



Ensuring Quality service in a  
outsourced call center company  
(GENEX Infosys Limited)

# Internship Report

ON

Ensuring Quality service in a outsourced call center  
company (GENEX Infosys Limited)



*Supervised By-*

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August 2nd, 2016  
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Subject: Submission of Internship Report on “Ensuring Quality service in a outsourced call center company (GENEX Infosys Limited)”

Dear Madam,

Firstly, I would like to thank you for approving this invaluable topic. The study has given me the prospect to get a profound insight and utilize my academic knowledge in the practical world. This is to inform you that I have successfully completed my internship at GENEX Infosys Limited. During my internship there, I was working in the “Quality Assurance Department” under the supervision of Mr Shantanu Saha.

It has been a great advantage to work under such a friendly and helpful supervision in a steady, amiable environment. I feel this has provided a vast learning opportunity for me and during the three months of my internship, I have learned and gained a lot.

The study contains a comprehensive study on the challenges of outsourcing to telecom industry of Bangladesh. The study focuses upon various relevant factors. I have provided some crucial findings and analysis and suggested some implementable recommendations.

I have tried my level best to follow your guidelines. I am very much glad that you have given me the opportunity to prepare this report and hope that this report will meet the standards of your judgment. I will also be obliged to provide you with any explanation concerning the report.

Thank you.  
Sincerely,

---

Zihan Ahmed  
ID# 10104021  
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BRAC University  
66, Mohakhali Dhaka - 1212

## ACKNOWLEDGEMENT

The successful achievement of this Internship Report is the result of the contribution and association of a number of people, especially those who took the time to share their considerate supervision and suggestions to improve the report. First of all I would like to pay my gratitude to the Almighty for giving me the ability to work hard, diligently and under pressure.

I have the deepest gratitude to my respected supervisor Rahma Akhter, Lecturer, BRAC University who guided me to prepare the internship report by her excellence. I have also my deepest gratitude to my respected supervisor who was involved with me in every step inside the company and mentor MR. Shantanu Saha, GENEX Infosys Limited. I am thankful to him for his continuous support, guidance and supervision, suggestions and providing me with valuable information that was very much needed for the completion of this report.

I am also grateful to **Mr. Prince Majumder**, Managing Director, GENEX Infosys Limited for giving me the valuable opportunity to do my internship in this company and supporting me with knowledge and resources. I am also grateful and thanks to the entire GENEX Family as they have always been there for me whenever I needed them. Their active participation to all my questions, queries during my internship has made this journey a true accomplishment. It was my privilege and a great opportunity and I am honestly grateful working with such a wonderful team.

Finally my sincere gratitude goes to my family, friends, classmates and colleagues who helped me whenever I needed.

## **EXECUTIVE SUMMARY**

Business Process Outsourcing is an emerging industry in Bangladesh. Scope is very high and currently very few well established companies are operating in this market.

First part of the report is mainly the introduction which consist the objective, scope, limitation and methodology of the report. It will help to understand how this report was made.

Next is a brief description about Genex Infosys Ltd. their mission, vision, how they conduct their business, departments in Genex. It also includes the list of services Genex Infosys provides.

Later part of the report includes my overall work experience while working in Genex as an Intern. It also includes my learning about the process which ensures quality service to ensure customer's satisfaction.

Final part includes some basic finding about Genex and its service level and some recommendation that can be applied to improve or achieve maximum level of customer satisfaction by quality monitoring as well as increase the amount of revenue.

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## **Chapter 1: Introduction**

### **1.1 What is outsourcing (which is relevant to this topic)**

This report is based on Robi Axiata Bangladesh limited's outsource company GENEX Infosys limited. Before July 2013, Robi provided inexpert solution to the customer which caused increase in customer's dissatisfaction. To get rid of the problem Robi Axiata Bangladesh Limited contracted with GENEX Infosys Limited and the company is specialized in handling call center services in any field as well as they are the pioneer in BPO call center industry of Bangladesh.

An outsource means an expert outside resource which involves the contracting out of a business process to another party. It means to use outside resources and expertise to develop an organization. Outsourcing sometimes involves transferring employees and assets from one firm to another, but not always. Companies primarily outsource to reduce certain costs such as peripheral or "non-core" business expenses, high taxes, high energy costs, excessive government regulation, production and labor costs. The incentive to outsource may be greater for companies due to unusually high corporate taxes and mandated benefits. At the same time, it appears that companies do not outsource to reduce executive or managerial costs. The reason companies outsource is not to avoid costs in general but to avoid specific types of costs. Outsourcing is also the practice of handing over control of public services to for-profit corporations.

As the demography of Bangladesh is unique and coupled with the low cost work force and Government's incentive for the IT service sector makes Bangladesh a major player at the global service outsourcing market. Bangladesh is fast emerging as the next major global outsourcing destination.

## **1.2: Objective**

There are two objectives behind this study.

1. Primary Objective: The primary objective is to learn how to ensure a Quality service in a outsourced call center company (GENEX Infosys Limited).

2. Secondary objective: The report is a requirement for the completion of BBA program from BRAC University.

## **1.3 Scope of the Study**

This report will be covering the process which Ensures Quality service in a outsourced call center company (GENEX Infosys Limited, that serves Robi Axiata Bangladesh limited's customer service through their call center) . This report is based on the experience I accumulated from the internship program at GENEX Infosys Limited.

## **1.4 Methodology**

From selection of the topic to the final report preparation the study requires an orderly procedure. Data sources are to be identified and collected, to perform the study. They are to be categorized, analyzed, interpreted and presented in an organized manner and key points are to be found out. So, all the information is collected from primary and secondary sources. Most of the relevant information has been collected by practically working in the department and discussing with the department employees and supervisor and also collected few data from the banks e-learning. I have also included my work experience to complete this report.

Primary Data:

- Primary data was gathered by discussing with the employees of the organization.
- Audit Compendium.
- To support myself in learning more about the topic, direct observations played a very important role.



#### Secondary Data:

- Secondary data was gathered the website of the organization.
- Relevant file study as provided by the concerned officer.
- Some brochures and related articles.
- Some other papers given by my supervisor.
- Publications obtained from the Internet and from the website of GENEX Infosys Limited.

### **1.5 Limitations of the Study**

The main limitation of this report is that the topic itself is relatively new so very few information could be extracted.

- Sufficient books, publications and journals are not available.
- There is insufficient time to do this report.

Sometimes, there were some works I had to do without being explained why these works were to be done. This situation has created lot of problems to understand why a specific function is being performed.

## Chapter 2: Organizational Overview

### **2.1 Description of the organization:**

Genex Infosys Ltd. provides professional onshore and offshore call center outsourcing solutions. It is a concern of IPE Group, managed by a group of young professionals with wide range of experience in the field of BPO and ICT with specific emphasis on Contact Centers. GENEX infosys provides the best customer experience for its customers and achieve the business objectives in the most cost effective and quality driven fashion. GENEX Infosys limited started their business in July 1st 2013 headquartered in Bonani Dhaka and operation center is situated in Uttara, Dhaka with a view to provide the best service to the customer and their tag line is "Realize Excellence". The Genex Infosys Limited Currently Serving with Customer support through their call center of different telecom industries of Bangladesh. They are providing call center support to the customers of ROBI Axiata Bangladesh Limited, Telenor Bangladesh (Grameenphone), Telenor Malaysia (Digi), Telenor Myanmar, Orascom telecom Bangladesh (Banglalink), Marico Bangladesh Limited (Parachute Oil Promotion campaign through outbound) and will provide upcoming Bangladeshi government project. It offers business process outsourcing services, including contact center management, telemarketing, customer lifecycle management, E-customer, IT help desk outsourcing, IT infrastructure management, and remote monitoring and notification services. The company also provides IP contact center, voice logger, enterprise security, conferencing, and IP telephony and gateway solutions. In addition, it offers data communications, network, managed IT, and Web services. Genex Infosys Ltd. serves customers in telecommunication, BFSI, government, and retail sectors in Bangladesh. The company is headquartered in Dhaka, Bangladesh. Genex Infosys Ltd. operates as a subsidiary of IPE Group Limited.

Integrity – GENEX act ethically, honestly, and with accountability in all dealings. The company maintain honesty in every relationship, be it with their customers, employees, contact center partners, and suppliers.

Teamwork & Partnership – GENEX encourage partnership with their team to work together to forge strong long-term relationships. They provide a positive atmosphere to learn and grown professionally. Communication and respect are the keystones of what makes who they are.

Customer Satisfaction–Meeting and exceeding customer expectations is our passion. Adding value, providing excellent service and innovative vendor partner solutions is at the core focus of Genex. Quality, efficiency, and increased return on investment are why Genex's clients continue to partner with them.

GENEX Infosys Limited is a private company of Bangladesh belongs to IPE Group which headquartered in London and Dhaka. The core competence of the IPE Group is to focus on the following areas -

- Technology and Outsourcing
- Finance - Banking, Merchant Banking, Asset Management, Venture Capital, Insurance, Credit Rating;
- Real Estate and Building Products
- Private Equity

**Mission:** To help the clients achieve positive ROI by building enduring relationships based on trust and integrity.

**Vision:** Ensuring maximum satisfaction to their clients' by their expertise and excellence and make huge number of satisfied stakeholders.

The mother company of GENEX Infosys limited is IPE company and their service is given below.

### IPE Serves



### IPE's Business Portfolio



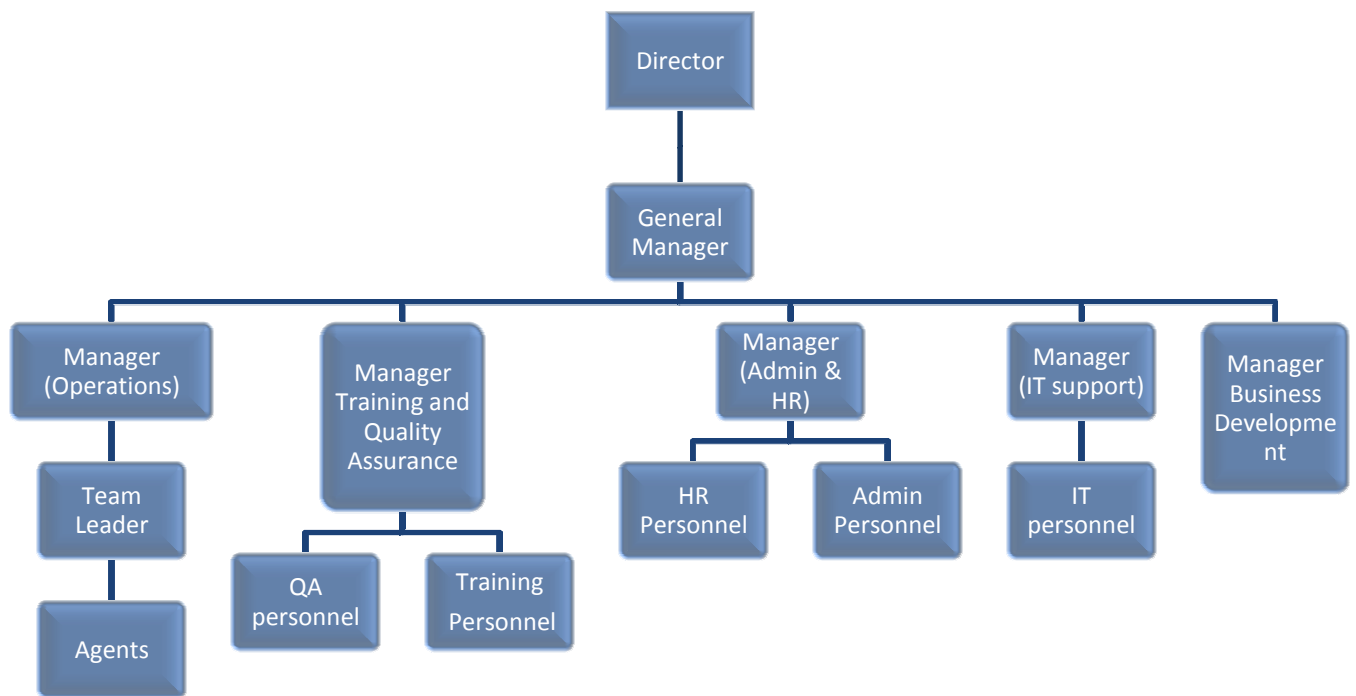
### IPE's Investment



## 2.2 Organizational Structure

GENEX Infosys Limited follows a horizontal organization structure to maintain stability and transparency throughout all the stuffs and officials.

They believe that a sense of equality and friendship de-buffs discrimination and raise the level of one's maximum potentiality towards the work.



## 2.3 Services:

**Outsourcing:** Genex offers a state-of-the-art outsourcing service facility with latest technology and competent personnel which ensures service quality excellence and cost effective solution to meet client requirements. Genex assures simplified process management with efficient service quality through continuous process optimization. Genex outsourcing services include:

- Inbound Customer Service
- Outbound customer service
- Complaint Management
- IVR Service
- Social Media Management
- Resource Management
- Customer Lifecycle management
- Non Voice Customer Service

### Inbound Services:

- Customer's Inquiry (Inquiry about retail outlets, Upcoming Products and offers)
- Complaints/Correspondance handling
- Customer's helpdesk support
- Order collection from distributors, Retail outlets and agents.
- Channel Partner/agent support.
- Cross Sell/Up sell.
- Warranty support service enquiry.
- Technical support service through remote access.

### **Outbound services:**

- Welcome/greeting call
- Telemarketing
- Customer acquisition
- Complaint Resolution
- Market Research
- Customer satisfaction Surveys.

### **Non Voice Services:**

- Email Response
- Sms response
- Web Chat Support
- Social Media Management

### **Solutions**

Genex has cutting edge advantage in deploying world class solution for different multinational and international organizations. Genex has the experience in deploying state-of-the-art IT infrastructure and cutting edge technology platforms under Build own and operate model. Solutions that genex offer:

- Automatic Call Distributors (ACD) System
- Outbound Campaign Management System
- Automated Call recording System for Quality Assessment
- Interactive Voice Response (IVR) solution
- Workforce Management (WFM) System for effective utilization of resources
- Quality Management Application solution to assure Service quality
- Non-voice Solutions (Email, SMS, Web-Chat, WhatsApp)

- Computer Telephony Integration (CTI) System
- Email-SMS-Web Chat management System for effective customer experience
- Real Time Monitoring (RTM) and Dashboards for operation monitoring
- HRIS solution
- Firewall/UTM and licensed Antivirus/anti-spam solution
- Customer Relationship Management (CRM) System
- Referral Marketing and Digital Campaign Management System

#### **2.4 Swot Analysis of Genex Infosys Limited:**

We can identify a company's basic internal Strength and Weakness as well as to identify a company's external opportunity and threat may face. Thus, considering Genex Infosys Ltd. as a business organization its strength, weakness, opportunity and threats will be as follows:

Strength	Weakenss
<ul style="list-style-type: none"> <li>• The company has earned customer loyalty</li> <li>• Youth and hardworking workforce</li> <li>• Good relationship with the customers</li> <li>• Very friendly and comfortable working environment</li> <li>• Experienced in BPO market</li> <li>• Incorporated with Grameenphone, Banglalink, Robi, Marico, Digi Malaysia, Telenor Mayanmar.</li> </ul>	<ul style="list-style-type: none"> <li>• Employee dissatisfaction</li> <li>• Control from the company that sourced</li> <li>• Negative perception about 3rd party</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Growing market</li> <li>• Become market leader</li> </ul>	<ul style="list-style-type: none"> <li>• New competition in the market</li> <li>• Political instability</li> <li>• Government Plan and regulation</li> <li>• Fear of termination</li> </ul>



## Chapter: 3 Internship Experience

### 3.1 Job Description:

Before being an intern I was employed as a part timer in the call center and my core responsibility was updating customer's profile and database (content moderation) by calling to the customers.

Then I was assigned in inbound solution department where I provided various information and find information for the customer from internal and external database this task is also known as data mining.

Based on my performance the company appointed me as an executive in Quality Assurance department and currently I am working in the same department. On April I applied for internal internship to complete my study as internship is mandatory for completing my graduation from BRAC University and then GENEX Infosys will appoint me as a full time employee after my graduation. My core work is to listen to the calls that the associates receives and evaluate the calls considering the compendium(given in the reference) and ensure the quality of service and report to my supervisor and other concerns (Resource management, Team Leaders, Assistant Manager, Manager). Mainly it is a target based work and I have to cover 78 associates every week by auditing 2 calls each of them in a week 8 call per associate in a month.

Job Responsibility:

- Audit calls.
- Making reports.
- Resolving customer's complaints.
- Brief the associates.
- Arrange training session for poor performers.
- Communicating with customers if the customer shows any dissatisfaction towards the service.

### **3.2 Learning Outcome**

#### **Professional Learning Outcomes**

- Addressing colleagues and superiors appropriately.
- Allocating time effectively.
- Teaching others.
- Adapting effectively to changing conditions.
- Participating as a member of a team.
- Developing appropriate workplace attitudes.
- Exercising leadership.
- Behaving professionally.
- Behaving ethically.
- Listening effectively.
- Dressing appropriately.
- Understanding and managing personal behavior and attitudes.
- Developing individual responsibility.

#### **Technology and Analytical Learning Outcomes**

- Handling software in an efficient way and Effectively utilizing new software tools to complete tasks.
- Updating Excel documents in macro/non Macro Excel sheet.
- Easily maintaining and troubleshooting technology.
- Analyzing or visualizing data to create information.
- Writing requirements documentation.
- Acquiring and evaluating information to ensure the best outcome.
- Creating or modifying technology policies.
- Performing effective and informative user testing.

### Cognitive Learning Outcomes

- Demonstrating understanding of professional customs and practices.
- Evaluating calls, services and people.
- Organizing and maintaining information.
- Applying knowledge to the task.
- Serving clients and stakeholders.
- Negotiating and arriving at a decision.
- Working with diverse populations.
- Identifying, understanding and working with professional standards.
- Working in cross-cultural settings.
- Learning how to learn.
- Improving problem-solving and critical thinking skills.
- Monitoring and correcting performance.

### 3.3 Quality Monitoring process:

To ensure a best service to the customer I check random calls as well as I filter call duration and listen low duration and high duration calls where the sample count provides exact outcome of an associate and then brief the associate considering the earned score as well as brief the associate regarding new product update. I evaluate the associate in below format which was prescribed by the company.

#### Call evaluation Sheet:

Quality Evaluation Sheet					
Agent ID	-	Quality Score	100.00%	CTRL + L (Sheet Reset)	CTRL + T Data Transfer
Q.E Name:	Zihan Ahmed	MSISDN	0		
Call time	00/01/1900 12:00:00 AM	Agent Name	-		
Center	-	TL	-		
Evaluation Date:	17-Jul-16	Call Duration:	Sec		

Skill	Pre_Bng_P2	Sub - Process (if any)	Request		
			Applicable	Max	Actual
<b>1</b>	<b>Call Opening</b>				
<b>1.1</b>	Has the agent adhered the proper opening script		Yes/No	3	3
<b>2</b>	<b>Product &amp; Process Demonstration</b>				
<b>2.1</b>	Correct Information provided/Did not misguide the Customer		Yes/No	10	10
<b>2.2</b>	Complete information Provided / TAT		Yes/No	15	15
<b>2.3</b>	Objection Handling/rebuttals & addressed all the customer Queries		Yes/No	10	10
<b>3</b>	<b>Data Capture</b>				
3.1	All information is captured completely & accurately entered in the CRM		Yes/No	5	5
<b>4</b>	<b>Soft Skills</b>				
<b>4.1</b>	Agent exhibit good Listening Skills / Avoid Interruption and Overtalking		Yes/No	4	4
<b>4.2</b>	Was always polite, courteous and professional. Empathised and Friendly way of talking when required,Speaks subscriber's language(Attitude)		Yes/No		20
<b>4.3</b>	Agent is spontaneous (Confidence/Energy/Liveliness)		Yes/No	4	4
<b>4.4</b>	Agent exhibits good sentence construction and correct pronunciation		Yes/No	4	4
<b>4.5</b>	Maintains moderate rate of speech		Yes/No	10	10
<b>4.6</b>	Not using Jargons/Slangs		Yes/No	2	2
<b>4.7</b>	Personalized the call / Addressed Properly		Yes/No	4	4
<b>4.8</b>	Adheres to hold procedure		Yes/No	4	4
<b>5</b>	<b>Call Closure</b>				
<b>5.1</b>	Comprehension done		Yes/No	2	2
<b>5.2</b>	Closed the call appropriately		Yes/No	3	3
<b>WOW Call</b>					<input type="checkbox"/>
<b>6</b>					<b>0</b>
<b>Grand Total</b>				<b>100</b>	<b>100%</b>
<b>Process</b>	<b>Feedback</b>	<b>CQC</b>	<b>Tonality</b>	<b>Issue Resolution</b>	
Pre_Bng_P2		Right	<b>OK</b>		

Here in the evaluation sheet I evaluate associates from the beginning to end of a call. Evaluation Process at a glimpse:

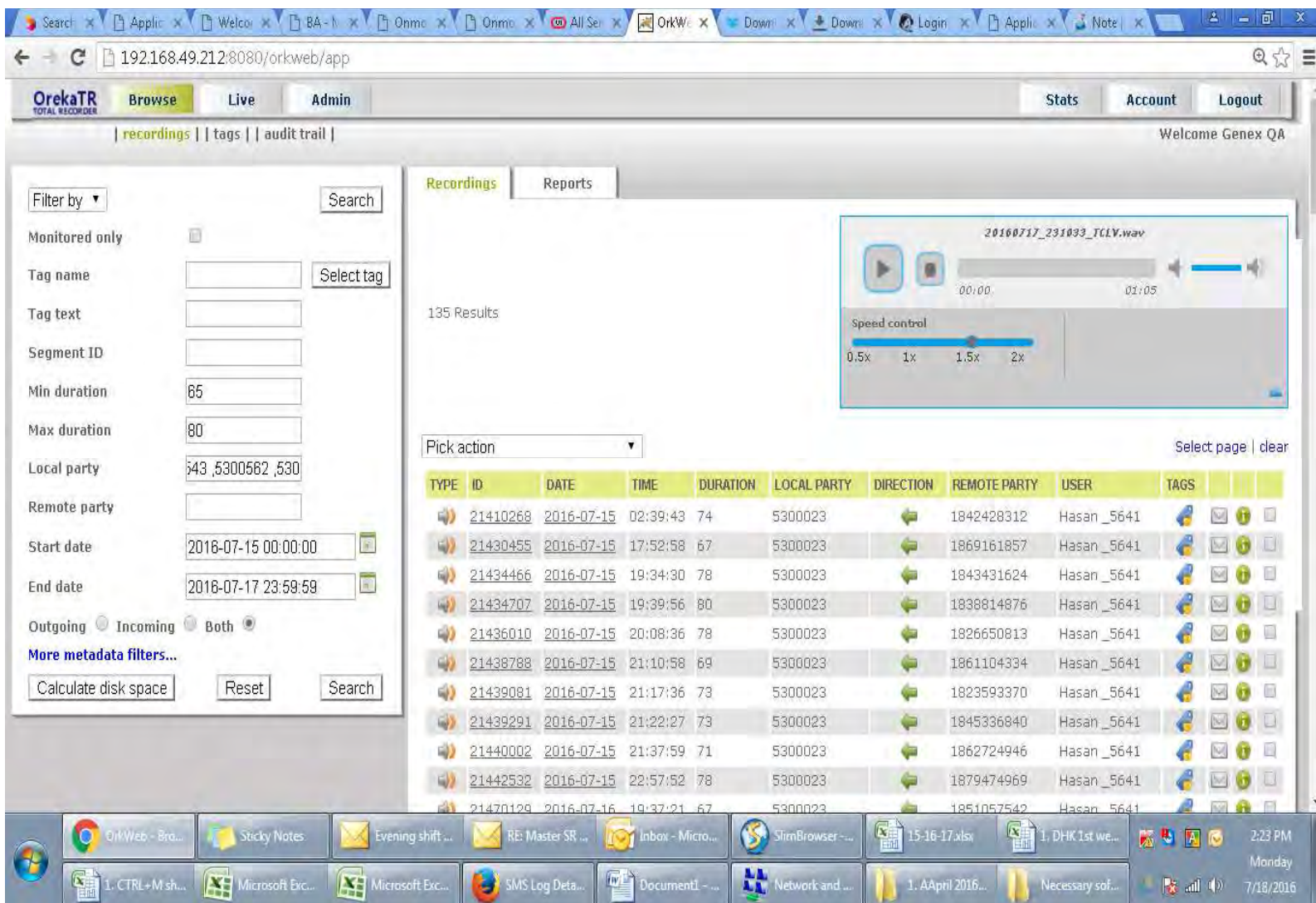
- ❖ **Opening:** The associates must open a call in an enthusiastic/welcoming way and should have to follow proper call opening script. Which carries 3 marks. Product and process demonstration:
  1. The associates must have to provide correct information to the customers which carries 35 marks.
  2. Providing complete information will carry 15 marks.
  3. Associates complaint handling and objection handling as well as his/her expertise will carry 10 marks.
  
- ❖ **Soft Skill:**
  1. Associate must have to be attentive in the conversation which will carry 4 marks.
  2. Associate must have to be polite in the call, show empathy while customer expresses dissatisfaction and it will carry 20 marks.
  3. The associates must have to be energetic in the call and will not reflect any lethargy and do not take any awkward pause in the conversation which will carry 4 marks.
  4. Associate's speech in the conversation should have to be clear and there should be promptness in the conversation. Pronunciation will be accurate in the conversation. It will carry 4 marks.
  5. The associates must have to maintain moderate rate of speech in the conversation to make the customer understand what he/she is saying. It will carry 10 Marks.
  6. The associates must not use Jargon in the conversation or do not use any technical terms which is not understandable by the customer. It will carry 2 marks.
  7. The associates must have to address the customers properly by (Sir/Madam) in each 20 seconds and it will carry 4 marks.
  8. Associate must have to follow proper hold process, Seek for permission before going to hold, thank the customer after coming back from hold and do not take long hold more than 35 seconds and it will carry 4 marks.

❖ Call Closure:

1. The associate must have to comprehend the call properly so that he/she can know the customer understood him/her. It will carry 2 marks.
2. The associate must have to follow proper call closing script before closing a call and it will carry 3 marks.

**3.4 Tools that I used to listen calls:**

I use a voice recorder tool which is named as ORKWEB and runs on an internal link <http://192.168.49.212:8080/orkweb/app> and backup link <http://192.168.49.216:8080/orkweb/app> by putting the associate's ID, Date and calling number. The tool's screenshot is given below:

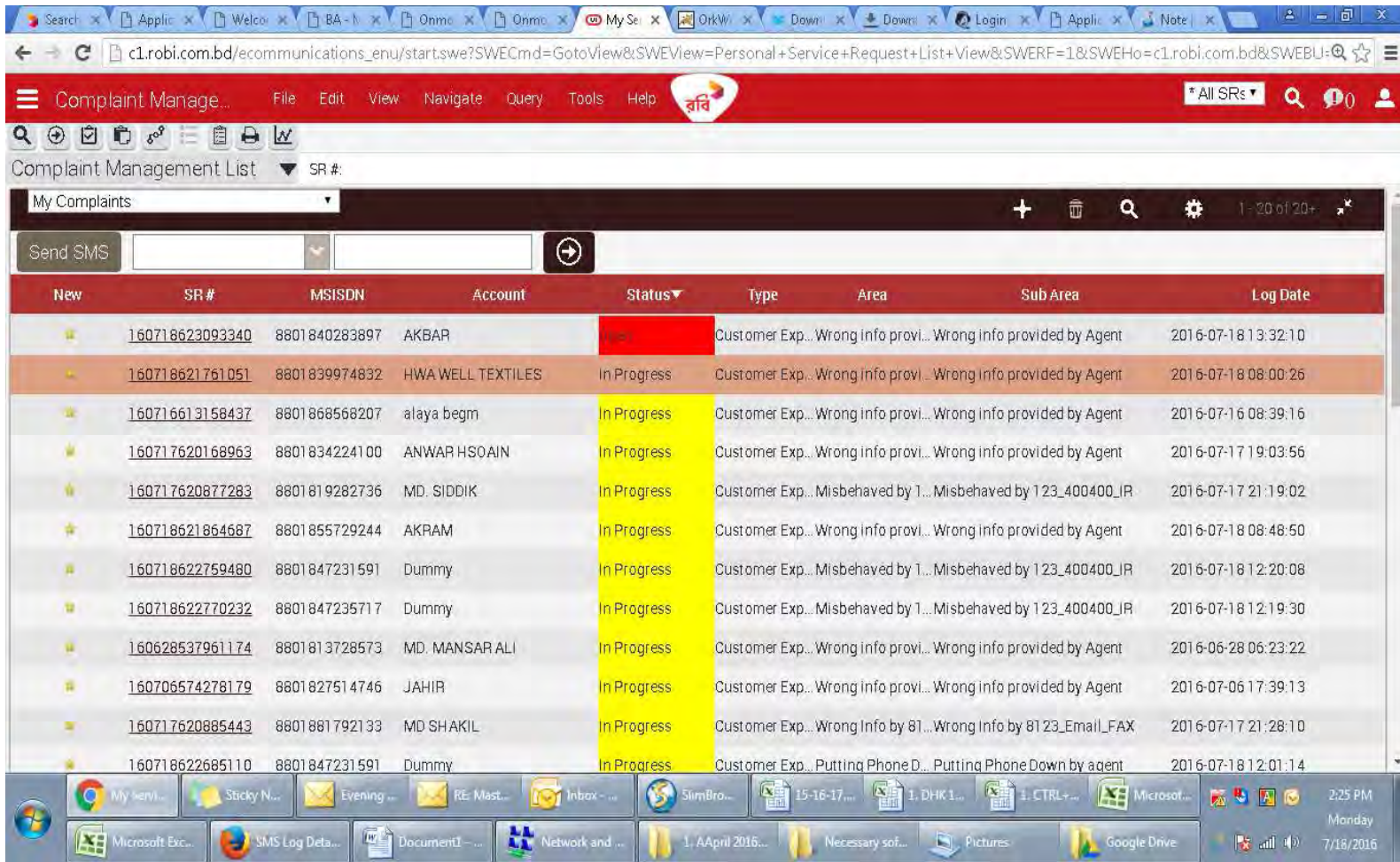


The screenshot shows the OrekaTR Total Recorder web interface. The browser address bar displays [192.168.49.212:8080/orkweb/app](http://192.168.49.212:8080/orkweb/app). The interface includes a navigation menu with 'Browse', 'Live', and 'Admin' tabs, and a user profile section for 'Genex QA'. A sidebar on the left contains various filters such as 'Filter by', 'Monitored only', 'Tag name', 'Tag text', 'Segment ID', 'Min duration', 'Max duration', 'Local party', 'Remote party', 'Start date', 'End date', and 'Outgoing/Incoming/Both' options. The main content area shows 'Recordings' with 135 results. A table lists recording details, and a playback player is visible for a selected recording.

TYPE	ID	DATE	TIME	DURATION	LOCAL PARTY	DIRECTION	REMOTE PARTY	USER	TAGS
	21410268	2016-07-15	02:39:43	74	5300023	←	1842428312	Hasan_5641	
	21430455	2016-07-15	17:52:58	67	5300023	←	1869161857	Hasan_5641	
	21434466	2016-07-15	19:34:30	78	5300023	←	1843431624	Hasan_5641	
	21434707	2016-07-15	19:39:56	80	5300023	←	1838814876	Hasan_5641	
	21436010	2016-07-15	20:08:36	78	5300023	←	1826650813	Hasan_5641	
	21438788	2016-07-15	21:10:58	69	5300023	←	1861104334	Hasan_5641	
	21439081	2016-07-15	21:17:36	73	5300023	←	1823593370	Hasan_5641	
	21439291	2016-07-15	21:22:27	73	5300023	←	1845336840	Hasan_5641	
	21440002	2016-07-15	21:37:59	71	5300023	←	1862724946	Hasan_5641	
	21442532	2016-07-15	22:57:52	78	5300023	←	1879474969	Hasan_5641	
	21470129	2016-07-16	19:37:21	67	5300023	←	1851057542	Hasan_5641	



I also resolve customer's complaints using CRM tool. The tool's image is given below.



Complaint Management List

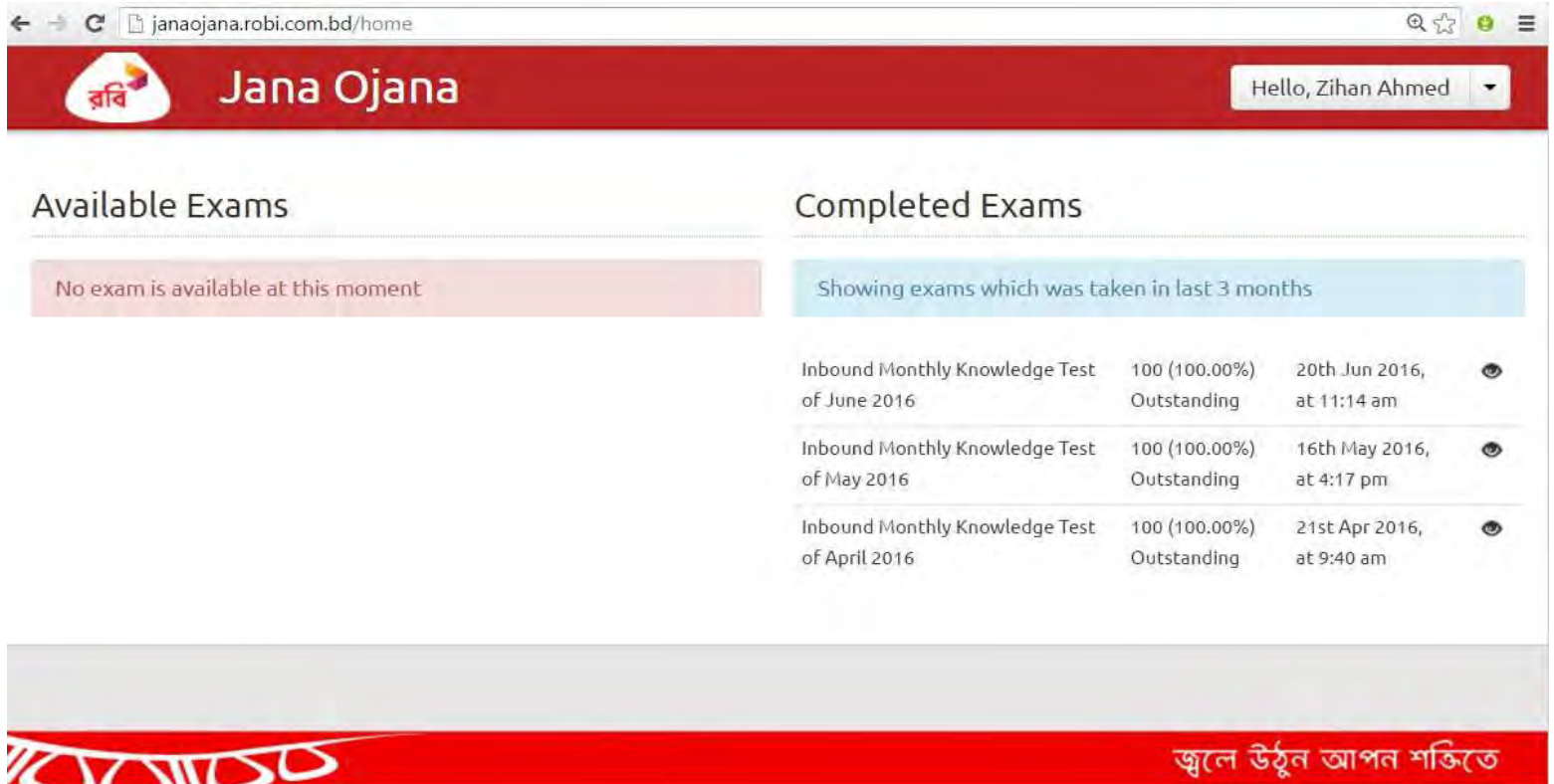
My Complaints

Send SMS

New	SR #	MSISDN	Account	Status	Type	Area	Sub Area	Log Date
	<a href="#">160718623093340</a>	8801840283897	AKBAR	In Progress	Customer Exp...Wrong info provi...	Wrong info provided by Agent		2016-07-18 13:32:10
	<a href="#">160718621761051</a>	8801839974832	HWA WELL TEXTILES	In Progress	Customer Exp...Wrong info provi...	Wrong info provided by Agent		2016-07-18 08:00:26
	<a href="#">160716613158437</a>	8801868568207	alaya begm	In Progress	Customer Exp...Wrong info provi...	Wrong info provided by Agent		2016-07-16 08:39:16
	<a href="#">160717620168963</a>	8801834224100	ANWAR HSOAIN	In Progress	Customer Exp...Wrong info provi...	Wrong info provided by Agent		2016-07-17 19:03:56
	<a href="#">160717620877283</a>	8801819282736	MD. SIDDIK	In Progress	Customer Exp...Misbehaved by 1...	Misbehaved by 123_400400_IR		2016-07-17 21:19:02
	<a href="#">160718621864687</a>	8801855729244	AKRAM	In Progress	Customer Exp...Wrong info provi...	Wrong info provided by Agent		2016-07-18 08:48:50
	<a href="#">160718622759480</a>	8801847231591	Dummy	In Progress	Customer Exp...Misbehaved by 1...	Misbehaved by 123_400400_IR		2016-07-18 12:20:08
	<a href="#">160718622770232</a>	8801847235717	Dummy	In Progress	Customer Exp...Misbehaved by 1...	Misbehaved by 123_400400_IR		2016-07-18 12:19:30
	<a href="#">160628537961174</a>	8801813728573	MD. MANSAR ALI	In Progress	Customer Exp...Wrong info provi...	Wrong info provided by Agent		2016-06-28 06:23:22
	<a href="#">160706574278179</a>	8801827514746	JAHIR	In Progress	Customer Exp...Wrong info provi...	Wrong info provided by Agent		2016-07-06 17:39:13
	<a href="#">160717620885443</a>	8801881792133	MD SHAKIL	In Progress	Customer Exp...Wrong Info by 81...	Wrong Info by 81 23_Email_FAX		2016-07-17 21:28:10
	<a href="#">160718622685110</a>	8801847231591	Dummy	In Progress	Customer Exp...Putting Phone D...	Putting Phone Down by agent		2016-07-18 12:01:14

2:25 PM Monday 7/18/2016

**3.5 Evaluator's evaluation:** Unlike every outsourced company, the mother company (Robi Axiata Bangladesh Limited) monitors its outsourced company (GENEX Infosys Limited) and they visit to GENEX office twice in an month and evaluate all employees. I had gone through Robi's evaluation process and their findings is given below.



The screenshot shows the 'Jana Ojana' portal interface. The header includes the Robi logo and the text 'Jana Ojana' with a user greeting 'Hello, Zihan Ahmed'. The main content is divided into two sections: 'Available Exams' and 'Completed Exams'.

**Available Exams:** A message states 'No exam is available at this moment'.

**Completed Exams:** A message states 'Showing exams which was taken in last 3 months'. Below this, a table lists three completed exams:

Exam Name	Score	Date and Time	Action
Inbound Monthly Knowledge Test of June 2016	100 (100.00%) Outstanding	20th Jun 2016, at 11:14 am	👁
Inbound Monthly Knowledge Test of May 2016	100 (100.00%) Outstanding	16th May 2016, at 4:17 pm	👁
Inbound Monthly Knowledge Test of April 2016	100 (100.00%) Outstanding	21st Apr 2016, at 9:40 am	👁

The footer of the page features a red banner with the Bengali text 'জ্বলে উঠুন আপন শক্তিতে' (Jwale Uthun Apn Shaktite).



## Chapter 4

### 4.1 Competitive analysis:

GENEX, as a pioneer of outsourced call center industry of Bangladesh has a little scope to see its competitor in this country. Though one competitor entered in call center industry of Bangladesh and that is Digicon Technologies Limited but their scope to sustain in this industry is very low. The reasons behind Digicon's little scope to sustain in this industry of Bangladesh is given below:

- Currently they are providing service to Airtel Bangladesh limited's customers but airtel sold maximum number of shares to ROBI Axiata Bangladesh limited and the merging process is near to end and hopefully within this year Airtel will wrap up their business and Airte's customer will be facilitate with ROBI services. So ultimately Digicon will have to wrap up their business or should have to look for other companies to sustain in the market.
- Digicon's employee dissatisfaction rate is high compare to GENEX Infosys limited. The main reasons are Low wages, less skilled management, no transportation for the call center agents which results employee turnover to 15.53% in each year where as GENEX Infosys has 7.3% employee turnover rate in each year.
- As the salary is low they do not get skilled employees as a result the customer dissatisfaction increases.
- GENEX Has a mother company which is IPE and it is widely known company all over the world and which provides various service to the customers and has headquarters in different part of the world where as Digicon is run by US educated IT professionals who have less knowledge towards this call center industry.
- GENEX has a backup center in Chittagong by which they provides interruption free service to the customers for this already build trust for providing 100% interruption free service among their stake holders, where as Digicon has only one operation center. In case of optical fiber cut or any other issue the customers are deprived of getting proper service until the system is up again and it creates dissatisfaction among the stakeholders.

## **4.2 Industry Scenario:**

The unique age demography of Bangladesh, coupled with the low-cost work force and Government's Incentive for the IT service sector, makes Bangladesh a major player at the global service outsourcing market. Bangladesh is fast emerging as the next major global outsourcing destination. Demand for skilled customer service over phone is increasing day by day and it is needed to grab maximum number of satisfied customer for the company. To get the customer satisfied it is needed to have a good and special customer service an only a specialist in customer service can make a customer happy. So outsourced customer care is needed to get a premium service for the customer.

The whole of the world is now looking for a modern and aggressive business policy that can serve the customers effectively and efficiently. To meet the entire customer satisfaction the organizations are trying to deliver a high quality service. People are no longer wanted to wait for get any information and service about any business.

The modern business bodies are much more conscious about the customer service. To meet that demand the companies and the organizations are going to setup call center. The organization may have their own call center or they may make it happen through outsourcing.

There have many countries in world who offer inboard and out board call center service. But the cost and other issuers are matter. The companies of course will go to the cheapest and reliable call center. The South Asia is the most suitable place to establish call center and the Bangladesh is the new comer in this sector. But the Bangladesh has a great opportunity to progress in call center industry. The government has given many licenses to the outsourced companies. So we can see a great future of this industry.

### **4.3 Recommendation:**

As it is a BPO company we are unable to follow our own process so there is less scope to generate new idea regarding Quality Evaluation inside a call center which represents a company like Robi Axiata Bangladesh Limited. Most of the service providing etiquettes are being prescribed by Robi. On the other hand in call evaluation, first we make our own way of evaluation process and seek approval from Robi but Robi Axiata Bangladesh limited modifies the process and provide the SOP (Standard Operating procedure) as per their policy. So it hampers on the development on generation of our own idea. So Genex should create a such an image to its stakeholder so that the stakeholder trusts them to run the business at their sweet will.

On the other hand this BPO market is too much competitive. So Genex should start strategic planning to increase its infrastructure. It also should build enough trained workforces to provide premium service and attract other clients. Some steps should be taken as early as possible for the betterment of current situation.

- Implementation of COPC (Customer operation performance Centre) process in Quality monitoring will help the company to touch the milestone. (COPC is an international standard of customer service providing technique which is used by many companies over the world even BAT Bangladesh uses COPC in their customer service).
- Most of the associates are from obscure background as per they have been employed as a part time employee and their background is not checked properly, so it is very much difficult to make them understand the standard and procedures to deliver service to the customer.
- Proper motivation is not provided in this company. Employees feels the work monotonous and left job after a certain time. Those who are needy they stays for a long time and the employee turnover rate is high (Approximately 20-25 employees left job in each month).

## Chapter 5

### **5.1 Conclusion:**

It is not an easy task to make a customer satisfied about a service. Being a part of an outsourced company in QA department and the company which is specialized in customer service, I have learnt a lot from this company and saw its growth in front of my eyes. Genex as BPO can expand its business by taking contract of other company as the BPO market in Bangladesh is rapidly growing. Bangladesh government has declared enough budgets in ICT sector and trying to make a policy that will help call centers get loan easily from the banks. If Genex Infosys Ltd. uses this opportunity to expand their market soon they will become the market leader in Bangladesh BPO industry. They should start strategic planning accordingly otherwise it will be really difficult for them to retain in this very competitive market.

## 5.2 References:

1. <http://www.genexinfosys.com/>
2. <http://www.digicontechnologies.com/>
3. <http://www.bacco.org.bd/>
4. GENEX service providing compendium