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**rimo Tech Limited**  
**House # 31, Road# 02,**  
**Block# A, Banasree,**  
**Rampura, Dhaka-1219**

## COMPANY NAME : PRIMO TECH LIMITED

**Year Established** : 2020

**Type of Business** : IT service oriented Company with Call Center Hosting

**Business Function** : Call Center Software Solution, Software development, Mobile application development, IP-PBX, Customized ERP, Unified communications, Website Development, School Management Software, Security Surveillance System, Back office Solution.

**Head Office** : House No- 31, Road No-02, Block- A, Banasree, Rampura, Dhaka-1219, Bangladesh.

**Total Employees** 47

**Department** : a) Customized Software Development Team.  
b) Website Design & Development Team  
c) Call Center software Research and Development Team  
d) Business Development Team.  
e) Technical Support Team.  
f) Customer Service Team.

**Website Address** : [www.primotechbd.com](http://www.primotechbd.com)

**Company Email** : [info@primotechbd.com](mailto:info@primotechbd.com)

**Company Phone** : [\(+88\) 02 8396952-3](tel:+880283969523)

**Company Hotline** :

**Area of Proficiency** : Hosted Call Center, Call center Solution, Software development, Mobile Application development, Customized ERP Solutions, Email marketing, SMS marketing, , E-commerce solution with payment gateway integration, Unified Communications system, security surveillance system. To work for the improvement of various government, non-government and international ICT projects, successfully implement software in different Banking and non-Banking Financial Sector.

**Market Coverage** : Bangladesh.

**Company Logo**



## MESSAGE FROM HONORABLE CHAIRMAN

From humble beginnings, Primo Tech Limited (PTL) was built on the principles of hard work, integrity and a strong desire to succeed– values which remain with us today.

Throughout this era, our ICT industry endured many changes that saw the industry evolve towards establishment of “Digital Bangladesh”; all changes that drove businesses to adapt. We at -PTL, found ways to embrace these changes while providing our customers with a first class service. Our values together with our vision helped us to confidently navigate through many changes that made us what we are today.

Today, PTL strives to be an integral part of our customers’ daily operations. Our decisions are centered on building lasting relationships and earning a level of trust that comes from years of industry experience. These are achieved through innovative technologies, consistent training, and finding improved efficiencies at every stage of our operations.



I truly believe that providing a best-in-class service and being a true one-stop-shop has set PTL apart from our competitors. We use our own assets, service logistics, and custom developed software & manpower resources to serve our customers. Therefore, customers can expect to receive a consistent, high quality and complete experience every time.

We not only credit our success to our global reach, technological superiority and quality of equipment and dedicated manpower; it is our performance and on-time delivery that spurred PTL evolution from a once modest IT company to one of Bangladesh’s renowned privately held ICT company.

We thank you for visiting us today. All of us at PTL look forward to working with you.  
Sincerely,

**Md. Shakhawat Hossain**

**Chairman**

**Primo Tech Limited**

# OVERVIEW OF COMPANY

## Introduction to Company

**Primo Tech Limited** journey began in 2020 and right from the beginning, the company took on unique and



Challengin Projects  
Emphasizing its position  
On being innovative.  
Recognizing the emerging  
opportunities in the  
sectors, PTL went on to  
establish its **call center  
operations, call center**

**Software development and BPO operations**, and soon after, began building fruitful partnerships with both local and foreign clients. **PTL** is a fast growing technical outsourcing and consultancy firm specializing in **Call Center Operations**, Software Development and Business Process Outsourcing. Since its very inception, PTL state-of-the-art Contact Center has been in continuous operation. PTL has mastered the art of integrating skilled human resources with cutting-age technology. Based in Dhaka, Bangladesh, PTL strives to shake up the industry by leveraging emerging opportunities in the sector, and applying a fresh new vision and approach in doing business. Over the past several years, the company has developed the capabilities and gained the experience necessary to stand out in the global market and take its position as a forward thinking innovator. While always looking to go beyond industry standards, PTL willingness to rise above its competitors, has driven its rapid expansion and helped it establish itself as a professional, dependable service provider and also as a creative solution provider in Shaping the fast changing business landscape.

## Who we are

Uniqueness about **Primo Tech Limited** is its engagement in social enterprise and focus on corporate social responsibility. PTL is an active member of the United Nations Global Compact (UNGC), the largest corporate sustainability network in the world, and has been involved in a number of nonprofit projects. In particular, Tele Consult Group places emphasis on women empowerment, the company's slogan being where Women Come First. Over the last several years Tele Consult Group has made a name for itself as a highly innovative, professional and dependable service provider, delivering exceptional results for a wide range of challenging projects and reputable clients. PTL provides solutions for a variety of outsourcing and consultancy needs, including software development, web development, professional training, HR consultancy, and more. The company core focus, however, remains information/ support line.



## Vision

PTL is dedicated towards creating a dynamic platform for the people of Bangladesh opening doors & creating opportunities in the country and international business arena through professional skill development & social awareness programs, building moral responsibility & accountability towards the community & the Country.



## Mission Statement

Bring visible change in society responsibility and civic activities by 2030 through awareness and development program. Development scope for local expertise for enriching the knowledge base of the country. Use international trainers and expertise to empower and local talent to grow into middle and senior management positions currently filled by expertise “Up-skill” the exportable knowledge worker base for higher paying jobs enabling to increase the incoming remittance.

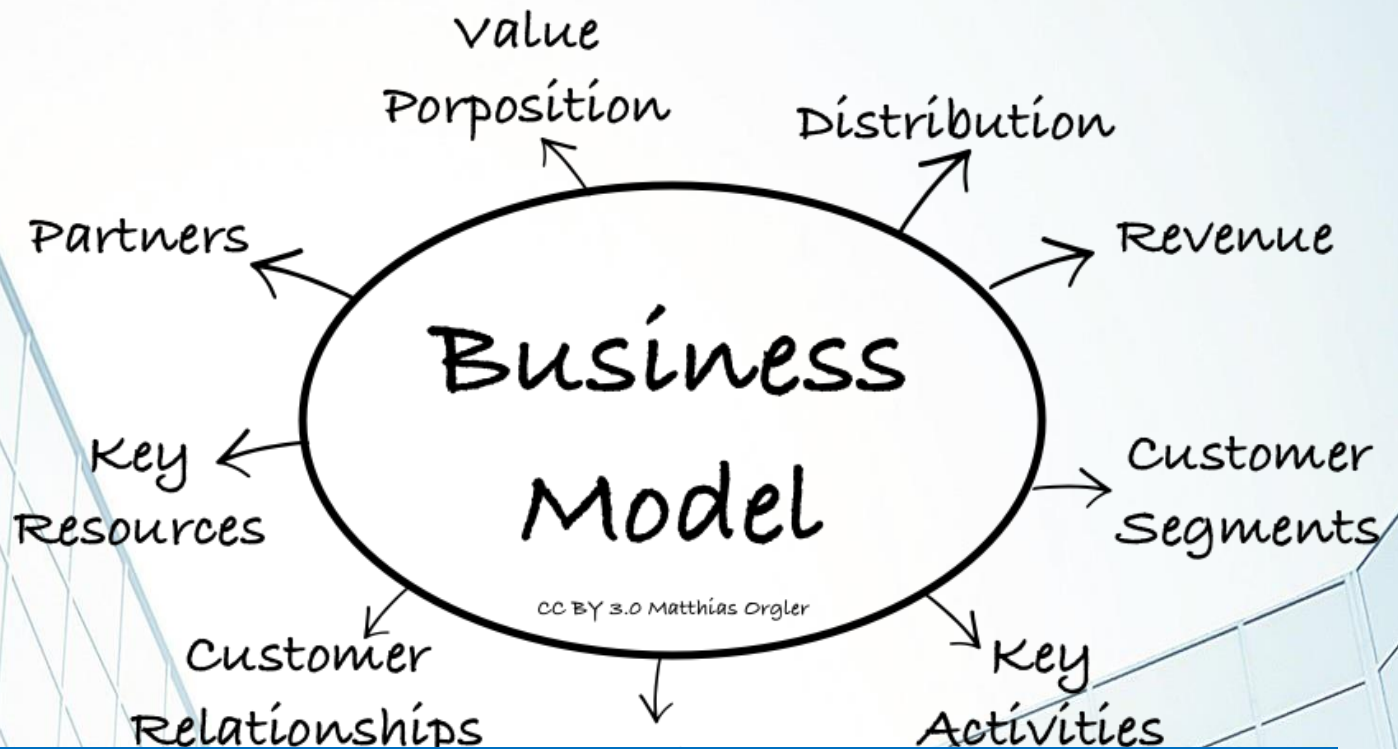
## ORGANIZATIONAL VALUES

Uniqueness about **Primo Tech Limited** is its engagement in social enterprise and focus on corporate social responsibility. The largest corporate sustainability network in the world, and has been involved in a number of nonprofit projects. In particular, PTL places emphasis on women empowerment, the company's slogan being **Where Women Come First**. Over the last several years PTL has made a name for itself as a highly innovative, professional and dependable service provider, delivering exceptional results for a wide range of challenging projects and reputable clients. PTL provides solutions for a variety of outsourcing and consultancy needs, including software development, web development professional training, HR consultancy, and more. The company core focus, however, remains information/ support line solutions through means of contact line solutions through means of contact center. PTL has a significant amount of experience in successfully implementing challenging projects with diverse and unique requirements, including and beyond simple customer service solutions.

## BUSINESS MODEL

We don't consider our works as WORK; we perform every work with Passion. We have a large pool of young, talented brain masters who are willing to provide services with the best quality innovative ideas and dedication that you had ever experience. PTL activities always extended beyond its basic business interested and corporate responsibility is a core part of the company mission these have included welfare initiatives such as training and

Employment of special needs persons, to operating nonprofit projects for the community benefit. The largest corporate sustainability network is the world. PTL aspires not only to make its mark on the outsourcing industry, but also take a lead in redefining how business view their relations with and responsibilities to society, at a time when we are all growing interdependent with each day.



## TECHNICAL DETAILS & CAPACITY

PTL's cutting edge facility employs highly skilled Customer Services Representation (CSRs) to provide consistent standard of services following global standard. PTL's CSR, Supervisors and Management are professional and knowledgeable to **guarantee customer satisfaction and brand loyalty** with total **service quality**. The goal of capacity planning is to determine the number of agents to be assigned at each time slot so that a desired customer satisfaction (e.g. short waiting time and low abandon rate) is achieved at low operational cost (fewer number of agents), given the forecasted future arrivals, service times, time a customer is willing to wait, as well as the routing policy at the automatic call distributor (ACD).



# KEY POINTS



**Quality Approved**

**Satisfied Customer**



**Product Development & Innovation**

**Industry Leadership**



# Strategic Objectives

Implement a business cycle method for Continual Improvement in all service fields.

Implement an expedited and resolute complaint management system.

Implement a process for consistent quality and speedy customer care service.

Respond to answer calls for service and other customer needs promptly.

Develop and maintain professional relationships with client organizations and the customers at large.

Minimize liability by providing training for new hires and quality continuing education for all personnel.

Continue to support operations with contemporary policies and procedures. Continue to seek efficient operational alternatives while maintaining quality.

Recruit and retain quality employees, reflecting the diversity of needs.

Solicit feedback from clients and or customers concerning services provided.

Solicit feedback from staff concerning services provided by the Call Center.



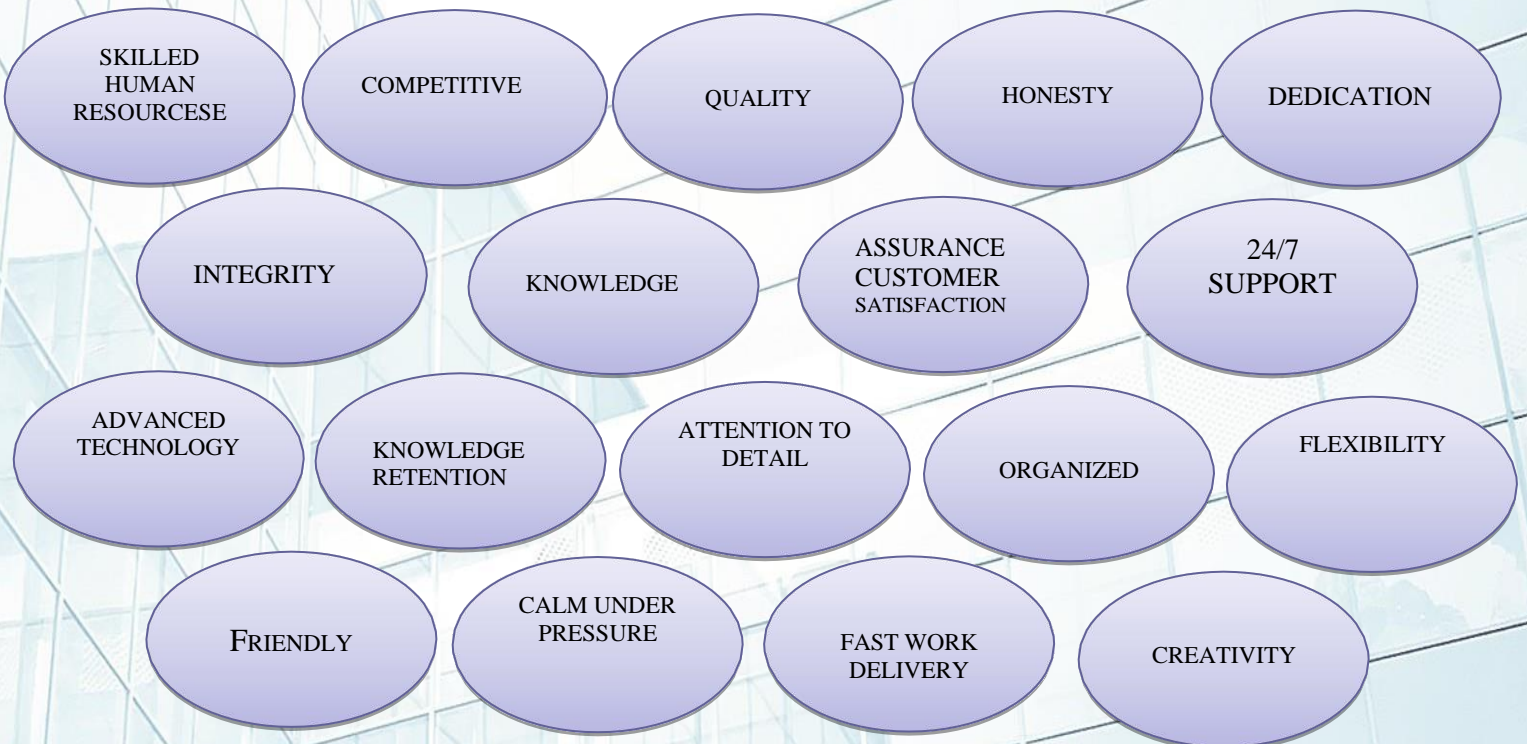
# INNOVATIVE TECHNOLOGY

Our team has a unique combination of experienced and energetic members who can successfully develop any challenging and innovating web based software application to fulfill any type of business needs. If you already have a functional application, needing some integration or customization for enhancing its functionality or integration with new technology, our development team can also fulfill that requirement.



Our open standard-based platform has integrated application development and management component that significantly reduce time, cost and complexity of developing voice and IP communication solution. We combines the industry's most complete support for IP communication, including telephony, video massaging, SMS, and email with comprehensive support for traditional voice communication.

## OUR STRENGTH



# OUR PRODUCT & SERVICES



# OUR SERVICE AREA

## Voice Service



## Non-Voice Service



# DIGITAL MARKETING



In today's marketplace, organization needs effective, profitable social marketing. In this specialization, you'll learn to match market to social strategies to profitability grow your business. You'll use social media tools and platforms to design, manage, and optimize social campaign to promote growth and position your brand in the global digital marketplace, and you'll develop target content to spark dialogue with various social communities. In the final capstone project, you'll create and evaluate a comprehensive social marketing strategy.

