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# 2020

# COMPANY PROFILE



**TELEHAWKS SOLUTIONS**

International BPO and Customer Experience Company



**TeleHawks  
Solutions**

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# TeleHawks Solution

## Overview

A call center is a centralized office facility that is used for the purpose of receiving or transmitting a large volume of requests by telephone; it could be inbound call center, outbound call center or both.

An inbound call center basically handles incoming calls from clients while and outbound call center is all about making calls to clients and potential clients for the purpose of marketing their products or services or to pass information to people via telephone. Basically the services for outbound call centers revolve around telemarketing, solicitation of charitable or political donations, debt collection and market research etc.

The Telemarketing and Call Center industry is indeed witnessing a steady growth over the years especially in countries such as the Bangladesh, China, India, Philippines and even in the United Kingdom. Though for some players in this industry would prefer to build their call centers in places where they can maximize profits; countries like Bangladesh, India, China and The Philippines readily comes to mind.

A call centre is a department or an office in which incoming and outgoing telephone calls from both new and existing customers are handled by a team of advisors, otherwise known as agents.

It is traditional for companies of a larger size to have call centers for the purposes of:

- Offering customers support
- Handling their queries
- Carrying out telemarketing
- Conducting market research

However, each of these functions has developed greatly in the past few years, which has led to the emergence of the contact centre.

## Executive Summary

### Introduction

It is the mission of TeleHawks Solutions to provide clients with top quality call center services 24 hours-a-day. A service that provides our clients with the greatest chance of communicating with their end customers. We do B2B and B2C services including both inbound and outbound calls. We have a dedicated and well-trained cadre of customer support specialists can consistently provide excellent services delivered in a timely and cost-effective manner.

Whatever a client's customer relations goals are: quantifying sales leads, taking orders, responding to ad inquiries, market research, or general information requests, TeleHawks Solutions has the people with the expertise to professionally service those needs.

## **The Company**

TeleHawks Solutions is a one stop, standard and licensed call center that is fully equipped with the latest technology in the telemarketing and call center industry. Our call center is located in Dhaka, the heart of Bangladesh and we are positioned to work for a wide range of client ranging from different local and foreign organizations.

Our business goal is to work towards becoming one of the leading call center agency brands in Bangladesh with a vision to make a brand value of Bagladeshi call center in international market.

We are not ignorant of the fact that building a standard and world class call center from the scratch requires huge capital base especially for the purchase of world class and up to date call center equipment and software applications, which is why we have perfect plans for steady flow of cash from our business client with interest in our line of business.

We can confidently say that we have a robust financial standing and we are ready to take on any challenge that we encounter in the industry. We are well staffed and well equipped to run a 24 hours a day and 7 days a week call center with a well planned shift system.

We will ensure that all our employees are selected from a pool of qualified and customer centric people. We will make sure that we take all the members of our workforce through the required trainings that will position them to meet the expectation of the company and to compete with other players in the industry.

Its founder is Mr. M.N. Mazumder, a former telemarketing head with Innovative Professionals. Mr. M.N. Mazumder has brought together a highly respected group of telemarketing and customer relations specialists who have a total of 10 years of combined experience with this industry.

## **Our Product and Services**

TeleHawks Solutions offers a full range of call center services including BPO, telemarketing, lead generation, appointment setting, inbound and outbound customer service, data cleansing, data entry, customer engagement, Virtual assistance, Back office support and outsourced sales solutions, and IT Enabled services.

TeleHawks Solutions is going to offer varieties of services within the scope of the telemarketing and call center industry in Bangladesh. Our intention of starting our call center in Dhaka is to make profits from the telemarketing and call center industry and we will do all that is permitted by the law in our country to achieve our aim and business goals.

Our business offering are listed below;

### **Lead Generation Services**

- Call center lead generation
- SEO Lead generation
- Social network lead generation
- PPC / CPA lead generation

## **Sales and Support**

- Inbound Sales & Support
- Outbound Sales
- Follow-ups
- Up-Sales
- contract or fee-basis telemarketing services
- Appointment setting
- Customer services & support

## **Chat and Email Services**

- Sales
- Up-Sell & Cross-Sell Programs
- E-commerce Support
- Lead Generation

## **Industry Solution**

- Information Technology
- Related call center advisory and consultancy services
- Technical support services
- Call center and BPO Training services

## **Our Vision and Mission Statement**

Our vision is to become the number one call center agency in the country within next Three years of the business.

Our mission is to build a world class and well equipped call center agency brand that will become the preferred choice for a wide range of client, to political parties to non – profits organization to corporate organizations in the country and the world at large.

It is the mission of TeleHawks Solutions to provide our clients with top quality call center services 24 hours-a-day that provide the greatest chance of communicating with end customers. We do B2B and B2C services including both inbound and outbound calls. We have a dedicated and well trained cadre of customer support specialists can consistently provide excellent services delivered in a timely and cost-effective manner.

## **Our Business Structure**

The success of any business is to a larger extent dependent on the business structure of the organization and the people who occupy the available role. TeleHawks Solutions will build a solid business structure that can support the growth of our call center agency business. We will ensure that we hire competent hands to help us build the business of our dream.

The fact that we want to become one of the leading call center brand in the industry in the country makes it highly necessary for our organization to deliberately build a well – structured business from the onset.

We will work hard to ensure that we only attract people with the right mindset to help us achieve our business goals and objectives in record time. Below is the business structure that we will build TeleHawks Solutions;

- Managing Director
- Operations Manager (Call Center Supervisor)
- Admin and HR Manager
- Marketing and Sales Executive
- Accountant
- IT manager
- Call Center Agents
- Front Desk Executive

## **SWOT Analysis**

We are aware of the importance of knowing our areas of strength and weaknesses, and we have gone to a good length to make that known. TeleHawks Solutions engaged the services of a core professional in the area of call center consulting and business structuring to assist the organization in building a standard call center agency that can favorably compete with other leading call center agency brands in Bangladesh and the world at large.

Part of what the business consultant did was to work with the management of the company in conducting a SWOT analysis for TeleHawks Solutions. Here is a summary from the result of the SWOT analysis that was conducted on behalf of TeleHawks Solutions;

- **Strength:**

Our core strength lies in our service offerings, the power of our team and the state of the art call center equipment and software applications that we have. We have a team that can go all the way to give our clients value for their money. We are well positioned in the heart of Dhaka and we know we will attract loads of clients from the first day we open our call center for business.

- **Weakness:**

As a new call center in Dhaka, it might take some time for our organization to break into the market and attract some well – established corporate clients; that is perhaps our major weakness. Another weakness is that we may not have the required cash to pump into the promotion of our business the way we would want to.

- **Opportunities:**

The opportunities in the telemarketing and call center industry are massive especially in Dhaka, and we are ready to take advantage of any opportunity that comes our way.

- **Threat:**

Technology and the internet which of course is a major tool for the advancement and gains achieved in the telemarketing and call center industry can also poses a threat to the industry. The truth is that with the advancement of technology, it is now easier for organizations to leverage on software applications to conduct their telemarketing, market research and communicate with their clients.

So also, just like any other business, one of the major threats that we are likely going to face is economic downturn. It is a fact that economic downturn affects purchasing / spending power. Another threat that may likely confront us is the arrival of a new call center company in same location where our target market exist and who may want to adopt same business model like us.

### **Quality Assurance:**

Quality Assurance at TeleHawks Solutions Services is about automated workflow and embedded analytics that reduce manual work. Our analysts know that they are not just there to listen. They are there to follow and implement the Six Sigma principle of: Define Measure, Analyze, Improve and Control.

### **Data Policy:**

- Entrance in operations area is restricted by finger print software, as per HIPAA privacy requirements.
- The server for our website can enable SSL protected, encrypting all the files that pass through our website.
- Limited access to the network through login IDs and password protection. CDs, DVDs, pen drive, disk drive or any other storage devices are not allowed in the individual PCs and in office premises without prior permission from authorized management team members.
- Passwords and access controls are well defined for authorized internal persons.

### **Our Competitive Advantage**

We are mindful of the fact that there is stiffer competition in the telemarketing and call center industry in Bangladesh; hence we have been able to hire some of the best business developer to handle our sales and marketing.

TeleHawks Solutions might be a new entrant into the telemarketing and call center industry in Bangladesh, but we are coming into the industry with core professionals and of course a standard world class call center with the latest equipment and software applications in the industry. We are well – positioned in our country.

Lastly, our employees will be well taken care of, and their welfare package will be among the best within our category (startups telemarketing and call center agencies) in the industry meaning that they will be more than willing to build the business with us and help deliver our set goals and achieve all our aims and objectives.

## **Our Pricing Strategy**

The nature of telemarketing and call center services makes it easier for operators in this industry to charge her clients fees based on the nature of job / project to be carried out, the timeline the project is to be delivered, the workforce required to execute the project and of course the resources needed to complete the project.

At TeleHawks Solutions we will keep our fees below the average market rate for all of our clients by keeping our overhead low and by collecting payment in advance. In addition, we will also offer special discounted rates to start – ups, nonprofits, cooperatives, and small social enterprises who engage our services to help them reach out to their target market and also to help them raise funds for their projects.

## **Payment Options**

At TeleHawks Solutions, our payment policy will be all inclusive because we are quite aware that different people prefer different payment options as it suits them. Here are the payment options that we will make available to our clients;

- Payment by via bank transfer
- Payment via online bank transfer
- Payment via check
- Payment via bank draft

In view of the above, we have chosen banking platforms that will help us achieve our plans with little or no itches.

## **Conclusion**

With almost a decade of experience in the business it's easy for us to understand the typical requirement of our clients thus helps us to provide the ultimate Business process outsourcing (BPO) services in Bangladesh. With a committed work force and high level of service consciousness, we provide unmatched BPO and Call center services to our Bangladeshi and foreign clients. We offer our offshore outsourcing services to United States, European countries, Canada, and Australia. We at TeleHawks Solutions services offer customized business process outsourcing solutions for our clients depending on their business needs. Our solutions are tested, proven and reviewed constantly in accordance with the changing market scenario.

We would be glad to work with you. We assure you that we can meet all your criteria and would satisfy all your needs.