

# Corporate Profile



## Outsourcing

Quality assurance Process applications  
Business Process Outsourcing  
Customer Contact solutions BPO  
web development & web design  
business intelligence



This profile is updated regularly and is only available from the Wizard corporate website: [www.wepl.in](http://www.wepl.in).

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# 01 About Us



## Our Mission

Our mission is to improve the corporate world by helping clients with world class BPO and Call Centre services to:

- ⦿ Establish themselves online
- ⦿ Assess their needs
- ⦿ Determine their objectives and
- ⦿ Assist them accomplish their goals.

Wizard is a leading International Contact Center based out of Kolkata, offering customized and cost-effective telemarketing customer support services to meet the unique found requirements of the marketing World. Whether you are looking for telemarketing companies to implement an aggressive sales campaign or a strategic marketing initiative to improve customer growth through cross selling- Wizard has the expertise to implement an integrated customer contact solution. Our services include but not limited to Outbound and Inbound Telemarketing, Back office support, Web and Software Development.

## Our Vision

We envision a world wherein communication forms the core of all business processes. Technology allows the global community to freely publish and decimate virtually unlimited information.

## 02 Technologies

We believe that the quality of service in a Call Centre, revolves not only on the quality of expert manpower but also on the technical infrastructure and, in order to prove this, we have installed only the best equipment available.

- ④ 500 Agent Stations with TFT Monitors + Pentium Core 2 Duo CPUs
- ④ Cisco Routers & Switches
- ④ CAT 6 structured cabling
- ④ IBM,DELL & HP Servers
- ④ Touch Star Predictive Dialer(E1 & NMS Platforms)
- ④ Cisco/ Grand stream IP Phones
- ④ Sonic Wall and Juniper Firewalls
- ④ 20 mbps dedicated bandwidth from 3 major ISPs (fully redundant)
- ④ Kaspersky Integrated Enterprise Security



## 03 Infrastructure



We at Wizard leave very little to chance and in order to ensure the very best for both, our clients and our staff members, we are constantly striving to make improvements in our work and in our working environment.

- ③ 3 multimedia enhanced Training Room's with a seating capacity of 30 each
- ③ A 10 seater conference room with a built-in audio visual set up.
- ③ Power redundancy backed up with a state of the art 115 KVA Sound Proof Generator and 70KVA UPS with 24/7 back-up in case of power failures.
- ③ A cafeteria (veg) catering to the dietary needs of our employees, bearing in mind that in order to get the best out of an employee, one must make sure that he/she is fed wholesome, appetizing and hygienic food.
- ③ 24/7 employees transport facilities (both pickup and drop).

## 04 Industries Catered

Wizard is synonymous with quality. As most of our clients know and are prepared to vouch for the fact that, when it comes to the welfare of our customers, we at Wizard literally, "leave no stone unturned".

### On-going Projects:

Telecom - B2B ,B2C ,Mobiles.

Websites

Lead Generations, Surveys , Financial Sector including PDL ,DS,LM, Refinance etc.

Nutritional Health Supplements

### Earlier Projects:

VOIP /Dish

Website Development for our global clients

Broadband Services

Mortgage Lead gen




Energy Gas





### Global Excellence

Wizard Call Centre established in 2005, has been functionally one of the best in the industry. Servicing outsourcing organizations in the USA, UK, Australia and Canada. These are Clients who we are sure will bear testimony, to the hard work and dedication we have put into our efforts in order to help our clients achieve targets once thought impossible. Our Aim is your satisfaction. This says it all about our service because in accomplishing our targets, we have left no stone unturned. Hiring only the best people in the industry, and operating through the best technology available.

-  **Outbound**
-  **Inbound**
-  **Back Office**

## 06 Outbound

Outbound Call Centers are involved with processes that sell either a particular product or a number of products. They are usually dependent on their teams of telemarketers to get the product message across to the prospective customer, in order to get him/her interested enough to purchase on the spot. Technology also plays an important role here because a good tech, Support team complements the operation in Maximizing Productivity & efficiency

### Tele Marketing :

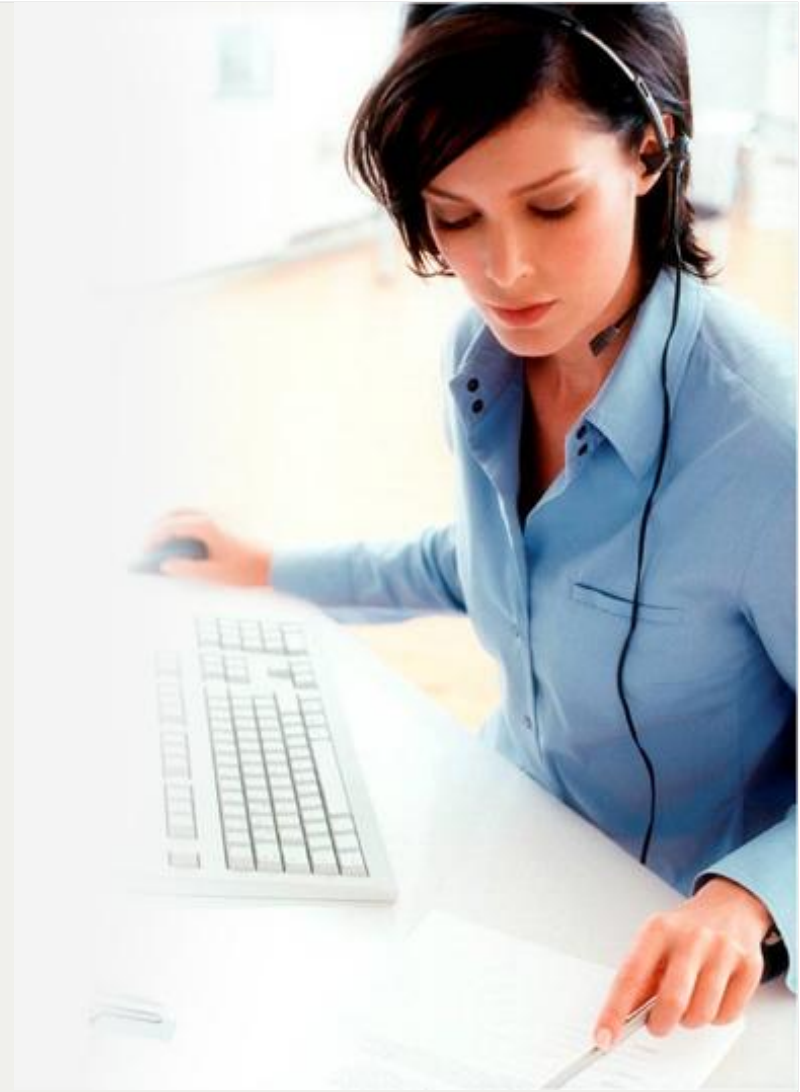
Our team of telemarketers has led us from obscurity - 4 years ago - to our current status where we now serve clients in the USA, UK, Australia and Canada. Selling a wide array of products like: Dish TV, Satellite Systems, Broadband Internet Services, Loan Processes, Mortgage, Telecom Equipment and Systems, Gas + Telecom Energy Web Consultancy and Application Development.

### Lead Generation :

This is what we at Wizard are all about. Today people are apt to say that with the telephone, anything is possible. Wizard agrees. Of course, the telephone is integral to the growth of any organization but so is professionalism. Coupled together they make one of a team and this is what Wizard offers its clients. The latest in telephony technology and the best people in the industry.

### Appointment Setting:

"We have no time to ....." - Very aptly sums up the world we live in today. Everyone so rushed just trying to keep abreast of everyone else. The result is that more often than not, you find yourself at odds and ends not being able to decide what you should do and when you should do it. This is where Wizard steps in. With our team of highly professional people we have set standards to perfection, managing, analyzing and fixing just those appointments that are absolutely necessary, leaving you free and relaxed enough to concentrate on the more important things.



### Surveys :

Surveys like market research is also a specialized field of work and needs experts to conduct. Having serviced clients in the USA, UK, Australia and Canada successfully in this particular field has given us a certain expertise and confidence to ensure the client that we are definitely the leaders. Whether it is via the internet, telephone, aerial or surface. We conduct and analyze the surveys and finally hand you a ready to use package.

### Subscription & Renewal Sales :

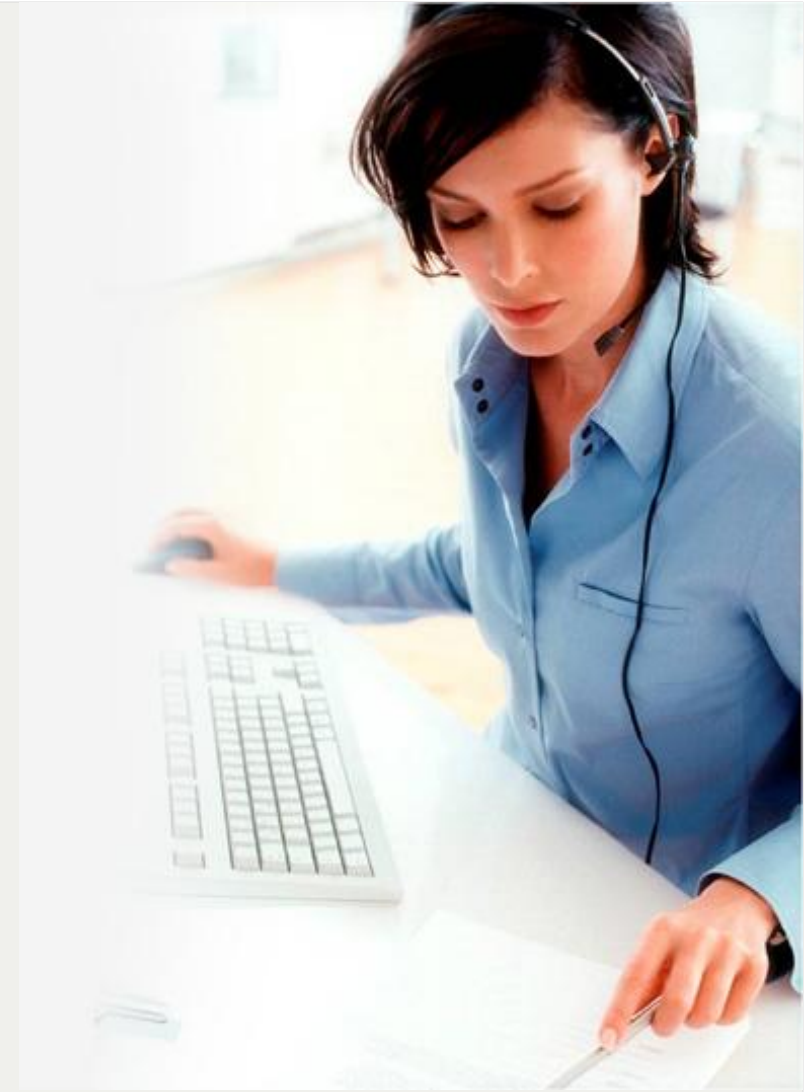
A procedure that insists one follow up on clients you have dealt with in the past. Clients who may have bought a product or subscribed to a site, magazine or newsletter published by you. More often than not people tend to forget that this a very important part of business development. Leading to loss of not only a client but more importantly, loss of future revenue-as in income. Wizard has offered this particular service to all our clients. And, there's not a single one with regrets.

### Seminar Bookings :

Most clients are too busy with meetings and the usual humdrum of running a 'tight ship', to pay too much attention to customers who might have business potential. Let Wizard be the judge and decide for you. We will book you only after carefully analyzing all the options and in-depth discussions with you.

### Soft Sales:

When all else fails a client trying to offload a new product, he/she is very often happy to move on to something easier. Wizard on the other hand has mastered the art of soft sales and has proven time and again. "It sometimes pays to be unconventional".





Inbound Call Centers offer the customer a variety of services. That not only helps the client generate more business but also helps take an otherwise tedious load off his shoulders. This then, leaves him with enough time, to turn his attention to other, more important aspects of his organization that he would normally not have the time for.

### Telesales :

This is a time consuming but very necessary process. Yet, it is not something everybody is cut out for, nor can it be relegated or palmed off on to just anybody. Wizard needs no mention in this regard, because, Wizard employs only the best in the industry. Our callers are not only qualified but what is more important is that they are knowledgeable and polite.

### Technical Support :

Technical Support or back up is a necessity today. Everything is about computers or electronics and the advancement in the technology in both fields is non-stop. Reason enough why people need to be updated about products they have bought, almost on an hourly basis. So when one calls in to the Help Desk he/ she would expect the person at the other end to be an expert. This is not true in some instances and tends to leave the client feeling insecure.

### Order taking :

Most people are not averse to hanging up on telesales or simply not taking their calls. Yet, we are all in the market for something or the other. This paves the way for the order taking process. Wherein, all the customer has to do is pick up the phone and call one of the numerous toll- free numbers and place the order. Our observation is that even this, does not satisfy the customer because most often he/she can't seem to communicate with the person at the other end. The option is to choose the right organization to help you with these tasks and Wizard needs no introduction.



### Customer Care/Service:

Once again we are dependent on communication. Skills, without which, the purpose of this process is defeated. One usually calls up for information or because of some complaint and if the person you are connected to is not proficient in the arts of communication, you tend to feel neglected and frustrated. Your choice as to the organization you sign up with for this facility is of utmost importance.

Wizard has been servicing clients in the USA, UK, Australia, Canada and India for the last two years and their testimony will bear apt witness to the diligence, dedication and competence of our team of very experienced agents, who leave nothing to chance and make sure you end your call, fully satisfied.

### Customer Loyalty:

After sales service is today considered negligible. Most people are content to sit back after a good sales campaign to enjoy the rewards of the hard work put in to achieve the sale. Whereas at Wizard, we are more intent on forming long-term relationships with our clients, This then, is one of the services we also offer to our clients. We constantly monitor your customers, keeping them aware and updated about all the changes and innovations you have affected thereby helping them to remember you and the services you offer.

### Help Desks (Toll - Free):

Help Desks (Toll - Free): Help desks are set up for client benefits by most organizations. Clients usually call up for confirmation of certain information, to ask questions regards a product, any matter they may have doubts about or maybe just to talk to someone. It hardly matters Why a client calls, what is important is that when he/she calls, they should be able to communicate their thoughts and ideas and receive clear, concise and polite answers to whatever their queries may be.

## 08 Back Office



Since Wizard is a BPO, handling outsourced work for their Inbound, Outbound, Web Application, it was natural for more and more people to come up with various back office job offers, which we did undertake and very successfully too. As a result of this, Wizard has developed a team of skilled people, to look after this unit, which has performed excellently, for our clients in USA, UK, Canada and Australia. We at Wizard have handled their jobs with such meticulous detail that we have turned even the most pessimistic of our clients into Wizard fans.

### Data Entry:

Until a few years ago everything one did was jotted down on paper. This led to the creation of literally thousands of files in which all sorts of data, confidential and otherwise was stored. With the advancement of technology today and our rush for time, one just cannot go through all these files. Rather than lose important data because of this, especially from files relating to the legal and medical profession, most people are converting this paper work into soft copies but it still involves the wastage of precious time. So, they outsource to companies who specialize in this type of work.

### Data Capture:

Wizard with its advanced technological infrastructure and highly skilled team of back office support staff not only collect data, but study it, analyzing and assessing every bit of information gathered, handing it over only when we are satisfied it meets with our clients specifications.



### Website development:

Is the process of programming and system integration used by professional web developers to create a functional, user friendly and interactively dynamic web site. The task of a web designer is to produce the visually appealing part of a web site and a web developer will program a site with interactive features. Our team of expert web professionals at Wizard takes a systematic, customer-focused approach to meet the customized requirements of each client. We offer small and medium-sized businesses convenient, high-quality yet affordable solutions for various stages of web development. We specialize in developing simple, static web addresses and complex e-commerce websites, where products can be bought online, incorporating order tracking systems, secure payment areas or online customer support functions, etc.

- Graphic Design
- Website Design
- E-commerce website design
- Mortgage web site development
- Real Estate web site development
- Online Store development
- Corporate web site development
- Application Development
- Content Development and Management
- Search Engine Optimization

## 08 Back Office



### SEO Management:

Before creating, or having a web site created, it is very necessary for clients to specify exactly what their needs are. In order to really know what one wants he/she would, have to literally study hundreds of sites to be sure he/ she has got it right .It is strenuous, time consuming work that cant be undertaken unless you have unlimited time on your hands. The best option would be to get someone who specializes in this job. We help our clients by researching sites on various processes like, Graphic Designing, E-commerce, Application Development, Web Design and Development. Putting together highly appreciated Web Research packages with recommendations on how best to use them.

# 09 Process

At Wizard, our goal is not simply to deliver web-based business integration solutions, but to create a recipe for success for our clients by implementing a development process that is understandable and repeatable. Enriched with years of corporate experience in telecommunication and information technology, Wizard has established a methodology for rapid design, development, and delivery that is second to none. Our approach is born of vast experience with many of the world's leading corporations, and continues to evolve to reflect new developments in the business and technology marketplace. Our comprehensive Project Management Methodology ensures extensive and formal documentation through all stages, including user sign-off of appropriate documents. It comprises of two separate parts,

- 🕒 **BPO and Call Center Services Process**
- 🕒 **Software or Web Development Life Cycle**
- 🕒 **Agreement with Client:**

This phase involves the introductory session of the client with our sales personnel who eventually sets the outline of the project. Here the initial goals and objectives of the project from "user perspective" are set in backdrop of budgetary allocation and time limitation.

- **Team Training from Client:**

It provides the client with the opportunity to narrate the detailed requirements, undertake analysis, define the architecture, and plan for construction of the project to the dedicated team members.



# 09 Process

- **Re-training by Internal trainer**

At this stage, our highly skilled Internal Trainers groom our competent Tele Service Representatives (TSR) according to the unique needs of each project undertaken.

- **Mock-calls by respective Team Managers**

To ensure best results, our Team Managers make Mock-calls before the final take-off of the project.

- **Sales Pitch Verification**

Sales pitch of all TSR's is barged by a compliance team member to give feedbacks to the representatives for improvement.

- **Quality Assurance**

The quality and compliance team hears voice file of all sales to eliminate the ones that do not meet the strict parameters set by the client.

- **Reporting**

Subsequent reporting of all quality clear sales from the MIS team either by excel sheets or by web entry, as desired by client.

- **Follow-up**

Follow - up with customers for knowing his experience with the sold product, and to grab another prospective sale.



**Our Software Development Life Cycle:**

Software Development Life Cycle also ensures extensive and formal documentation through all stages, including user sign-off of appropriate documents. It breaks projects into a series of stages which contain defined deliverables and usually spans over six main stages, namely Deal, documentation, Design, Develop, Deploy and Deliver.

- **Phase I: DEAL: Lead Closure:** This phase involves the introductory session of the client with our sales personnel who eventually sets the outline of the project. Here the initial goals and objectives of the project from "user perspective" are set in backdrop of budgetary allocation and time limitation.
- **Phase II: DOCUMENTATION:** Requirements Analysis and Resource Allocation Once the sale has been agreed, a dedicated project manager will be assigned who will gather detailed requirements, undertake analysis, define the architecture, and plan for construction of the project. A detailed document is created that identifies the risk factors and scope of the project and illustrates the process flow..
- **Phase III: DESIGN-** Design Prototyping & Selection of Coding Standards This is the phase when the Graphic User Interface (GUI) comes to shape. To develop a complete prototype with a working model we use state-of-the- art frameworks and platforms for faster and efficient development.



## 08 Process

- **Phase IV: DEVELOPMENT-** Database Design and Development Once you are completely satisfied and have chosen an initial draft, the development process begins. At this point, we establish the development environment tools and guidelines and create database design following the business logic. During the whole process of database designing, our expert developers emphasize on scalability and modularity of the project. This is considered to be the most critical and important phase of development as both the designing and programming teams work on the project in parallel manner.
- **Phase V: DEPLOY-** Revisions and Customizations The client's requirement and feedback remains of highest priority to us so we keep our customers updated with every process of development and modification at regular intervals. So, after the completion and implementation of the development cycle, we present the finished product to the client, accompanied by an elaboration of the whole process.



## 10 People



### Thinking Ahead

*"Talented, energetic people with the passion to outperform and make an impact in your business"*

This is the inspiration and key to our success. We pride ourselves on the quality of the teams that work here. Delivering a high quality customer experience across all channels - voiced & non-voiced - is of utmost importance to us. We do this by focusing our attention on the most important asset of our organization - people. Wizard is a people-centric organization that regards employees not only as an integral part the whole process but as one of our major business resources too. We carefully recruit a diverse, well-educated and highly skilled workforce that leads to a unique working environment of - cultural diversity - a necessity in our approach to help us, accomplish our global projects. We possess some of the best talents in the industry and adopt a holistic approach to people management that covers the entire employee lifecycle. The focus is on attracting the right talent, aligning, developing and caring for employees through people-centric initiatives. This then, is the force that powers Wizard onwards. With managers being B-School Grads and listed among the most experienced in the industry. The focus of our management lies in mobilizing every ounce of intelligence in the organization and pulling together the intellectual resources of all employees, in the service delivery of the company.

## 11 Advantage

Outsourcing to Wizard facilitates you with :

- ⦿ Technical and functional edge - without capital investment
- ⦿ Enhanced performance
- ⦿ A better-managed *e-business infrastructure*
- ⦿ Maximized *uptime*
- ⦿ More effective *operating environment at the backend*
- ⦿ Increased customer satisfaction
- ⦿ More effective *operating environment at the backend*
- ⦿ Data Security & Reliability



## 12 Contacts



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