progress reports	US office	GM, Asst Manager Finance
	Monthly Invoice	Asst Manager Finance	GM, US Office
Working Team Lead	Daily report	TL/PM	
	Client reports (if needed)	Client	TL/PM, GM, US office
	Training report	TL/PM	
Senior Executive	Daily report	TL/PM	WTL
	Training report	TL/PM	WTL
Executive	Daily report	TL/PM	WTL
Trainee	Daily report	TL/PM	WTL

Working Procedure

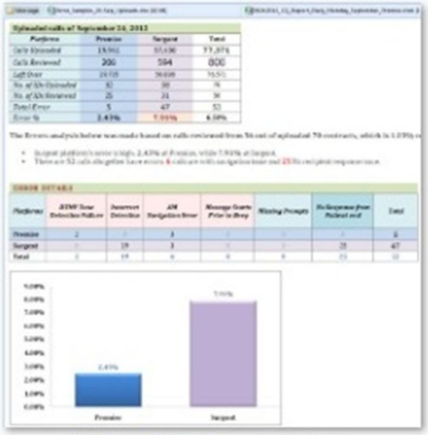
Login to the dashboards

Search for daily recordings

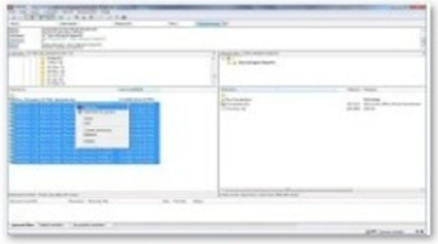


Download result as CSV

Collect random sample

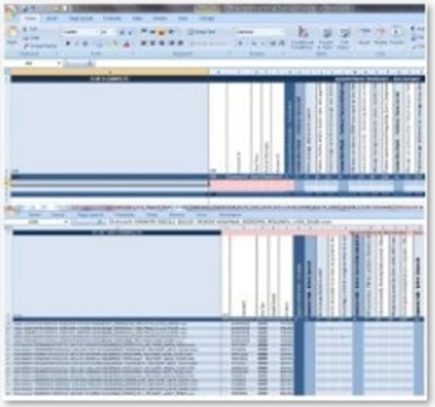


Email daily report to client



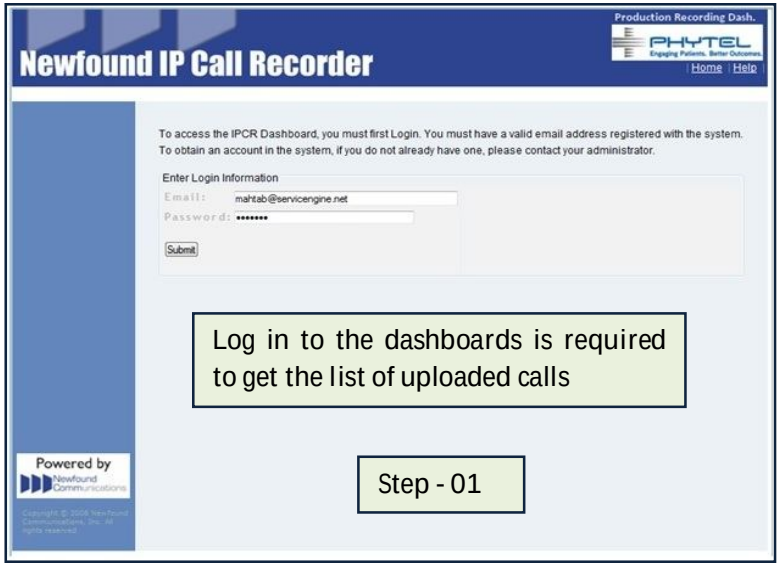
Upload reports to client's server

Review recorded calls



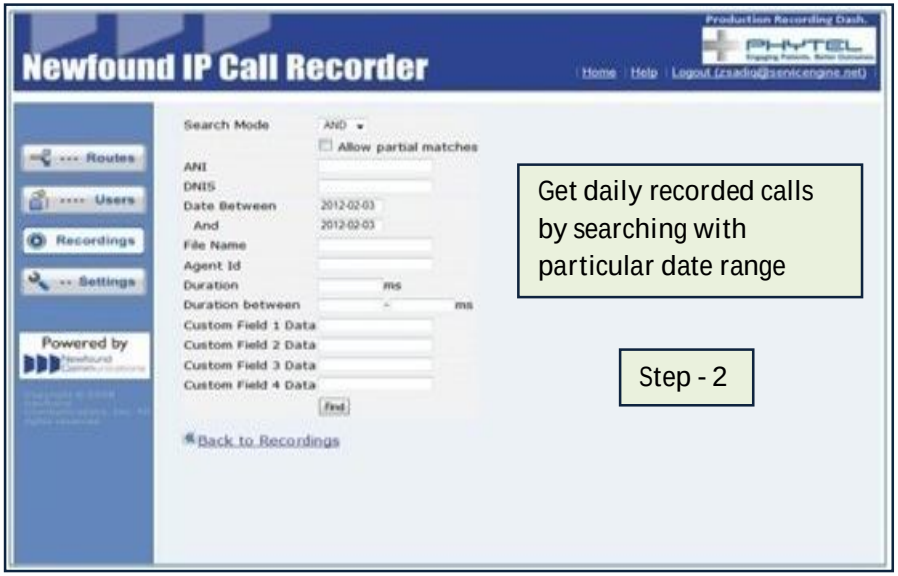
Prepare report file

Work file preparation and work volume count



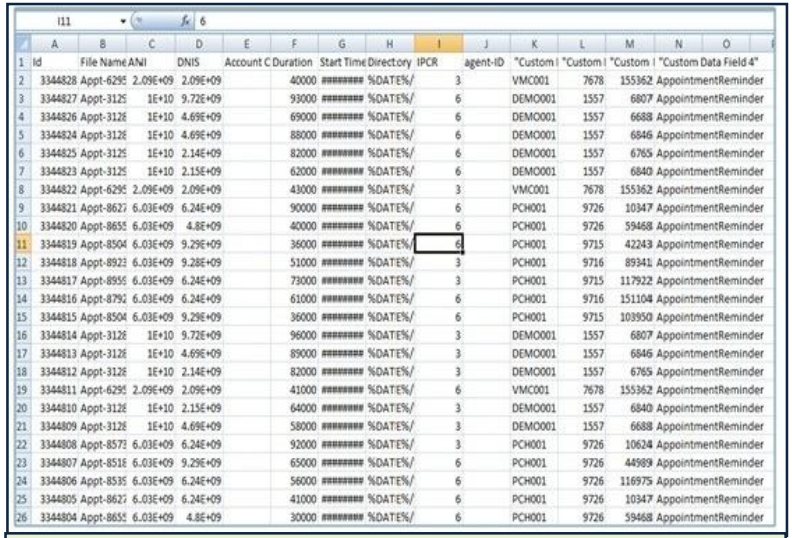
Log in to the dashboards is required to get the list of uploaded calls

Step - 01



Get daily recorded calls by searching with particular date range

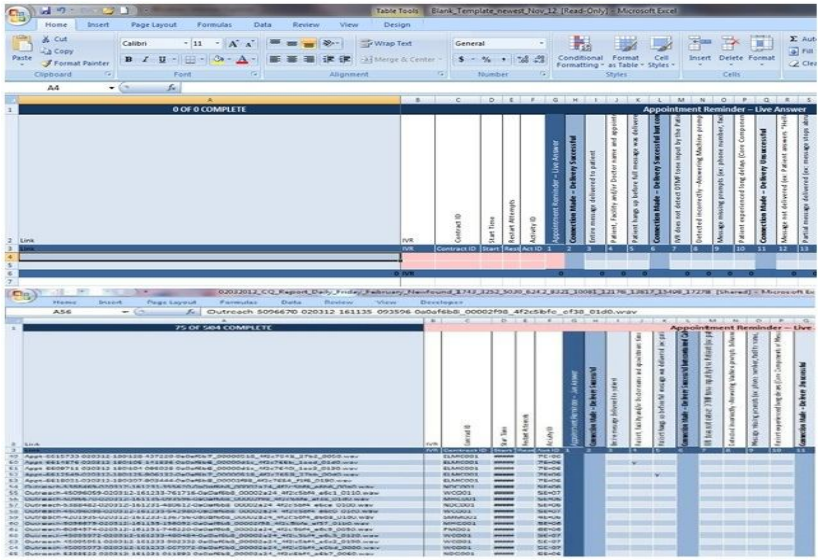
Step - 2



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Id	File Name	ANI	DNIS	Account C	Duration	Start Time	Directory	IPCR	agent-ID	"Custom I	"Custom I	"Custom I	"Custom Data Field 4"	
2	3344828	Appt-6295	2.09E+09	2.09E+09		40000	########	%DATE%/	3		VMC001	7678	155362	AppointmentReminder	
3	3344827	Appt-3125	1E+10	9.72E+09		93000	########	%DATE%/	6		DEMO001	1557	6807	AppointmentReminder	
4	3344826	Appt-3128	1E+10	4.69E+09		69000	########	%DATE%/	6		DEMO001	1557	6688	AppointmentReminder	
5	3344824	Appt-3128	1E+10	4.69E+09		88000	########	%DATE%/	6		DEMO001	1557	6846	AppointmentReminder	
6	3344825	Appt-3125	1E+10	2.14E+09		82000	########	%DATE%/	6		DEMO001	1557	6765	AppointmentReminder	
7	3344823	Appt-3125	1E+10	2.15E+09		62000	########	%DATE%/	6		DEMO001	1557	6840	AppointmentReminder	
8	3344822	Appt-6295	2.09E+09	2.09E+09		43000	########	%DATE%/	3		VMC001	7678	155362	AppointmentReminder	
9	3344821	Appt-8623	6.03E+09	6.24E+09		90000	########	%DATE%/	6		PCH001	9726	10347	AppointmentReminder	
10	3344820	Appt-8655	6.03E+09	4.8E+09		40000	########	%DATE%/	6		PCH001	9726	59468	AppointmentReminder	
11	3344819	Appt-8504	6.03E+09	9.29E+09		36000	########	%DATE%/	6		PCH001	9715	42243	AppointmentReminder	
12	3344818	Appt-8923	6.03E+09	9.28E+09		51000	########	%DATE%/	3		PCH001	9716	89341	AppointmentReminder	
13	3344817	Appt-8955	6.03E+09	6.24E+09		73000	########	%DATE%/	3		PCH001	9715	117922	AppointmentReminder	
14	3344816	Appt-8792	6.03E+09	6.24E+09		61000	########	%DATE%/	6		PCH001	9716	151104	AppointmentReminder	
15	3344815	Appt-8504	6.03E+09	9.29E+09		36000	########	%DATE%/	6		PCH001	9715	103950	AppointmentReminder	
16	3344814	Appt-3128	1E+10	9.72E+09		96000	########	%DATE%/	3		DEMO001	1557	6807	AppointmentReminder	
17	3344813	Appt-3128	1E+10	4.69E+09		89000	########	%DATE%/	3		DEMO001	1557	6846	AppointmentReminder	
18	3344812	Appt-3128	1E+10	2.14E+09		82000	########	%DATE%/	3		DEMO001	1557	6765	AppointmentReminder	
19	3344811	Appt-6295	2.09E+09	2.09E+09		41000	########	%DATE%/	6		VMC001	7678	155362	AppointmentReminder	
20	3344810	Appt-3128	1E+10	2.15E+09		64000	########	%DATE%/	3		DEMO001	1557	6840	AppointmentReminder	
21	3344809	Appt-3128	1E+10	4.69E+09		58000	########	%DATE%/	3		DEMO001	1557	6688	AppointmentReminder	
22	3344808	Appt-8573	6.03E+09	6.24E+09		92000	########	%DATE%/	3		PCH001	9726	10624	AppointmentReminder	
23	3344807	Appt-8518	6.03E+09	9.29E+09		65000	########	%DATE%/	6		PCH001	9726	44989	AppointmentReminder	
24	3344806	Appt-8535	6.03E+09	6.24E+09		56000	########	%DATE%/	6		PCH001	9726	116975	AppointmentReminder	
25	3344805	Appt-8623	6.03E+09	6.24E+09		41000	########	%DATE%/	6		PCH001	9726	10347	AppointmentReminder	
26	3344804	Appt-8655	6.03E+09	4.8E+09		30000	########	%DATE%/	6		PCH001	9726	59468	AppointmentReminder	

Search-result can easily be downloaded as CSV (Comma Separated Value) which provides full information of the calls. **Step - 3**

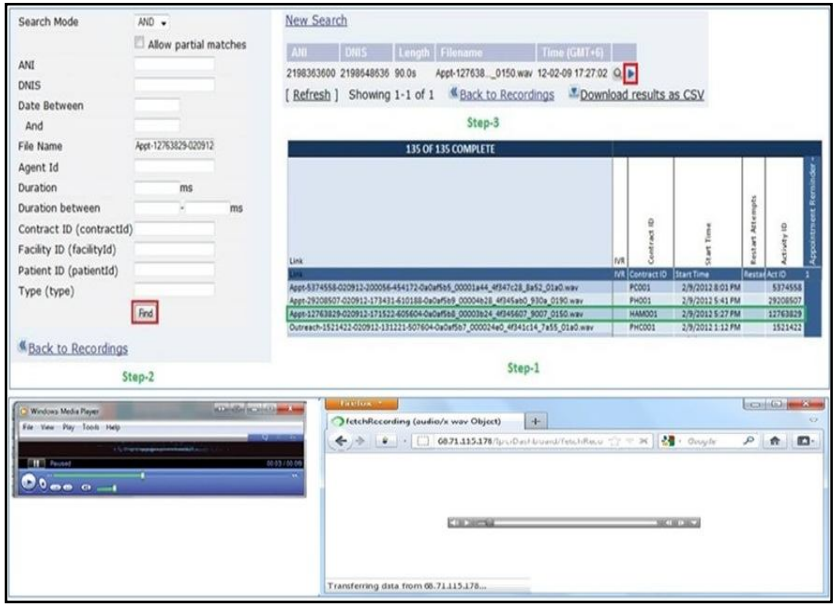
After copy and paste all information to Randomization Template we can get the random arrange by using the “Random Order” button **Step - 4**



Step - 5

Preparing a CQ file needs the followings-

- WAV tone names (copied from RT)
- Start time of the tones,
- Contract ID
- Activity ID



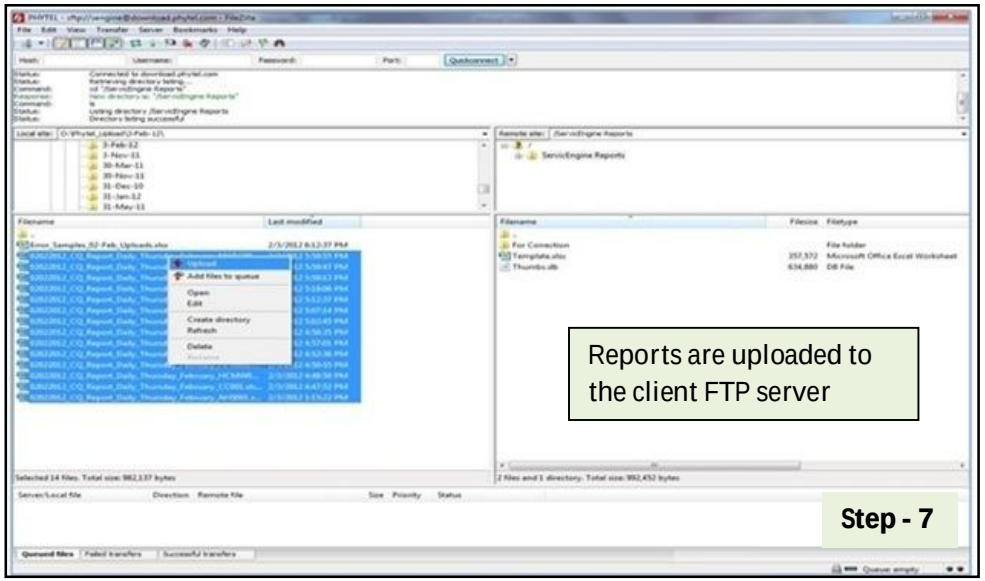
Step - 6

Reviewing calls by individuals-

- Recorded calls are individually searched from the dashboard and reviewed to detect IVR's error.

- After completed the reviewing process, individuals prepare their daily reports.

- Perform general quality checking to find out any types of mistake - such as date. file name. initials. value correction.



Reports are uploaded to the client FTP server

Step - 7

Message | Error_Samples_24-Sep_Uploads.xlsx (18 KB) | 09242012_CQ_Report_Daily_Monday_September_Premise.xlsm (1

Uploaded calls of September 24, 2012

Platforms	Premise	Surgent	Total
Calls Uploaded	19,941	57,430	77,371
Calls Reviewed	206	594	800
Left Over	19,735	56,836	76,571
No. of IDs Uploaded	32	38	70
No. of IDs Reviewed	25	31	56
Total Error	5	47	52
Error %	2.43%	7.91%	6.50%

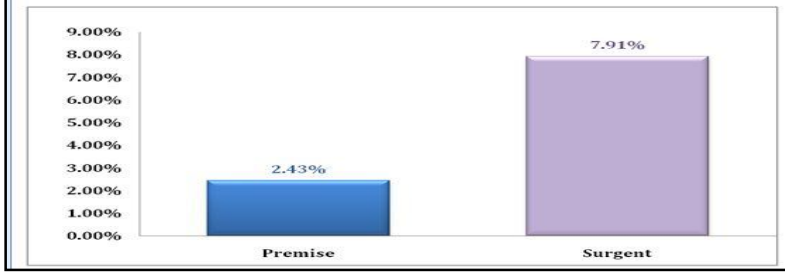
Finally, a comprehensive CQ (Call Quality) report with IVR error analysis is emailed to client every day.

The Errors analysis below was made based on calls reviewed from 56 out of uploaded 70 contracts, which is 1.03% c

- Surgent platform's error is high: 2.43% at Premise, while 7.91% at Surgent.
- There are 52 calls altogether have errors. 6 calls are with navigation issue and 25 No recipient response issue.

ERROR DETAILS

Platforms	DTMF Tone Detection Failure	Incorrect Detection	AM Navigation Error	Message Starts Prior to Beep	Missing Prompts	No Response from Patient end	Total
Premise	2	0	3	0	0	0	5
Surgent	0	19	3	0	0	25	47
Total	2	19	6	0	0	25	52



Step - 8

Recruitment Method

Specifications

- Graduation in any discipline
- Good communication skill in English is mandatory
- Sound knowledge on Microsoft Office Applications – especially Excel, Outlook, Word is mandatory
- Knowledge on integrating different elements of Office Excel 2007 is preferable
- Ability to work as a team
- Ability to work under pressure and maintain deadlines
- Willing to work on weekends and holidays on special circumstances

Process

- Written Exam
  - ✓ Short listed candidates will be called for one hour written examination
- Interview
  - ✓ Based on the written examination results, the top scorers will be called for interview
- Training
  - ✓ Primarily selected candidates will participate a 5-7 days long training on the program

Evaluation

- ✓ Program Manager or Team Lead will make an evaluation based on the training
- ✓ Evaluation will focus on
  - o Accuracy of work
  - o Punctuality
- Selection for Probation
  - ✓ Program Manager or Team Lead will recommend according to the evaluation result
  - ✓ Employee will be recruited as Executive (Probation) for 60 to 89 days
- Selection as Regular employee
  - ✓ Program Manager or Team Lead will make an evaluation based on the training
  - ✓ Evaluation will focus on
    - o Accuracy of work
    - o Competence level
    - o Punctuality
    - o Concentration level
    - o Teamwork
    - o Way of work
    - o Behavior

My Learning from the Organization

It is my first job, so I have learnt many things from my organization. My job givesme an excellent learning opportunity and I developed my skills and experience in numerous different ways.

I already had moderate IT skills when I joined, I didn't have any previous experience of some applications. When my employer introduced some new application which are necessary for doing the job, and they gave me the opportunity to undertake additional training so as to be able to work effectively with this. I was then able to put this training into practice on a day-to-day basis and I am now extremely adept at using the package.

Here in this organization I have to communicate foreign clients. By this, I have learnt how to work with people of different place, language, time and culture. Also this service oriented company teaches me to prioritize in time and quality service to client. I also learnt a great deal about handling work pressure. My previous roles were mostly target oriented, and slowly I got more responsibility and started doing some analyticalworks. So it is great to have the chance to develop this area of my experience.

Everyone needs to be treated with respect, their opinion should be valued and they should be encouraged to contribute to the good of the organization.I think one of the most important things I havelearnt is persistence. Not to give up too soon, because the solution is probably right in front of me. I have learnt to give every person a second chance. That first impression can often be misleading. I used to think that there was one best solution to a problem, but I havelearnt that kind of thinking limits the possibility of great success.

I learnt to be dependable and reliable. A team member should be someone whoconstantly seeks to improve,develop not only themselves butalso the team. Ialso learnt that nothing is impossible; if we are working in a proper way with full dedication then we can achieve extraordinary results. I workwithin my team in such ways that create friendly environment within us. Because I know most of the times, the good ideas come from discussion of employees. Considering their thoughts is very important because they are more close to the basic work process.

I feel that still there are scopes to improve myself in some fields in this sector. I will always search for the opportunity to develop myself on those things in upcoming days.

Recommendation

After working in this industry I can draw a set of recommendations so that outsource companies can improve the condition by taking the opportunity of IT upgradation.

Currently Bangladeshi outsourcing companies cover the areas of USA, UK and Australia. If local companies start software outsourcing then it will create the opportunity to expand their business. But to take the opportunity of outsourcing the quality should be improved which will give us a competitive advantage over other Asian countries. A question may arise here that is-

What should we do to improve quality?

Professional training should incorporate into the organization to enhance employees' skill about new technologies which will help us to bid in the world software market in terms of quality software.

Companies should diversify their product line.Besides developing website they can start developing software, games, graphics designing, media, back office support etc. These will help them to reduce risk and make more profit as well as employment. The possibility of affected one product is much more than the possibility of affected two or more products simultaneously.

Outsourcing companies should concentrate on local market also, so that it will help them to protect from uncertainty which can happened in the global market. Companies should do critical analysis of the current market situation and should take step-by-step strategic decisions to develop themselves in the market. BASIS should organize workshops, seminars on a regular basis on development of outsourcing companies.

Government may give subsidies to the new outsource companies to survive for the time being and protect their skilled human resources. Recession spurs software piracy, so copyright laws should be enforced to protect local and outsourcing companies.

To increase outsourcing Export Promotion Bureau (EPB) should have to take vigorous initiatives to improve this industry.Government as well as private financial institutions should give feedback to outsourcing industry.

Government as well as private institutions should go for more automation which will expand the local market and create a huge demand of the software so the outsourcing companies can also concentrate on local market.

Conclusion

Our current government has taken decision to make digital Bangladesh by 2021 on this perspective they have omitted tax on the PC (both on laptop and desktop) as well as reduced tax on the spare parts. They also provide 60 per cent of the salary or allowance cost for recruiting fresh graduates by any software company. (The Financial Express: 2009). Bangladesh, is now connected to Submarine Cable Network South East Asia-Middle East-West Europe-4 (SEA-ME-WE-4), has already brought all of its major cities and towns under high-speed and low-priced fiber optic backbone. (The Financial Express: 2009).So this is an environmental opportunity to expand the outsource business.

Growth of the IT sector in Bangladesh is very high. To continue this growth business need to focus on technological up gradation for themselves as well as for the employees and consumers of Bangladesh. Asthe competition is increasing so business need to provide services to huge number customers. Business need to satisfy its customers by convenient services for them. Business opportunity of the outsourcing in Bangladesh business sector is huge. Business sector of Bangladesh needs to introduce more new technology to give better and efficient service to its customers and with this outsource business will also very important for giving service and maintaining quality. By outsourcing every business can reduce cost and daily job hassle. They can concentrate on their development. Large and untapped market, affordable cost, unique features, customization facilities, user friendly systems are creating business opportunities. Technology are changes over time but customer satisfaction and fulfilling customers requirement will be the key for business success. ServicEngine needs to continue the research and development to developbusiness because customers' requirements are changing over time and introduction of the new technology is creating more opportunity.

Therefore, we can say that there lies a huge opportunity to increase the outsourcing of software and expand the market. If the survived software companies can improve their product quality, diversify their business, diversify their product line, develop their employees, share their ideas with other companies, rightsizing their employees as well as use the environmental opportunity they can improve their business and can be profitable. On the other hand the improved companies must have to continue their product improvement and innovation as well as development of employees to keep their growth sustainable. Alongside all these the government and private sector must have to provide feedback to affected companies. They have to go for more automation, copyright law should enforced, govt. has to give subsidy to affected companies, BASIS and EPB has to work together to improve the software industry. We believe with all these policies the software companies will be survived and grow much faster than ever before.

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