



WEST  
SHORE

BPO



**Handling Tasks Thru Voice**

# PROFILE

## Company Name

WestShore BPO pvt ltd.  
No 18, 2nd Floor, Opposite Temple,  
Jnanabharathi Main Road, Bangalore - 560072



+91- 98865 41727  
+1- (315) 325-2921

**Incorporation:** December 2018

### Services Provided:

- Inbound order-taking
- Customer service
- Telephone Answering services
- Technical/Helpdesk support
- Appointment setting
- Other Business Process Outsourcing activities

Operational Capacity: 500+ seats

**Website: [westshorebpo.com](http://westshorebpo.com)**

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# INTRODUCTION

## OVERVIEW

The WestShore BPO Pvt Ltd is certified by the companies Act of 1957 with Registrar of companies, Karnataka, Serial No: D03830700, Corporate Identity Number (CIN): U74999KA2018PTC119323, DOT No: BLR/11160/0314 under WestShore BPO Pvt Ltd, Corporate Office Address: No 18, 2nd Floor, Opposite Temple, Jnanabharathi Main Road, Bangalore - 560072

To build long-term relationships, now presents brand new venture WestShore BPO. WestShore BPO Pvt Ltd was started in response to the ever increasing need of High Quality low cost Business process outsourcing services at Bangalore. Having seen the need to provide UK, USA and Australia based companies with call center, Service Management and Back office solutions, WestShore BPO was formed.

The state of the art infrastructure selected is both scalable and flexible providing for small and corporate sized enterprises. It has distinct location advantage: we bring to the world whole new class of services and a unique approach to customer satisfaction. We share our knowledge of offshore development, our deepest project management experiences, processes and methodology and wide network of personal sources to ensure an outsourcing strategy that works for our clients.

WestShore employs the latest telecommunications and call center technologies to provide the most cost-effective, yet fully-redundant system for its clients. The company uses technically advanced VOIP equipment and is 100% digital. Although, the flexibility of our system still allows us to connect to legacy equipment as well.

To achieve its growth, the company invests heavily in its people and employs a dedicated group of individuals that have one goal, and that is to provide the best services to its clients

## ADVANTAGE

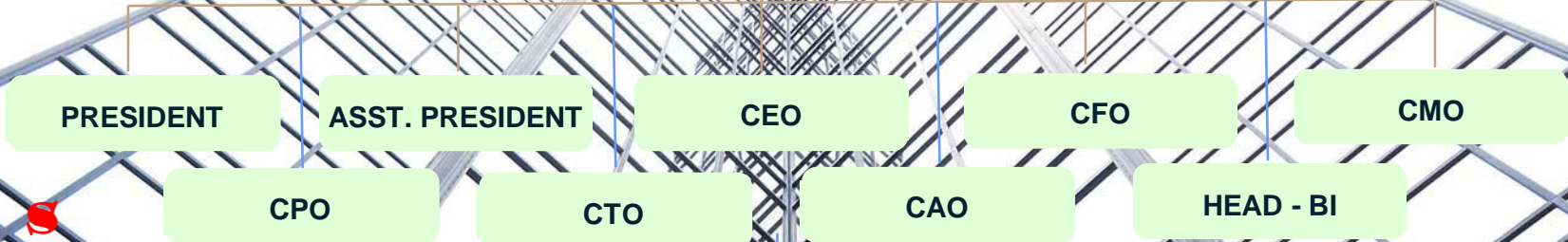
Based on the research conducted by the U.S. Small Business Administration (SBA), an independent federal government agency devoted managing small businesses, small firm represent 99.7% of all employer firms, employ half of all private sector employees, and pay more than 45% of total U.S. private payroll. In turn, small call centers and answering service bureaus control more than 70% of the total number of call center seats in the US. Compared with the much larger call center world because of the problems they face outsourcing their operation offshore, unlike large multinational companies with worldwide expertise and years of experience offshoring. SMEs don't have the same experience and presence in offshore locations. This makes it more difficult for them to offshore their business.

This is where WESTSHORE Systems plays an important role. We are a company focused primarily on Small-to Medium-sized businesses in the contact center industry. WESTSHORE is a company that can effectively service the concerns of SMEs, which formed structure and are highly may have minimal dynamic. WESTSHORE is highly flexible contact center operation that prides itself with its responsiveness to changes, and highly personalized approach with all our clients. We at WESTSHORE believe that in order for us to be successful, both parties need to be in close co-ordination regularly so that mutual development is achieved. We believe in working closely with our client and working as true partner. Our company has a very proactive approach in dealing with our clients because we'd like to continuously satisfy our client's needs. We always believe that the growth of our company lies with the growth of our small to medium sized partners/clients. We accomplish this task by being transparent in our actions and being open to changes.

**ORGANIZATIONAL STRUCTURE**

Board of Directors

**MANAGEMENT LEVEL**



**PROJECT MANAGEMENT**



**MIDDLE MANAGEMENT**



**LEVEL ONE**



# SERVICES

## CONTACT CENTER SERVICES

We provide our clients with state of supports, which includes

### INBOUND

- Customer services
- Product Support
- Services Support
- Troubleshooting

### OUTBOUND

- Telesales
- Tele Marketing
- Cold Calling
- Verification



# BUSINESS PROCESS OUTSOURCING SERVICES

- Web Development and e Commerce solutions
- Animation
- Data process services
- Professional Support services
- Accounting, Payroll and General Back-office Services

The image features a dark blue background with a central brown wavy-edged rectangle. Inside this rectangle, the words "HR" and "MANAGEMENT" are written in white, bold, sans-serif font. Surrounding the central rectangle are several overlapping, colorful geometric shapes in shades of green, blue, pink, orange, and red, creating a dynamic and modern aesthetic.

# HR MANAGEMENT

The element most significant to WestShore BPO long term success will be its ability to recruit, train, retain and develop its human resources. The following discussion describes WestShore BPO to this critical sphere.

## **a. RECRUITMENT**

In today's call center industry, the task of recruiting qualified people is becoming harder and harder to achieve. For the most part, recruitment difficulties are caused by direct competition with several hundred call centers spread across Bangalore. With several call centers in this industry, we set ourselves apart not only by focusing on the obvious compensation and benefits package, but by addressing other equally important needs of employees, namely:

- ❖ Management - reliable and trust worthy company for them to respect and grow with. Open management style that encourages people to speak up about their concerns.
- ❖ Environment - Family atmosphere that encourages open communication, and takes care of them. We pride ourselves by having co-employees that take care of each other.
- ❖ Location - Unlike most call centers in Bangalore, WestShore is located in the heart of the city where less than 5 contact centers are located. This enables WestShore to have a direct geographic advantage in its vicinity. Most of the center in Bangalore is either situated in World Trade center or any other business center.

WestShore BPO employee recruitment efforts have included the following specific methods:

- Placing prominent advertisements in newspapers, and on its website and elsewhere on the Web.
- Participating in job fairs sponsored by the major universities and other institutions in Bangalore and elsewhere.
- Targeting and approaching candidates directly in the limited circumstances.
- Placing job advertisements in online recruitment website.
- Utilizing the personal social networks of senior executives and middle management.

WestShore has deployed a rigorous selection process that has yielded only the best employees from the candidate pool. Our process implements a four-step, multilevel, employee screening process consisting of the following:

- ✓ Resume screening
- ✓ Guide Phone Interview
- ✓ Psychological, IQ and Communications skills exam
- ✓ Character probing final interview
- ✓ Department interview

## **b. TRAINING**

WestShore BPO has two-week, in-house, core foundation training program conducted by in-house trainers. The core foundation's training program would include.

- ✓ Orientation to WestShore BPO corporate practices, policies and procedure.
- ✓ Introduction to U.S. political and physical geography, modern history and popular culture.
- ✓ International skills and etiquette for telephone, e-mail & Web based communications.
- ✓ Sales skills.
- ✓ Advanced customer service skills and information technology systems training, focusing on CRM systems.
- ✓ Upon completion of the core foundations training program, the agents will undergo a client-specific training that will educate agents on how to handle specific accounts as required by the clients. The specific content and duration of the client-specific training program would vary depending on the requirements of each client.

## c. RETENTION & MOTIVATION

Fulfilling immediate requirements, sustaining and managing current levels and achieving future projections for employee staffing will require the constant attention of WestShore BPO management. Continuously improving its service quality will depend on WestShore's ability to minimize employee attrition rates. As the off-shore BPO solutions industry in India continues to develop, and labor markets in Bangalore and other important labor centers continue to tighten, attracting and, more importantly, retaining the best employees will become increasingly critical. WestShore offers something different; we provide an enriching environment where being a part of it becomes a self-fulfilling experience of really being in a community.

Our strategic plan projects controlled and sustainable growth; WestShore has always been a company that takes care of its people because employees want to be in a company that they know will take care of them. Accordingly, we have successfully portrayed WestShore as offering an attractive combination of a friendly, close-knit, informal corporate culture and competitive compensation, including customary fringe benefits. WestShore strives to become personal, yet still have a corporate environment.

Motivation of the employees is encouraged by developing a sense of urgency with the employees in being part of the whole team. The growth of the company is associated with their dedication and determination in making the programs they are tasked to handle, work well. Salary or commission incentives only play a part role in pushing agents to perform better. Real motivation comes from the agents loving who they are working for. We have been able to provide that environment where people want to be part of.

Lastly, WestShore geographic location provides it with some advantages over the areas that are highly concentrated with call centers. Being one of a handful of call centers situated in Bangalore city is a blessing as WestShore is able to tap into an unsaturated residential pool around the vicinity

The image features a dark blue background with several overlapping, semi-transparent geometric shapes in various colors including green, cyan, blue, purple, pink, orange, and red. These shapes are arranged in a way that creates a sense of depth and movement. In the center, there is a brown, wavy-edged banner with a thin dark blue outline. The text "CENTER MANAGEMENT" is written in a bold, white, sans-serif font across the banner.

**CENTER  
MANAGEMENT**

## a. MISSION AND VISION

WestShore BPO vision is to become the largest and most recognized Contact center service provider in Bangalore for small-to-medium sized enterprises, entrepreneurs and professionals.

### For our Clients:

- To provide the same complete quality of service offered by large multi-national call centers, to the SME's, entrepreneurs and professionals in all the major and emerging markets.
- To provide a close “partnership” like arrangement where the goal is mutual growth and success.

### For our Employees:

- To provide a family atmosphere where its employees strive for the good of the company, and are rewarded based on performance, team work and dedication.
- To provide an environment where employees want to grow because it provides a supportive group that is dedicated for the well-being for everyone.

WestShore BPO mission is to provide superior value to our clients by offering contact center and business process outsourcing services with five important value levers:

- High quality customer service and back office associates.
- Best practice management processes.
- True cost saving proposition.
- Process transparency and
- Continuous improvement methodologies.

## b. CULTURE AND VALUES

WestShore has identified three concepts as the foundation of our culture, and these are

- OPEN MANAGEMENT STYLE: The main objective is to promote open communication, high participation, mutual respect, and courage and consideration in giving and receiving feedback.
- PERFORMANCE-BASED: WestShore strives for continuous improvement by promoting a performance-based environment with clear goals and expectations, ongoing feedback and evaluation, coaching and mentoring, and merit-based compensation.
- SUPPORTIVE: The task of WestShore is to provide all the tools, training, and mentoring necessary to help each employee in achieving continuous improvement and personal growth, eventually achieving service excellence for its clients

Core Values that are instilled in the corporation are the following:

- TEAMWORK: We value team accomplishments that advance the success of our clients.
- CLIENT SATISFACTION: We understand our client's business and strive to contribute to their success and satisfaction.
- FLEXIBILITY: WestShore and its employees are flexible to the needs of the clients because the industry is fast moving and constantly changing.
- INITIATIVE: WestShore and its employees proactively generate and act on the improvement ideas.
- DEDICATION: Our main goal is excellence in everything we do. We strive hard to achieve the goal.
- INTEGRITY: We strive to maintain the highest standards of fairness and ethics in all transactions with our clients, employees and the communities we serve.



## c. OPERATIONS

WESTSHORE BPO implements a continuous improvement methodology focused on setting expectations, monitoring, evaluation and coaching. Central to this process will be the role of team leaders, who will supervise a group of agents, assigned to a specific program or campaign. Account supervisors continuously monitor campaign/program metrics, and relay summary reports to the Team Leaders. On the other hand, the team leaders will continuously monitor agent performance metrics and do appropriate measures to improve on each concern. Team Leaders responsibilities include:

- Analyzing employee's metrics.
- Monitoring random agent recordings, doing live call barging, assessing e-mails or web chat and
- Motivating their respective teams. By means of various group bonding activities and/or incentive programs.

WESTSHORE BPO's technological infrastructure includes a CRM system that would accurately, effectively and efficiently monitor and interpret a broad range of performance metrics directly or indirectly related to achieving service quality targets and other objectives

WESTSHORE BPO's management/supervisory team will closely monitor and apply these metrics to continuously improve the performance of each agent.


## d. QUALITY ASSURANCE

With respect to service levels, discussion with clients on the agreement for the following:


- Specific metrics for WestShore agents, which will vary depending on the type and complexity of the work to be performed;
- Time frames for the achievement, which also will vary depending on the type and complexity of the work to be performed; and
- Corrective and remedial measures, including service credits, to be implemented in the event of unachieved targets.

## e. PROGRAM MANAGEMENT

The Initial stage of implementation consist of gathering concrete data necessary for training, systems integration, quality assurance, and other information needed for the program. The implementation manager works directly with the client to determine all the requirements that the center will need to attain the objectives of the client. For staffing concerns, the HR manager will be informed by the implementation manager for staffing requirements and explain the training objectives so that a proper allocation for training would be prepared.



The implementation manager will then coordinate with both the client specific trainer, assigned by the HR manager, and the QA supervisor, assigned by the Operations manager, to address training needs and setup the QA guidelines, respectively. The client specific trainer and QA supervisor will make sure that the proper objectives are achieved in respect to certain time-lines that need to be followed. They will initially coordinate and handle the incubation group of agents that will be assigned to the program. They will work with the incubation group until such time that the targets are met, and then the group will formally go into the operations department, with the proper turnover of all information necessary to sustain the program.



Concurrently, the management information systems manager will also coordinate with the implementation manager to determine system resource requirements. The MIS manager will make sure that provisions are properly allocated for the program, such as workstations, licenses and communication bandwidth. He will also design the appropriate program workflow that will address all the needs of the program. The information system department will also handle such tasks as system scripting, calling list management, program automation, entry forms, setting up reporting templates, etc.



**TECHNOLOGY**

## a. NETWORK INFRASTRUCTURE

Our call center infrastructure is highly scalable with open source architecture for some of our PBX and IP gateway requirements using the latest in Asterisk and Digium technology. We are also fully redundant with our Cisco Router, Firewalls, and the entire LAN connectivity. WestShore BPO is utilizing software-based PaBX/Dialer system from Asterisk. The software is built on an open architecture, Windows 2003 Server and Microsoft SQL Server platform, and state-of-the-art Dialogic SCSA telephony components. Asterisk provides robust predictive dialling and blended inbound/outbound, ACD, and IVR features that were previously affordable to only large companies.

These new systems provide an innovative, all-in-one, contact center communications infrastructure that provides the best ROI, and an easy solution to the growing demands of the contact center services

Asterisk is an easily scalable platform, the system's capabilities include call control, automatic call distribution (ACD), private (automatic) branch exchange (PBX/PABX), computer telephony integration (CTI), interactive voice response (IVR), customer relationship management (CRM), voice mail, facsimile, e-mail, web chat, unified messaging, recording and outbound campaign management.

- Predictive Dialling its features include Simultaneous Multiple Campaigns, Agent Scripting/Data integration, Preview Dialling option, On-The-Fly Campaign configuration and record loading, Agent and Campaign Call-backs and separate campaign dial pacing.
- Enhanced IVR (Interactive Voice Response)

- Skills Based Routing (Business rules for routing of Inbound Calls using DNIS, ANI and DTMF) routes calls to agents most skilled at meeting a particular need, greatly increasing customer satisfaction.
- ACD (Automatic Call Distribution)
- Dynamic Call Blending passes both inbound and outbound calls to the next available agent practically eliminating periods of agent inactivity.
- Integrated Customer Relations Management (CRM)
- Call and Agent Reporting provides real-time reports by agent and/or campaign using industry standard Crystal Reports to make adjustments and enhancements if needed.
- Call Recording, Monitoring, Coaching, Conferencing, and Agent Text Messaging manage the permanent digital recording of user selected conversations between call center agents and contacts. These recordings can be used for quality assurance, auditing or training purposes.
- Flexible Agent Scripting allows data collection right in the agent scripts through the use of HTML and ASP (Active Server Pages) for connection to the host database.
- Multiple Simultaneous Campaigns
- Database Integration can be integrated with, host or legacy database systems via its flexible Visual Basic ODBC interface.
- Call activity and history is tracked in a Microsoft SQL Server database providing easy
- Accessibility to the data for reporting and manipulating through standard SQL command statements.

- Another platform that WestShore has successfully implemented is the internally optimized
- ViciDial/Go-auto dial solutions which run under the Linux-based Asterisk PBX
- Platform. All capabilities such as ACD, CTI, IVR, PBX and CRM have all been integrated to the needs of every client. Both ViciDial and Go-auto dial can be interchangeably used based on specific program requirements from the client.

## **b. TELECOMMUNICATIONS**

WestShore makes use of the state-of-the-art VoIP infrastructure that combines flexibility with cost competitiveness. We have adopted the full VoIP solution ahead of the most in the contact center industry because we believe that by staying ahead of our competitors, we will be able to offer optimum services at competitive rates. With multiple redundant IP backbones and shared IPLC network serviced by the three largest carriers in Bangalore, we are fully redundant with our data and voice connectivity, therefore providing seamless operation 24/7.

Currently, the company is also partnered with two different VoIP providers with several gateways across the US, providing optimum voice quality and latency anywhere in the country. Our flexibility with our VoIP providers allow us to be able to call anywhere in the world, while maintaining good voice quality.

Likewise, the flexibility of our solution allows us to partner with VoIP providers that are localized in a specific country or zone, therefore providing an optimal latency and minimal hop situation.

# BUSINESS CONTINUITY

- Given the 24/7 nature of the offshore BPO solutions industry, West Shore management considers relevant uncontrollable risks, weight the relative seriousness of such risks and formulate appropriate contingency plans that could be implemented, as necessary and appropriate, to minimize the operational impact of such risks.
- Co-Location plan with an external disaster recovery site outside a radius of 10(ten) km distance, West Shore will be able to provide a business continuity site which will serve as a backup center for agents, supervisors, and IT staff to be transferred in order to minimize downtime effects due to force majeure on West Shore site.
- Data Backup process, all internal data will be backed up continuously within several storage devices. On a Bi-weekly basis, data will be stored in a different location for cases of unforeseen situations.
- Power blackout process All critical electronic equipments have backup UPS that is continuously maintained for an 8-10mins uptime period. The facility is connected to a shared redundant power grid with the high rise commercial building with backup generator.



# SECURITY

WestShore takes client security and confidentiality very seriously. We have made measures to prevent security breaches of any kind by means of the following:

- Data Security Network and IT infrastructure is located in a secured user accessed location for IT personnel only. All Data entry points (workstations, servers, etc) are password protected for different level of user access, and \physical data entry points are all disabled. External breaches are prevented through several layers of firewall protection and antivirus software. Lastly, monitoring and audit processes are implemented randomly by selected \ personnel.
- Physical Security of the facility has full 24/7 detailed security which prevents \any physical premise breach. Also, all the exit doors are monitored with CCTV screens. Access rights are permitted with the use of different level proximity card access.
- Confidentiality Policies Client security and confidentiality represent one of the most valued premium services we offer. All employees sign confidentiality agreements prior to actual job assignments that are subject to the local laws of India can be prosecuted if breaches have occurred.



# FACILITY



WestShore facility in Bangalore has a unique environment which is different from the other call centers. In fact, the facility helps reinforce the family environment that we have been able to develop in the company. The end result is that employees feel more at home and attrition is kept at a minimum.

To date, WestShore has a total seating capacity of 500+ seats at Bangalore, a prime business location that is convenient to public transportation, proximity to Telco nodes and a dependable power grid. Our office has special amenities like coaching rooms, lounge area, full-sized pantry rooms, conference rooms, and recreational/training room facilities.

Our call center has been setup to be very flexible and accommodate expansion requirements for our SME clients.

# THANK YOU

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