TRIBE CONSULTING
PRELIMINARY BUSINESS PROFILE

"The world is a tribe and we are your consultants"

ABOUT TRIBE:

Since its inception in 2014, Tribe Consulting (Pvt) Limited has grown into one of the largest service providers in the field of Business Process Outsourcing (BPO) and Business Process Management (BPM) in Pakistan. Our exceptional customer satisfaction record, highly trained and effectively managed staff along with our state-of-the-art technical infrastructure and operational platforms has helped us transition into one of the fastest growing providers for outsourced contact solutions, partnering globally with organizations in the retail, insurance, healthcare, telecommunications and public sectors.

With deep vertical integration expertise and a unique understanding of client-centric industry needs, it is our aim at Tribe Consulting to achieve the optimal balance between customer satisfaction, cost reduction and revenue growth, tailored specifically to the needs of our clients. Our primary focus lies in consistently achieving and surpassing all qualitative and quantitative benchmarks set by our clients by focusing on their core competence and by constantly learning and improving our operational efficiency. By leveraging our global delivery capabilities, we help optimize our clients' business processes by providing them with customized business management solutions.

What sets us apart from the rest is our promise to provide an unparalleled customer experience – every time. A long term client relationship is what we strive to achieve here at Tribe Consulting. Our staff works round the clock to care for your customers better to help you keep them longer!

ADDRESS:

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CEO's MESSAGE:

After spending the last 15 years in the Contact Center Management Industry, I feel honored to write this message as the CEO of Tribe Consulting. We started our journey January 2014, and have spent the last four years to build our company with strong foundations due to which we have now become one of the industry leaders with our commitment to serving our clients, dedication, and innovation.

As an organization, we have seen a lot of changes in the last four years.

From small beginnings in 2014 with a team of 5 members only. We have quadrupled the workforce and have expanded our operations to accommodate 1,000+ employees with diversity, gender balance, and equality.

We have now become one of the leaders in the BPM (Business Process Management), and BPO (Business Process Outsourcing) industry.

We expanded our operations globally; with our offices in the US, Philippines, and Dubai.

It is also important to remember what has not changed at Tribe Consulting at all, namely our commitment to providing exceptional client/customer services, Transparency, and Integrity, and most importantly focus on providing client-centric services.

Looking ahead, our center of attention is to accelerate the execution of our growth plan while consistently working on our strengths and weakness to ensure our clients and your customers receive greater value and satisfaction than ever before.

We are progressing strongly, and we would like to invite you to join us on this incredible journey of sustainable growth and profit.

Regards,

Modood Ahmed

OUR CORE VALUES:

INTEGRITY:

Here at Tribe Consulting we strongly believe that our reputation is our most valuable asset. To that end we have in place, very high standards that govern all aspects of our workplace and business relationships. We are committed to working as a company that focuses on treating others the way we would hope to be treated – by always doing the right thing.

TRANSPARENCY:

We proudly provide our customers with weekly call reports, activity reports, and real time information to our clients. Furthermore, members of our management team are located in both the US and Pakistan, and are readily available to answer any of our customers' questions. At Tribe Consulting we make sure never to tie our core values with our performance index, so we never have to compromise on our values, even in the worst of situations.

COMPETENCE:

What drives us is a relentless passion to achieve excellence across all aspects of our business. We provide competent, highly motivated, and properly managed teams with one of the lowest employee turnover ratio, anywhere in the industry. This enables us to provide you with the same level of quality and seamless operational efficiency that you and your clientele have grown accustomed to with Tribe Consulting. We are always looking for new and innovative ways to align our business model to better compliment your needs.

TEAM WORK:

Being located in the cultural and economic hub of Pakistan, Tribe Consulting has one of the most culturally and demographically diverse group of individuals as our team. Our people are the most important aspect of our business. Every person plays an integral role in the success of the company as a whole and therefore, developing a healthy work dynamic is amongst the forefront of our business priorities. We leverage combined efforts to provide added value and achieve common goals.

MISSION:

At Tribe Consulting (Pvt) Limited it is our mission to consistently exceed our clients' expectations by providing strategic, innovative and cost effective solutions to simplify complex business processes and help design and deliver the experience your customers truly deserve.

VISION:

With a constantly evolving 'workplace' dynamic and continued globalization, we at Tribe Consulting foresee an exponential increase in business outsourcing by large-scale enterprises. Thereby, more than ever before, increasing their cross-dependability on an ecosystem of specialized business partners that can help them deliver secondary value chains. Allowing these businesses to concentrate on their 'core'. Tribe Consulting (Pvt) Limited wants to be on the forefront of providing specialized business solutions to our partners and effectively collaborating with them, to help our clients achieve their business objectives. To achieve this, we are striving to increase our global footprint by expanding our operations, establishing regional offices/contact centers in North America, Europe and the Far-East.

OUR SERVICES:

Tribe Consulting (Pvt) Limited provides customized business solutions for a wide range of business models including:

- ✓ Inbound Services.
- ✓ Outbound Services.
- ✓ Software Development.
- ✓ Virtual Office Assistants.
- ✓ Real Estate Virtual Assistants.
- ✓ SEO (Search Engine Optimization).
- ✓ Web Content Development.
- ✓ Live Chat Support.

INBOUND SERVICES:

Our inbound customer service campaigns create a virtual customer service center to manage

customer concerns through multiple channels. Some of our BPO channels can include voice services, direct response, e-mail, and live chat support on a 24/7 basis. Typical customer service interactions include order taking, or customers calling to check on order status, customers calling to gather information regarding products and services, customers calling to verify their account status, check their order status, subscription cancellations etc.

We are firmly dedicated to providing the positive caller experience necessary to build your brand, develop loyal product or service mavens, and improve your company's overall consumer satisfaction levels.

OUTBOUND SERVICES:

Our mission is to provide affordable offshore telemarketing services with 100% customer satisfaction. Unlike most telemarketing companies, we can create, tailor, manage, or optimize any type of inbound or outbound campaign or program. Our friendly, educated, and enthusiastic telemarketers can quickly and effectively help your company achieve superior results. Whether you are looking for B2B appointment setting, or sales lead generation, we can craft solutions that will meet your needs. Our call center has the latest, cutting-edge phone systems, and an on-site training and management team to ensure your campaign is properly executed. We can handle accounts of any size, from a single agent, to over 100 telemarketers covering multiple shifts. We provide outbound telemarketers who can help your company replace, or improve upon its B2B sales and appointment setting campaigns. Our agents excel at insurance telemarketing, mortgage lead generation and qualification, and setting appointments. We help companies that need to generate leads, and those who have existing leads that need to be qualified, verified, or that require a follow-up call of any sort. Our telemarketers can make anywhere from 50 to 250 cold calls per day, depending on the nature of the campaign.

SOFTWARE DEVELOPMENT:

We work with motivated product strategists who have incomparable experience in designing. We transform most complicated business problems into sophisticated, scalable solutions.

Our software development team is multitalented and have phenomenal skills to code astounding software and construct incredible custom software solutions. With our wide-ranging and tailor-made software development processes, we can meet your project requirements even if it is a custom software solution or if it requires us to re-engineer the existing software solution. With us, sky is the limit!

We are devoted to delivering end-to-end software development services. We specialize in Ruby on Rails, PHP, .NET, Magento, Perl, Java, MySQL, and numerous other open source and legacy software platforms.

VIRTUAL OFFICE ASSISTANTS:

Virtual Office Assistants can perform a many of the administrative duties that occupy your time. Technology and globalization have combined to allow these services to all entrepreneurs, not just high profile executives. An offshore personal virtual assistant is a utility player who can assist with your specific needs ranging anywhere from traditional office support services, to highly specialized areas, including web design, web edits, blog installations, posting, and maintenance, accounting and bookkeeping, appointment setting, eBook preparation, and making travel arrangements. Some of the services include:

- ✓ Data Entry
- ✓ Transcription
- ✓ Appointment Setting
- ✓ Email Management
- ✓ Spreadsheets – Charts – Graphs
- ✓ Web Research
- ✓ Website Directory Submissions
- ✓ Article Submission
- ✓ Editing
- ✓ Calendar management
- ✓ Word Processing
- ✓ Simple Business Presentations
- ✓ Database & Spreadsheet creation
- ✓ Phone answering and message taking

REAL ESTATE VIRTUAL ASSISTANT:

Our Real Estate Virtual Assistants (REVAs) save you time by handling administrative and marketing tasks that allow you to spend more time on income generating activities, keeping your clients happy and satisfied by providing professional marketing to sell homes. REVA's can assist you with your online presence, which is often the first impression a client has of you and your services. Real Estate Virtual Assistant's save you money by charging only for actual time on task projects. REVA's work from our call center– not yours eliminating the need for costly computer equipment, furniture, etc. Virtual Assistants (typically abbreviated to VAs), are college educated admins who provide professional administrative, technical, or creative assistance to clients from our call center. Experts have estimated that there are as few as 6,000-7,000, or as many as 40,000 Virtual Assistants worldwide. Common modes of communication and data delivery include the internet; e-mails and conference calls, online work collaborations, and fax machines. We can staff administrative virtual assistants on a contractual basis and a long-lasting relationship can develop. Call center and professional administrative experience is expected at such positions as executive assistant, office

manager/supervisor, secretary, legal assistant, paralegal, legal secretary, real estate assistant, and etc cetera. Our virtual assistants can also handle live chat services via your website.

Real Estate Virtual Assistants can perform activities such as:

- ✓ Gathering listing information
- ✓ Preparation of market analysis
- ✓ Answering services
- ✓ Appointment setting
- ✓ Website design/maintenance
- ✓ Search Engine Optimization
- ✓ Input listing information into a multiple listing service
- ✓ Form completion data entry
- ✓ Bookkeeping
- ✓ Demographic research
- ✓ Schedule/ confirm appointments
- ✓ Follow up calls
- ✓ Additional clerical duties
- ✓ Drip marketing campaigns
- ✓ Transaction coordination
- ✓ Flyer design
- ✓ Virtual tours
- ✓ Open house invitations
- ✓ Thank you emails
- ✓ Newsletters or eNewsletters
- ✓ Customer call backs and follow ups
- ✓ Other research

VIRTUAL ASSISTANT CLASSIFICATIONS:

- ✓ Outsourced Virtual Receptionists can answer phone calls and provide secretarial services.
- ✓ Traditional administrative assistants are managed and directed by their employers. They are paid salaries and employment taxes deducted by the employer. Work is directed, managed and supervised by the employer.
- ✓ A virtual assistant outsourcing company is independently contracted by the business in need. The VA works from a call center, and communicates with his employer over the phone and via email.
- ✓ Virtual assistants help small businesses expand their business instead of dealing with administration duties. Outsourcing virtual assistants can be cost effective because you only pay the outsourcing company and are not liable for employment taxes.

CALL CENTER FAQ:

1. How long is the Set-up?

We can set up your campaign within a few business days. For projects requiring multiple employees, or those requiring a higher level of technical skills, it can take over a week to source and hire the right candidate(s). Contact us for specific hiring timetables and we will be happy to give you more detailed insight.

2. How Skilled Are the Reps?

We will hire the best agents to fit your campaign or project. We have a large pool of college educated applicants available. After we have selected several potential applicants, our clients have the option to do individual phone screenings to choose an agent, or leave the selection process completely up to us. We are one of the leading call centers and telemarketing companies in the Pakistan. We only hire telemarketers and customer support assistants who are right for the job. All of the applicants we screen will have the following basic skills:

- ✓ 4-year accredited university degree
- ✓ Fluent English language skills, neutral accent
- ✓ At least 1 year call center experience
- ✓ At least 1 year outbound sales experience
- ✓ Proficient on the Internet, email, CRM, and Windows applications

If you need any special skills in your agent such as medical transcription or legal trainings please let us know and we can source an individual with the required expertise.

3. How are their accents?

This is a big concern for most people when selecting an agent to work on their calling campaign. While accent is important to a certain extent, it is far from the most important concern you should have. When speaking with your prospective agent, make sure you can understand them and they have decent, and not necessarily perfect grammar. The main goal is to put someone who is easily understandable on the phone who can follow your set process and deliver results. In our ever more globally integrated world people don't expect a telemarketer, customer service agent, appointment setter, etc. to be right down the street from their office. When drawing a business conclusion, you should focus on more quantitative factors and not put too much emphasis on an aesthetic quality such as the agent's voice. We recommend that if you can easily understand them, and vise versa, and the agent meets other considerations, accent is not an issue.

4. Comprehension:

Most call centers make comprehension a central focus when making hiring decisions, so in many cases your work is already done for you. A quick way to test is to jump around in your conversation and see if the agent is able to keep up. Ask unrelated questions, or for directions to a place the agent will know. Ask for clarification on a given answer. Make the agent think and speak outside of the box from a typical interview where they expect to be reading the script in a roll-play situation.

5. Script Adherence:

While most clients who are new to using outsourced voice agents often want the agent to be "conversational" with the script and process, this is usually not the best idea. Having a concrete, repeatable process means you can easily scale, and that you will have much more consistent results. Scripts should be crafted to quickly get the proposition out there and then in an "if, then" format. Rebuttals for common objections should be scripted as well, and additional common objections can be worked into the script as the account is running. While getting an agent than can get off script and affect a casual, friendly manner with prospects would be ideal in some situations it is simply not scalable and defeats the purpose of outsourcing.

6. Additional Assignments:

What will the agent need to do other than call and execute a script? Do they need to email leads? Fill out a web-form? Instant messenger you with appointment times? These are all aspects to consider when setting up and staffing a campaign. How much time do these tasks take you to complete? Try to get an idea what the agent will need to do on a day to day basis, you may need more staff to complete all required tasks.

7. What are Working Hours?

We will hire the right candidate to work around your schedule. Your employee will typically work a 40 week (however overtime can be arranged for if needed). A basic schedule might be from 8am to 5pm EST with a 1 hour lunch break.

For larger jobs or those in need of 24 hour support we can arrange for the right number of reps to fit your needs.

8. What types of campaigns do you offer?

Managed vs. Unmanaged campaigns, when considering a managed vs. unmanaged campaign it's important to understand what goes into each. With a managed campaign the day to day work of reporting, agent training and coaching, process assignment and quality assessments are done for you. This does not mean you cannot be as directly involved as you would like with the agents and process, but the heavy lifting will be taken care of by someone else, such as your account manager. Unmanaged accounts are a different story. Your agent is your direct employee. The company will handle payroll, staffing, and making sure the agent is available at their station with working computer

and phone. After that it's up to you. Things to consider in this case are the process; what are the inputs (calling data, script, additional contact materials such as email), outputs (leads, appointments, reporting, etc.), verifying quality, coaching agents, amending script changes, etc., etc.

A good way to decide which option makes sense is to diagram out how the account will work. What you need to give to the agent, what they need to produce, how that information is transfer and what you will need to provide as feedback. If you have a very simple project an unmanaged solution might be the best fit for you. If your process is going to take up more of your time than you would save by opting to have someone else manage the account that is probably the best choice.

CAMPAIGN DESIGN:

This is a much too complicate issue to discuss every facet here. The best practice I've found is to diagram everything out, start to finish, and ask yourself is this a process I could adhere to using only the information I'm going to provide (without any industry specific knowledge). Remember that the entire call should be scripted for voice campaigns. In most cases your account manager can help you with this step. Below is a list of items to consider:

- ✓ Agent contact – how should the agent contact you with questions, do you want to be able to contact them directly?
- ✓ Phone system – Do you have any specific requirements such as call recording, predictive dialer, etc? Keep in mind these features may add cost to the campaign.
- ✓ Conversion delivery – leads, appointments, contacts, or whatever else the goal of a campaign it is to produce needs to be delivered somehow. Should these be emailed, entered in a web lead form, pasted into a spreadsheet, or some other function? Make sure you have this process designed and implemented prior to launching the campaign.
- ✓ Reporting – decide on the metrics you are going to use to track success. Of course, conversions will be there, maybe on a daily or weekly basis, but what else do you need to know?
- ✓ Account terms – How long do you plan on running this campaign, what hours, days of the week, etc.

IT INFRASTRUCTURE:
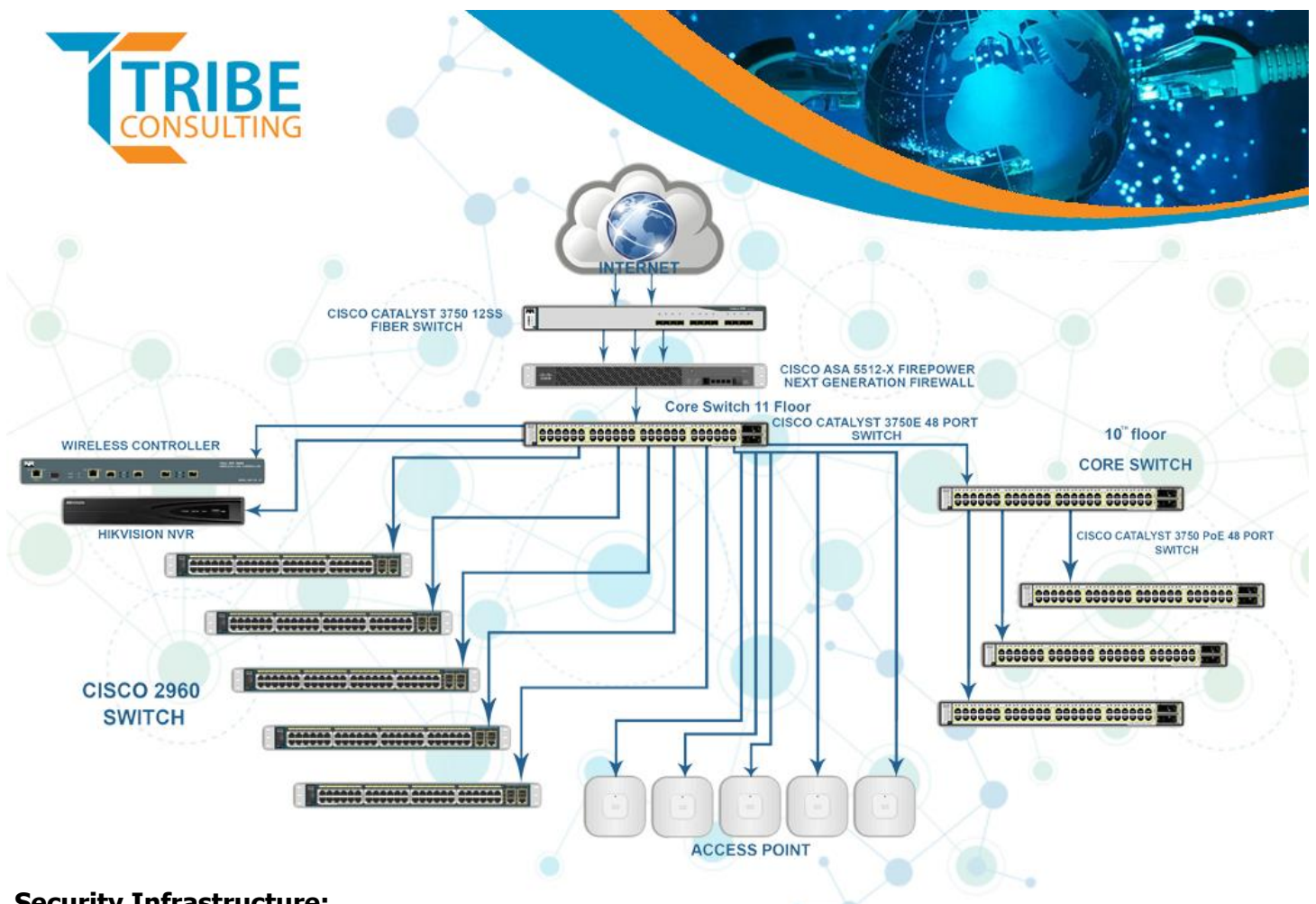
Security Infrastructure:

Cisco Next Generation Firewall

- ✓ ASA 5512-X with Source Fire 3Y UTM bundle.
- ✓ UTM includes Antivirus scan URL content filters, IPS, App Control
- ✓ Cisco AnyConnect Remote Access VPN

DELL Sonic Wall:

- ✓ TZ 105 with UTM
- ✓ UTM includes Antivirus scan URL content filters, IPS, App Control.

Internet Connectivity:

- ✓ 3 x dedicated 50Mbps CIR Bandwidth on Optical Fiber
- ✓ Supernet dedicated 20Mbps. CIR Bandwidth on Optical Fiber
- ✓ PTCL IPBW 20Mbps. CIR Bandwidth on Optical Fiber
- ✓ GPON 100Mbps +25Mbps + 10 Mbps shared Bandwidth

Thank You