

INFOLINE LLC

As Oman's economy expands and diversifies, the IT Enabled Service (ITES) sector is growing in size and significance. Bahwan CyberTek, Omantel and Public Establishment for Industrial Estates (PEIE) realised this fact in 2003 when they founded, as a joint venture, the Infoline LLC. Over the years, Infoline has grown to be one of the foremost ITES providers with specialisation in Contact Centre and Business Process Outsourcing (BPO).

Contact centres have experienced explosive growth in the past 10 years in the Middle East and many of the 500 call centre operators have been quick to adopt a range of benchmarking and best practice initiatives. The essence of the Infoline brand is quality and personal service. The brand is based on three core values, namely expertise, integrity and dedication to service and excellence.



OMAN'S BIGGEST BPO BRAND IN SEARCH FOR NEW SPARKLE

Infoline began its journey in the outsourcing spectrum by building a world-class centralised Contact Centre for Gulf Air. This was followed by the next major project of Omantel 1318 directory inquiry services.

Executive Vice President Sameer Gupta says the rise of Infoline to the forefront of the BPO and customer contact centre industry in the Middle East has been impressively swift. Within four years, Infoline has emerged as the premier ITES organisation, catering to the needs of airlines, banking, finance, telecom, health care, human resource, insurance and retail sectors. The key to this runaway success is that from contact centre services, business process outsourcing to turnkey training initiatives, Infoline continues to focus on 'customer delight'.

Infoline's state-of-the-art infrastructure facility at Knowledge Oasis Muscat (KOM) offers a cost-effective and a structured gateway to achieving the aim of "Customer Delight" for any organisation across various verticals.

"Infoline's staff strength has crossed over 150 with an Omanisation of 70 per cent. We have strived to meet and exceed productivity service level agreements of multiple processes for our 32 clients spanning across various verticals", says Gupta.

The unique differentiators of Infoline are its multiple geography delivery capability, the access to vast domain knowledge, the cutting edge technology expertise and streamlined business processes. Currently, Infoline's portfolio of services includes: Electronic Document Management Services (EDMS), IT support and help desk services across verticals, turnkey training solutions, contact centre services, BPO, IT managed services and industry-specific solutions.

"Infoline is committed since its inception in 2003 to promoting the Sultanate as an ideal outsourcing destination for various knowledge-based processes and IT enabled services. We will continue to project Oman through our various events as a new BPO hub", says Gupta.

EXPANSION PLANS

Having emerged as a reputed contact centre platform and BPO service provider, Infoline now looks to expanding its current portfolio of services to other geographies



Sameer Gupta, Executive Vice President, Infoline



Infoline received the Bronze Award in Oman Web Awards 2006 for the best website under the ICT Category

worldwide. With a deep-rooted presence in GCC, Infoline's immediate expansion plan is to focus on the US geography and India.

As part of expansion plans, Infoline is working towards shaping a sound foundation as a service provider in US markets and tapping into the booming culture of off-shoring business processes. In recent times, one of the first ventures undertaken by Infoline was for a reputed U.S. based market research company, wherein as an outsourcing partner Infoline conducted a market survey on the end consumers on behalf of three giant pharmaceutical companies.

With a history of firsts in adding value to its products and adding new product offerings to its portfolio, Infoline continues to move forward with the idea of building on its past success. In order to compliment its expansion plans, Infoline looks to diversify its product offerings.

DIVERSIFICATION

As Infoline goes in for diversification, it is heading for an extremely bright future, encouraging its experts to gear up and take part in the lucrative business of value added BPO services. The company is developing specialisation in Knowledge Process Outsourcing and Business Transformation Outsourcing and is establishing service offerings for markets beyond Oman. With diversifications in value added BPO services, Infoline seeks to change the way companies function and respond to market place, thus enabling their business process to move up the value chain.

Infoline is determined to develop and deepen BPO culture in banking, finance and retail sectors. Some of the local banking giants have already benefited from Infoline

in the field of Back Office Processing, HR outsourcing and staff training.

More recently, Infoline has added Document Management Services to its basket of outsourcing services. With this, Infoline has enabled organisations to harness the benefits of Electronic Document Management Services (EDMS). EDMS is not where industry is headed in the future; it is where the industry is right now. To be sure, the key to successful business today is re-engineering and rightsizing.

STRATEGIC PARTNER

Infoline's niche in the area of sales and marketing was also well explored by automobile retailers and a new aspect to Customer Relationship Management (CRM) was initiated. A large chunk of the market was targeted through aggressive tele marketing and direct sale activities for promoting new products and other exciting

offers during some of the peak periods.

Infoline doesn't just provide customers with cost effective services; instead it plays the role of a strategic partner who can share their business vision and understand their quality goals. "We follow a continuous improvement model wherein we along with our clients analyse the existing process flows and suggest various value added inputs or process modifications to try and achieve the unstated goals of our client's business.

"Our key clients spanning across various verticals worldwide today take advantage of our robust infrastructure facility, strong technology partnerships, competent and skilled staff resource and most importantly our innovative product and service offerings", says Gupta.

DYNAMISM AWARD

Infoline was presented with 'Dynamism &



staff at work in the Call Centre





Infoline technology team at work

Transparency' award in June 2007 under the category of Outsourcing Service Provider (OSP). Sameer Gupta received the award at a glittering award ceremony at the Insights Middle East Contact Centre World Forum (CCWF) in Dubai, which was attended by over 200 call centre professionals from around 500 call centres in the Middle East.

Gupta says such recognition is tribute to Infoline's commitment to product innovation and differentiation — two key elements in its commercial strategy. "The Middle East Call Centre 2007 Awards was the most anticipated event in the regional call centre calendar. This is a wonderful achievement and also a reaffirmation of Infoline's leadership position in Oman's OSP sector. Infoline is working towards becoming truly global and awards such as these encourage both our internal and external customers. We will continue to toil to deliver on the world-class standards that we have set for

ourselves", adds Gupta.

According to Dominick Keenaghan, President of Insights, the successful nominations for the awards came from all across the region and from a mixture of different industries including banking, telecoms, delivery services, insurance, outsourcing and airlines.

It is worth mentioning that in the aftermath of tropical cyclone Gonu (June 6, 2007), when most organisations in Oman had their share of damages and were striving to resume normal operations, Infoline commenced operations on June 9. Although handicapped by lean staff and communication related problems, the Infoline team managed to ensure service level standards of clients. The directory enquiry (1318) process witnessed a whopping 45 per cent increase in the traffic and received on an average of 35,000 calls per day.

The customer contact centre industry across the Middle East is to a large extent at the developing stage.

The trend has been towards emergence of captive call centres as against a very minor population of the non-captive call centres. These captive call centres are mostly limited to prominent industries like airlines, telecom and banking and finance.

One of the latest regulatory developments in the Middle East has been the initiative driven towards opening of VOIP (Voice Over Internet Protocol), which augurs well for the Middle East contact centre industry in their drive to achieve global standards.

INFOLINE KNOWLEDGE ACADEMY

Infoline discovered an unfilled niche in the Sultanate for high quality staff training programmes. In line with its social responsibilities, it launched Infoline Knowledge

Academy aimed at advancing the creation of a knowledge-based society. As the trend of outsourcing training activities gathers momentum in Oman, Infoline Knowledge Academy is heading for a very bright future.

One of its initiatives for the training of local youths has been providing call centre training in association with Bahwan Cybertek.

"The quality processes adopted at the training sessions at Infoline Knowledge Academy are aligned to the international BPO industry's training standards. These training programmes are regularly monitored and mentored by Infoline's certified trainers," says Sameer Gupta. Infoline Knowledge Academy is pitched as a premium brand at start-up as well as established business organisations and has emerged as a reliable forum for introducing a series of innovative management-development and corporate-training solutions.



Sameer Gupta receiving Dynamism & Transparency' Award

Infoline Knowledge Academy makes the difference by focusing on the core business issues a company needs to address in order to achieve outstanding levels of performance and success. As a training mentor and advisor, the academy is committed to providing training solutions of the highest standard.

Infoline Knowledge Academy takes proactive steps to stimulate the growth of the training market and the economy in general. "We want our brand to touch people's hearts and minds. We will deliver this through everything we do in our company. The customer is at the heart of all that we do at Infoline Knowledge Academy, and by listening to what they think, feel and want, together we can transform organisations into vibrant entities and fulfill our shared vision of ushering in a new era of result-oriented professionals.

Infoline Knowledge Academy offers innovative training solutions for equipping the workforce of any organisation with the 3 key catalysts for phenomenal productivity, i.e. 'Knowledge, Skill & Attitude'. The academy works with all levels of professionals, continuously, equipping them with skills and knowledge through various trainings, conferences, seminars, workshops, consulting sessions, coaching and mentoring because it believes in the indisputable power of Skill, knowledge and Attitude to act as an enduring catalyst to organisational excellence.

TRULY GLOBAL BRAND

As the trend towards BPO gathers pace, the Infoline brand is emerging as a leader in the drive to demonstrate the huge, untapped potential of BPO and IT enabled services. Gupta stresses the need for a broader appreciation of the critical role BPO and contact centre industry plays in the growth and development of organisations and in their branding programmes. In its

COMPANY FACTS INFOLINE L.L.C	
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Total employees:	150
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pursuit to develop and deepen BPO culture in the region, Infoline is committed to organising and participating in workshops and seminars, aimed at advancing our understanding of this industry. This industry, undoubtedly, plays a key role in branding exercises. To be sure, branding is about making your product or service known to as many potential customers as possible, consistently, with the most effective use of your time and money. Branding is about repeat business. Branding is about effortless referrals.

Similarly, Infoline helps clients establish the right outsourcing strategy, enables them to devise suitable plans for strategy implementation and de-risk the plan to ensure value added success.

In short, all this is in line with Infoline's vision to be a truly global brand in foreseeable future. ❖

INNOVATIVE SOLUTIONS FOR BETTER BUSINESS

CALL CENTER SOLUTIONS

- Customer Service
- Relation Campaigns
- Market Surveys
- Technical Support
- Satisfaction Surveys
- Billing Services
- Lead Generation

SOLUTIONS

- Telecom Solutions
- Contact Centre
- Document Management

TRAINING

- Call Centre Training
- Soft Skills & Customer Service
- Management Development Program

IT SERVICES

- Technical Support
- Managed Services
- SMI Sales & Support

BPO SERVICES

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