



## Company Profile





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# Table of Contents

<b>1 EXECUTIVE SUMMARY</b> .....	<b>4</b>
<b>2 CORPORATE PROFILE</b> .....	<b>5</b>
2.1 SYBRID VISION .....	6
2.2 SYBRID MISSION .....	6
2.3 TEAM .....	6
<b>3 STANDARDIZATION</b> .....	<b>7</b>
<b>4 CUSTOMER BASE</b> .....	<b>7</b>
<b>5 EXPANSION PLANS</b> .....	<b>8</b>
<b>6 SYBRID OFFERINGS</b> .....	<b>8</b>
6.1 BUSINESS PROCESS OUTSOURCING .....	8
<b>7 HUMAN RESOURCE</b> .....	<b>11</b>
7.1 HUMAN CAPITAL MANAGEMENT SYSTEM .....	11
7.2 RECRUITMENT MODEL .....	12
7.3 HRMS - HUMAN RESOURCE MANAGEMENT SYSTEM.....	13
<b>8 TRAINING</b> .....	<b>14</b>
<b>9 SYBRID QUALITY ASSURANCE</b> .....	<b>15</b>
9.1 QUALITY MODEL .....	15
9.2 QUALITY STRUCTURE .....	15
9.3 QUALITY MANAGEMENT TOOL.....	16
<b>10 INFRASTRUCTURE</b> .....	<b>16</b>
<b>11 LOCATION</b> .....	<b>18</b>
<b>12 SYBRID EXPERIENCE WITH CUSTOMERS</b> .ERROR! BOOKMARK NOT DEFINED.	

## 1 EXECUTIVE SUMMARY

Sybrid is a subsidiary of the Lakson Group of Companies, one of Pakistan's largest and most diversified business groups. Till date, the group provides direct employment to around 16,000 people across the country.

Sybrid has multiple offerings including Business Process Outsourcing (BPO), Customer Sensing and Customer Relationship Management (CRM), in addition, Sybrid has an entire division focusing on the leaders of tomorrow called Strategic Leadership Institute (SLI). The company has extended its Call Center and CRM services to more than 4 regions;

- United States
- Middle East
- South Asia
- Asia Pacific

We offer state-of-the-art facilities in:

- Karachi
- Kula Lumpur
- United Arab Emirate - under construction in Ras Al Khaimah (UAE)
- Backed by business acquisition offices in US

Sybrid, in partnership with MEMRB Pakistan is also offering Market Research and related services including Computer Assisted Telephonic Interview, Brand Health Tracking, Mystery Shopping, Campaign Evaluation, and others, with our in-house data base of more than 4.5 million records and ability to store over 10 ++ million calls.

Sybrid, at present is successfully managing the Quality Assurance Operations for our diverse clients which include telecom, technical support, food services, media services, hospitality services, health care, financial services and market research. Following are some milestone and improvements we have achieved for our clients:

- **Customer Satisfaction** : Increased from 78% to 96%
- **First Call Resolution (FCR)**: Increased from 23% to 88%
- **Complaint Ratio** : Reduced from 17% to 1.5%
- **Call Quality** : Increased from 70% to 93%
- **Fatal Error** : Reduced from 0.47% to 0.15%
- **Non-Fatal Error** : Reduced from 10.2% to 4.5%
- **Efficiency** : Increased from 70% to 95%
- **Staff Turnover** : Reduced from 6.7% to 1.5%

Sybrid's management team has diversified experiences in Contact Center and Business Process Outsourcing (BPO) disciplines especially in Telecom, Technical Support, Customer Services and Quality Services. The management team also consists of high percentage of personnel who are certified on Six Sigma Black Belt, COPC, PMP, SAP, CCNA, ISO-QMS & CIAC-CCOM.

## 2 CORPORATE PROFILE

### The Lakson Group

Lakson Group of Companies, one of Pakistan's largest and diversified business Groups, has its core businesses centered on consumer package goods through its manufacturing, marketing and service companies in Pakistan. Till date, the group provides direct employment to around 16,000 persons.

Sybrid is a subsidiary of Lakson Group of Companies. Sybrid has extended its Call Center & CRM services to more than 4 regions; United States, Middle East, Africa, Asia Pacific; marking one milestone after another in its journey of excellence.

### Sybrid

Sybrid has multiple offerings including Business Process Outsourcing (BPO), Customer Sensing, and Customer Relationship Management (CRM); in addition, Sybrid has an entire division focusing on the leaders of tomorrow called Strategic Leadership Institute (SLI). The company has extended its Call Center and CRM services to more than 4 regions; United States, Middle East, South Asia, and Asia Pacific; marking one milestone after another in its journey to excellence.

We offer state-of-the-art facilities in Karachi, Kula Lumpur, and one facility under construction in RAK (UAE) backed by business acquisition offices in US. Along, with our partnerships in GCC and Middle East, we provide more than 1500 seats to our valued customers in that region alone; equipped with top class CRM "Oracle-Siebel", Alcatel CTI Solution and McDonald's Delivery Solution. The company offers various call center services including; Customer Care and Retention, Tele-Sales, Customer Acquisition, Technical Helpdesk and Back office support.

Sybrid, in partnership with MEMRB Pakistan is also offering Market Research and related services including Computer Assisted Telephonic Interview, Brand Health Tracking, Mystery Shopping, Campaign Evaluation, and others, with our in-house data base of more than 4.5 million records and ability to store over 10 ++ million calls.

We help organizations grow revenues quickly, predictably and profitably by providing focus on the right segments at the right time.

Current strength available in all three delivery centers of Sybrid and turnaround time required to start:

Location	Total Seats	Available Seats	TAT to add more
Karachi, PK	240	95	4 Weeks
Kuala Lumpur, ML	300	110	6 Weeks
RAK, UAE	300	300	-
GCC	1500	300	14 Weeks

## 2.1 Sybrid Vision

The Sybrid aim is:

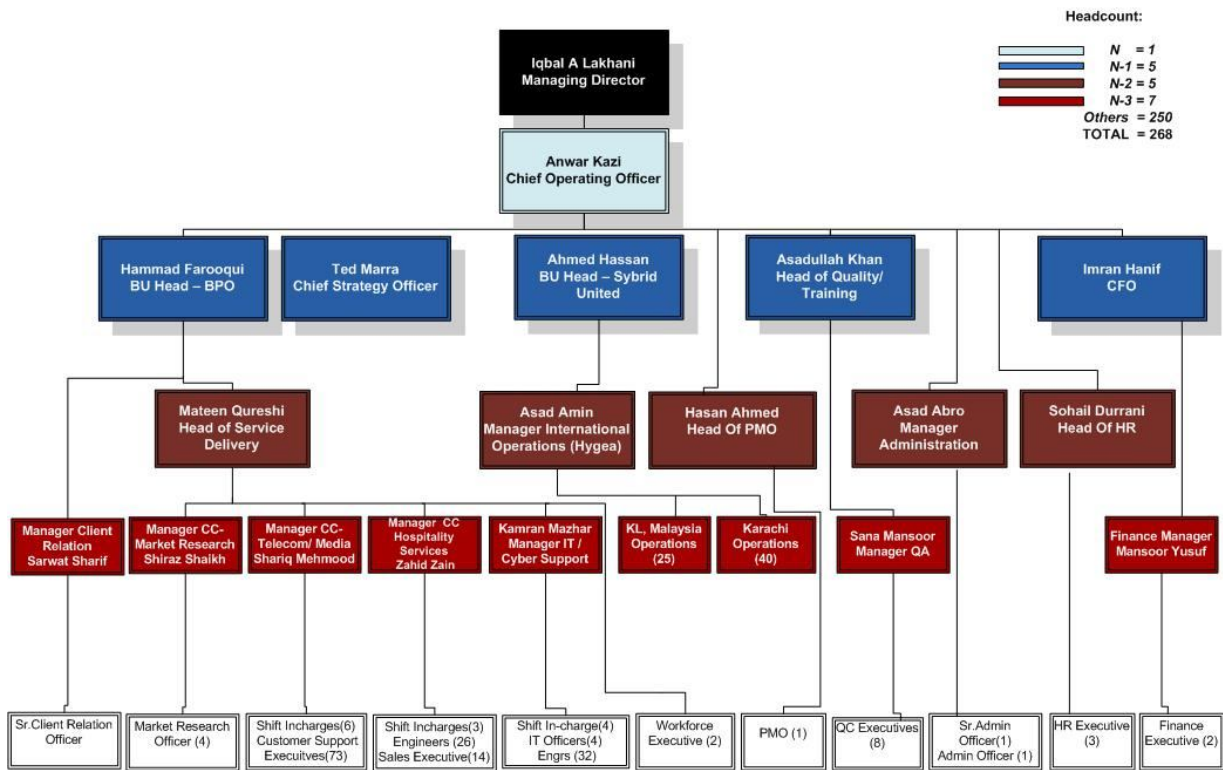
“To be the partner of choice for organizations seeking to achieve greater financial performance by increasing customer retention and loyalty and improving organizational capability”

## 2.2 Sybrid Mission

At Sybrid our goal is:

“To add value for our clients through effectively addressing their business needs by employing best-of-class technology, processes and people.”

## 2.3 Team



Please refer to Management Profiles in Annexure - I

### 3 STANDARDIZATION

**ISO Certification:** Sybrid has developed its QMS (Quality Management System) based upon the principles of ISO9002 and ISO9001, COPC, and Six Sigma and has been able to develop a hybrid model by taking all of the key aspects from these standards and relating them directly to the BPO industry.

**ISMS Certification:** Sybrid is in process of ISMS (ISO 27001) and expecting to be certified by October 2009.

**COPC Certifications:** Sybrid has three COPC Certified professionals who are helping the organization to gear up for COPC audit in all locations.

**Six Sigma Discipline:** Sybrid uses Six Sigma methodology as the foundation of its quality management system. There are employees with various levels of quality training including 2 black belts and 1 green belt.

### 4 CUSTOMER BASE



*asia's leading communications company*



## 5 EXPANSION PLANS

Sybrid is planning to expand their operations in Karachi and UAE. A large state-of-the-art center in Karachi is under construction keeping inconsideration the current pace of expansion and future growth which will have the additional capacity of 450 seats.

Call Center City is envisioned in Ras Al Khaimah, UAE. It has the capacity to accommodate 1,000 seats, In Phase-1, 300 seats will be available with residence facility at the location.

Location	Seats	Plan
Karachi, PK	450	Q3, 2010
RAK, UAE	300	Q4, 2010

In addition to above expansion plan, Sybrid Karachi office has the capacity to increase additional 300 seats within 4-6 weeks (if required).

**Please refer to Annexure – II for the pictures of delivery centers.**

## 6 SYBRID OFFERINGS

Sybrid has multiple offerings including Business Process Outsourcing (BPO), Customer Sensing and Customer Relationship Management (CRM), in addition, Sybrid has an entire division focusing on the leaders of tomorrow called Strategic Leadership Institute (SLI).

### 6.1 Business Process Outsourcing

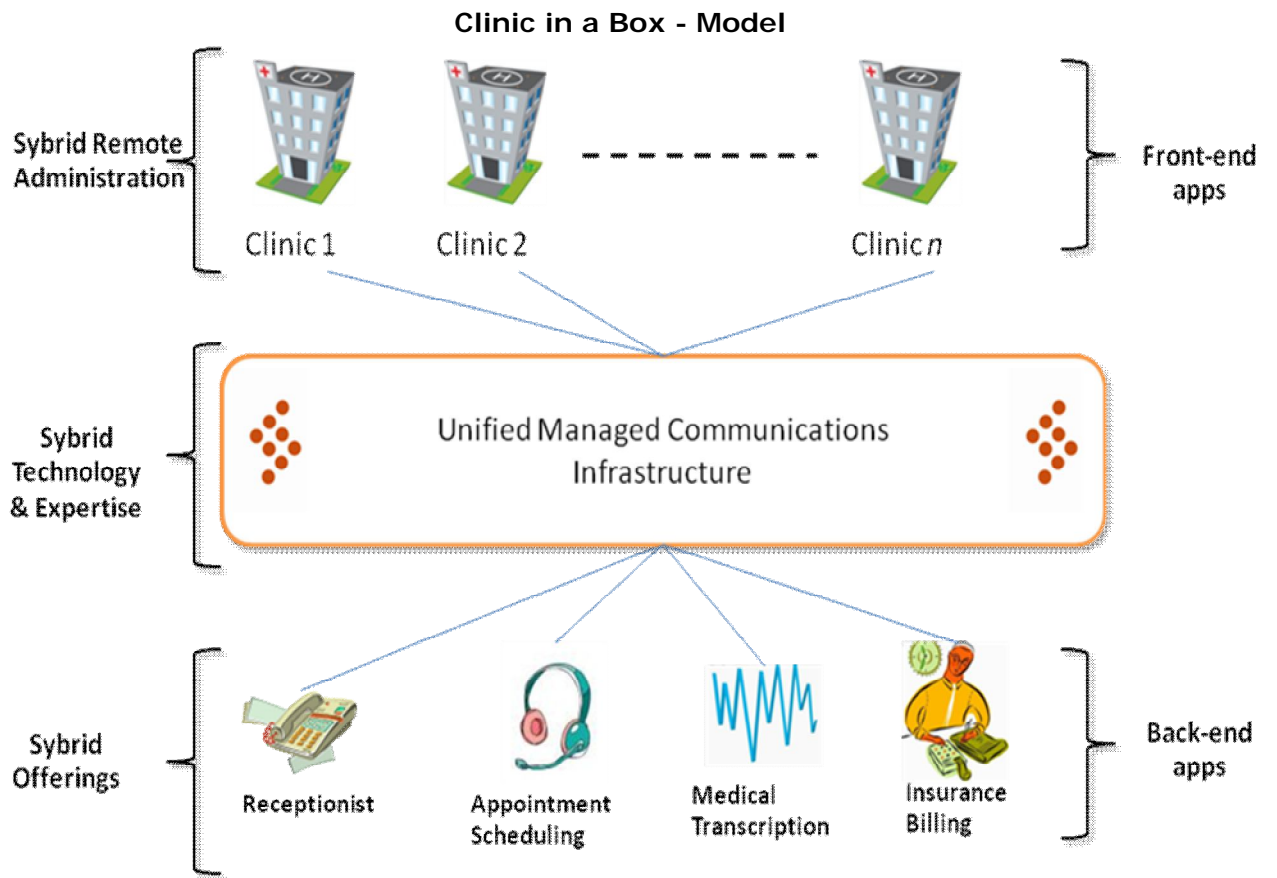
In Business Process Outsourcing, Sybrid has four major products:

#### a) Health Care: Clinic in a box

In the health care division Sybrid offers robust turn-key solutions for doctors and clinics. The solution covers all aspects such as virtual receptionist, appointment scheduling, transcription, billing, book keeping and entire accounting function. Our solution includes:

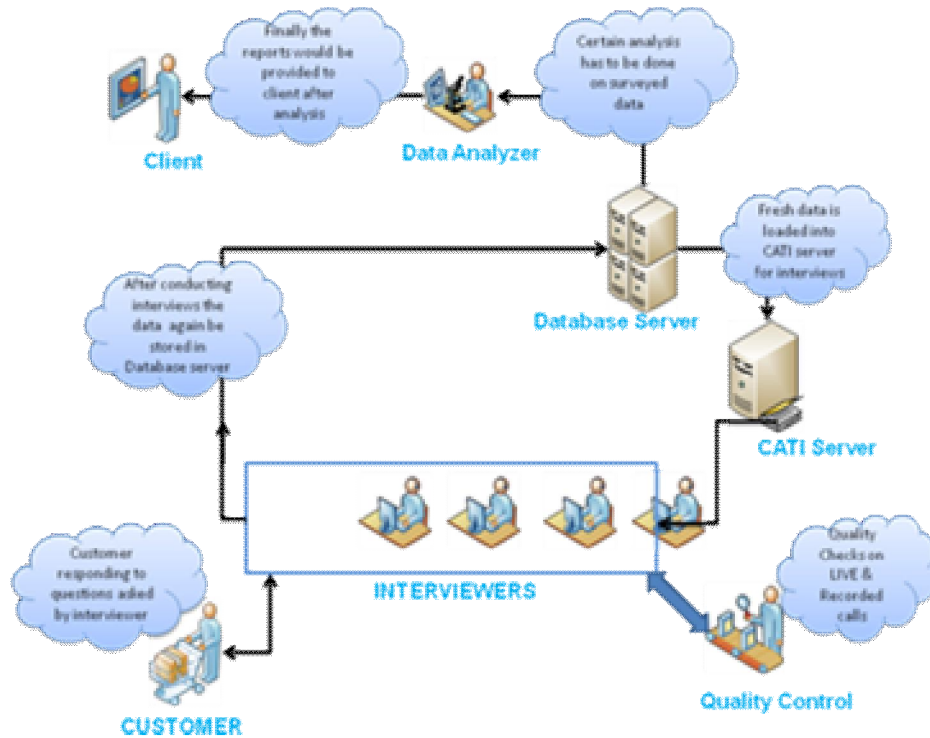
- i. Integration of existing voice & data network with Sybrid infrastructure based out of New York.
- ii. Deploying back-office applications and infrastructure at clinics
- iii. Prepping' clinics for migration
- iv. Migration of the back-office
- v. Managing voice and data infrastructure at the clinic, post-deployment



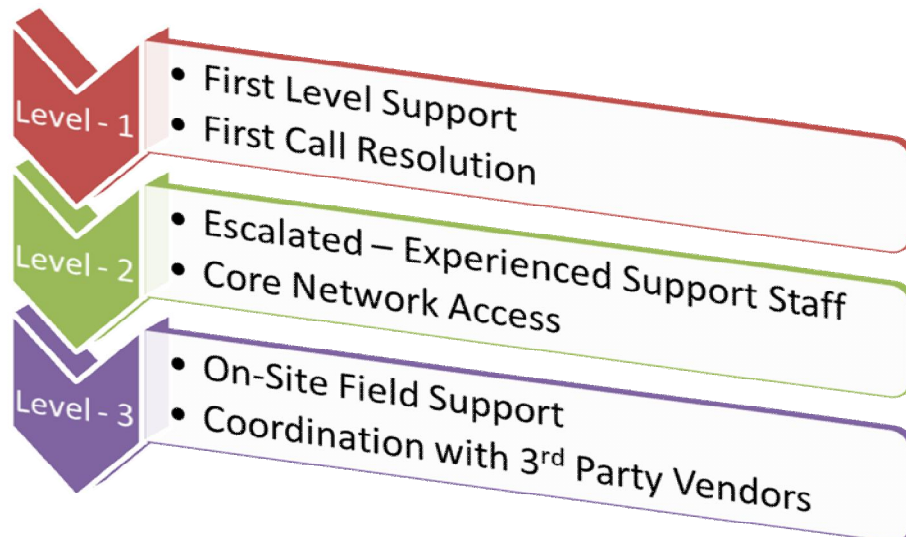


- b. **Market Research:** In the market research division Sybrid partners with MEMRB an International Research firm, and has launched “**CATiSights**” offering CATI (Computer Assisted Telephony Interview), CAWI and CAPI services. All these services enables us to provide:
- i. Brand Health Tracking
  - ii. Satisfaction Measurement
  - iii. Communication and Campaign Evaluation
  - iv. Mystery Shopping

### Market Research - Model



b) **Telecom / Technology Services:** In the technology division Sybrid is offering outsourcing services of technical support Level-1, Level-2 & Level-3 (Field Services), Customer Helpdesk.



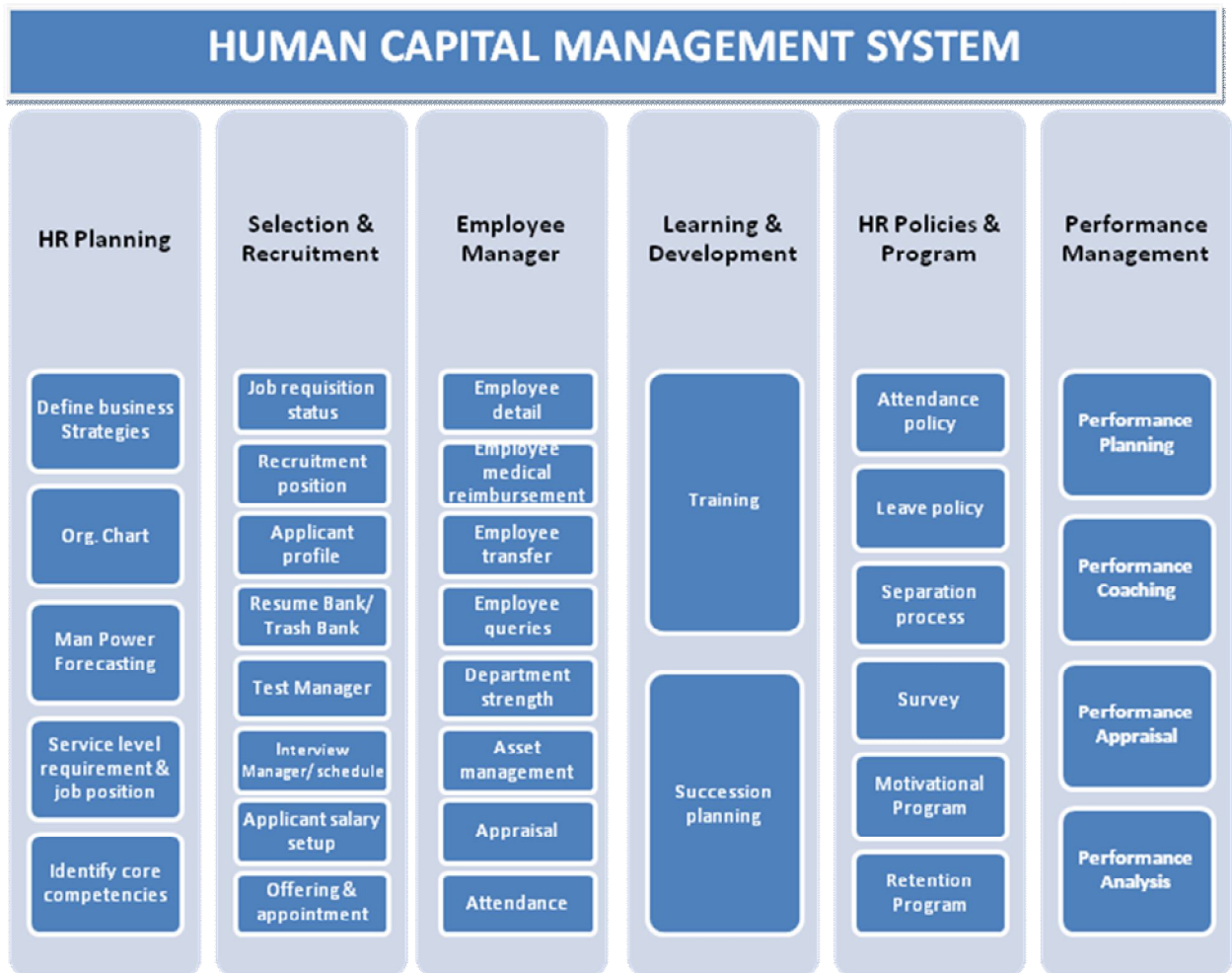
Basic Working of 3-Tier Support

- c) **Generic BPO:** Other than the above product lines – Sybrid is offering customer management and services in Food, Media and Travel Industry which includes Inbound, Outbound, Email Management, SMS solutions to manage customer interactions, Data Processing, Data Conversion, Form Processing,

## 7 HUMAN RESOURCE

The power behind Sybrid’s HR department is its Human Capital Management System Model. The model is a hybrid of best practices intertwined with local flavor; the model is further backed by our Human Resources Management System (tool).

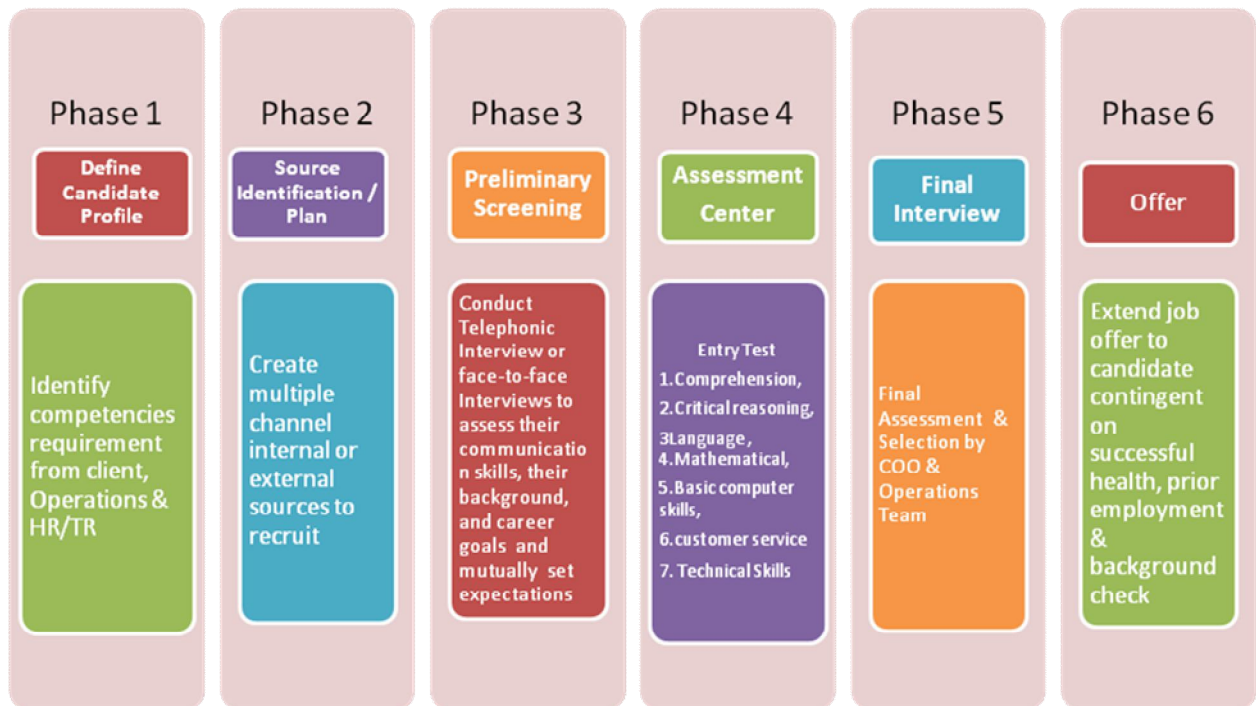
### 7.1 Human Capital Management System



## 7.2 Recruitment Model

Sybrid has six phases in its Recruitment Model:

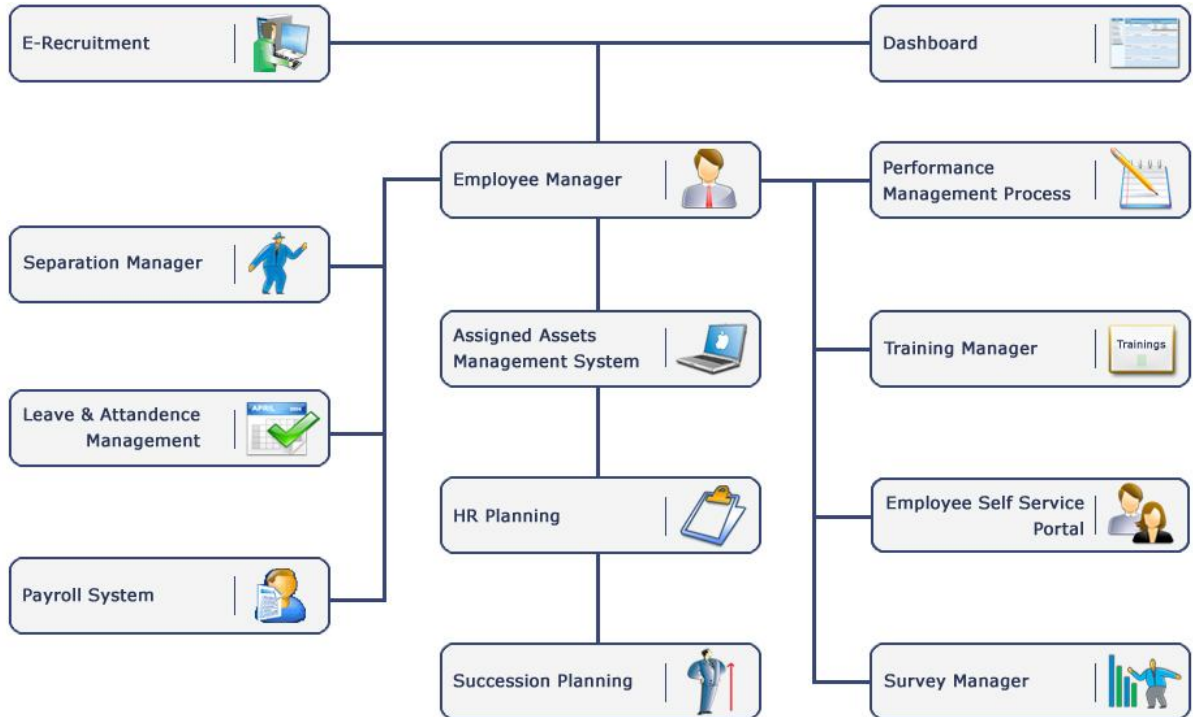
- a. **Define Candidate Profile:** to identify competencies requirement from client, operations and Human Resource / Training.
- b. **Source Identification / Plan:** Create multiple channel internal or external sources to recruit
- c. **Preliminary Screening:** Conduct Telephonic or face-to-face Interviews to assess communication skills, background, and career goals and mutually set expectations
- d. **Assessment Center:** to conduct entry tests and judge the capabilities on the basis of Comprehension, Critical reasoning, Language, Mathematical, Basic computer skills, Customer Service and Technical Skills
- e. **Final Interview:** Final Assessment and Selection by Operations and Quality Teams
- f. **Offer:** Extend job offer to candidate contingent on successful health, prior employment & background check



Recruitment Model

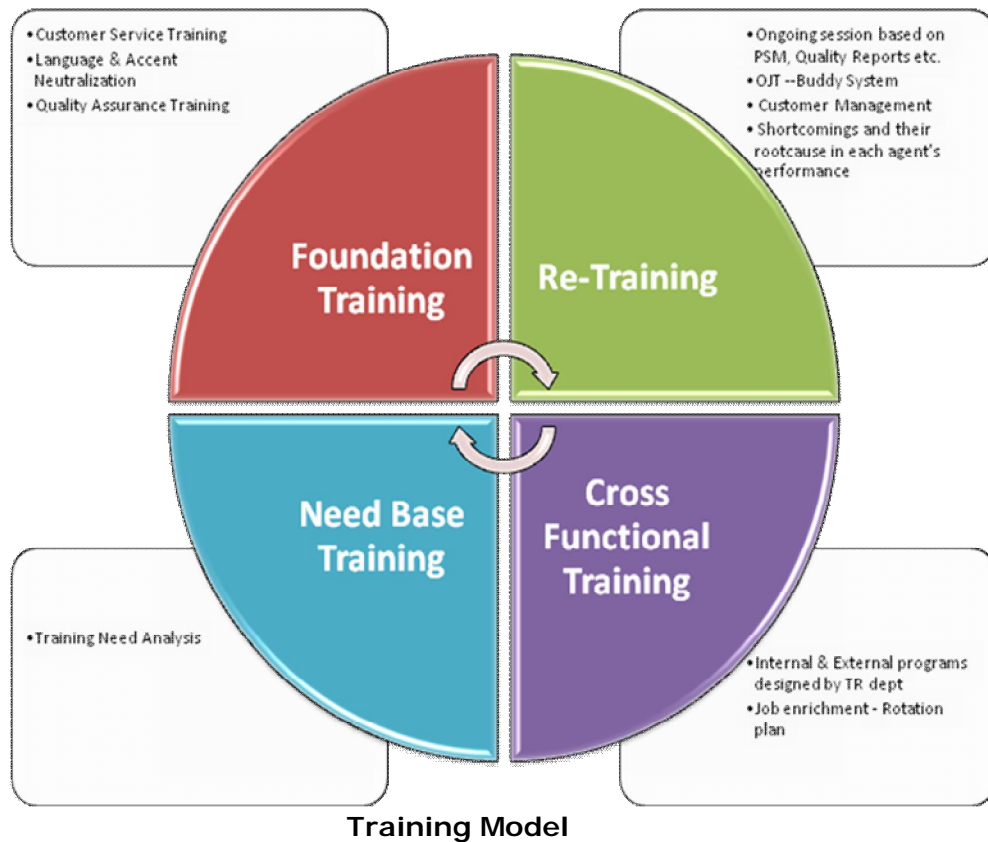
### 7.3 HRMS - Human Resource Management System

Sybrid has recently acquired a robust HRMS - Human Resource Management System. All the customization has been done and is in process of deployment to production server. Below is the snap shot of the HRMS.



## 8 TRAINING

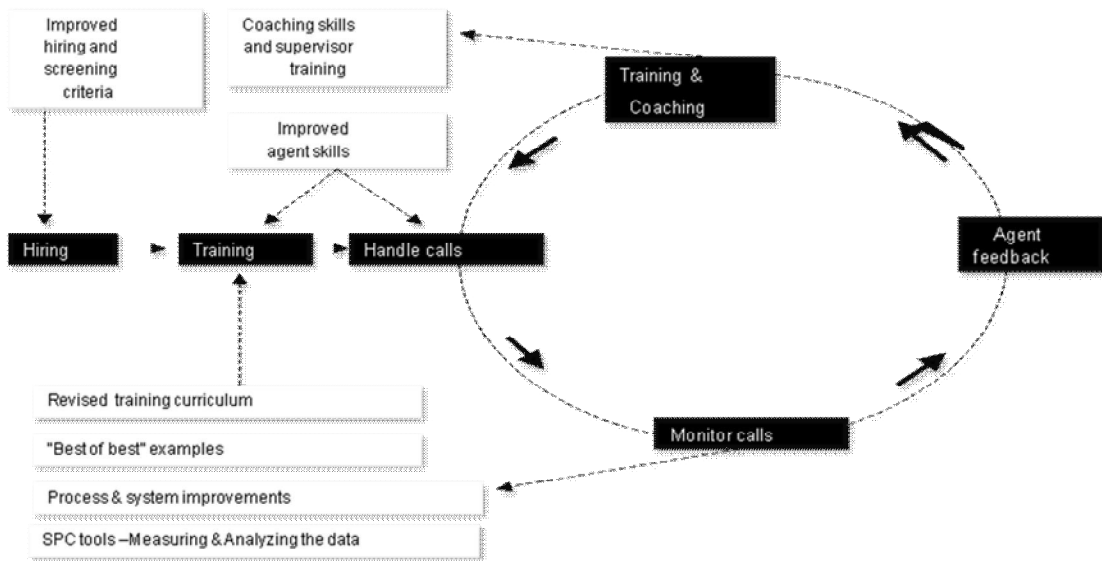
Sybrid strongly emphasizes on training and development of our stakeholders at any and all levels. In-house / offshore trainings are provided to all levels in order to develop skills based on TNA (Training Need Analysis)



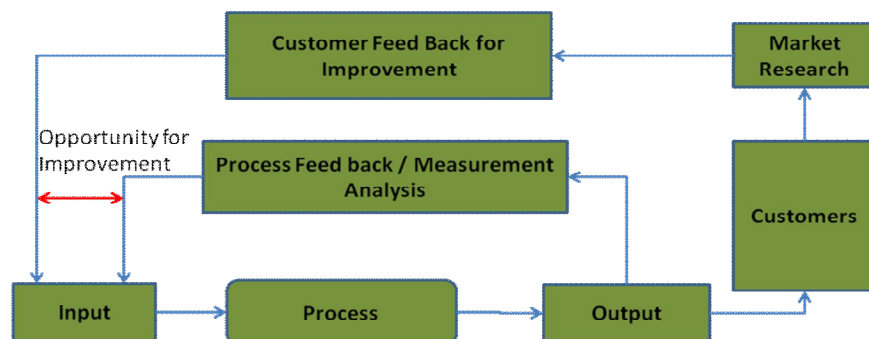
## 9 SYBRID QUALITY ASSURANCE

Quality Assurance at Sybrid strives to maintain high quality standards and to ensure we meet client's requirements and exceed their expectations. Sybrid takes a systematic approach to quality management that is designed to ensure compliance customer satisfaction, and to achieve continual improvement. Sybrid involves employees at all levels of the organization in quality management to ensure it becomes part of their culture.

### 9.1 Quality Model



### 9.2 Quality Structure



## 9.3 Quality Management Tool

Sybrid has **NICE QM** - Solution for their delivery centers. It is a comprehensive set of web-based tools - Extracting, processing, analyzing and effectively visualizing information from customer interactions on a large scale.

**Single View of the Contact Center:** Consolidate data across the organization and deliver consistent information across sites, groups and apps

**KPI-Based Management:** Focus employees on clear objectives and drive accountability and standardize performance measurements and align measurements with strategic goals.

**Real-Time Information:** Deliver the right information at the right time to the right people and to reduce process delays and increase information flow, make proactive, informed decisions.

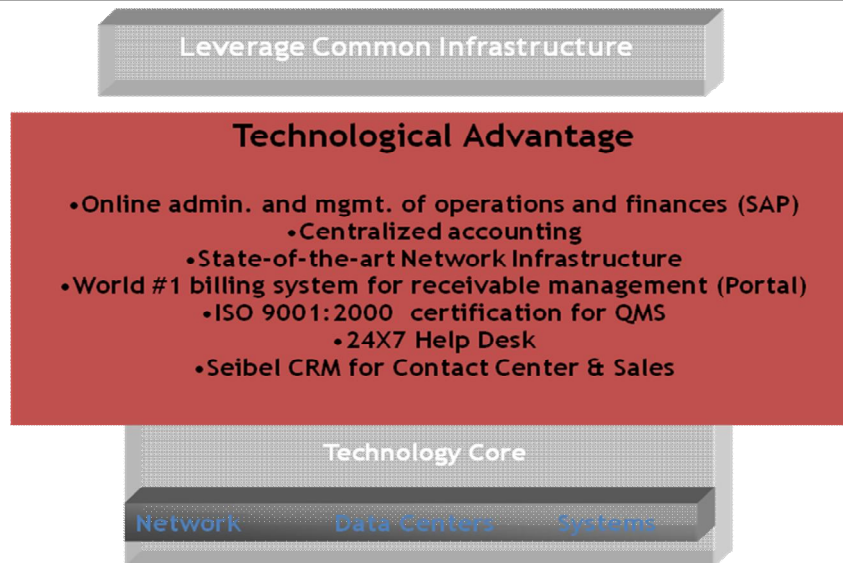
**Adaptive Interaction Analytics:** Isolate and focus on meaningful interactions, understand underlying drivers and root-causes and to apply insights to improve processes and performance.

## 10 INFRASTRUCTURE

Sybrid is powered by Cybernet – one of the group company, it's the largest independent Network Operator in Pakistan. The company is relentlessly exploring the possibilities to extend several other unique online services to its over 6.8 million valued customers including 2300 corporate entities.

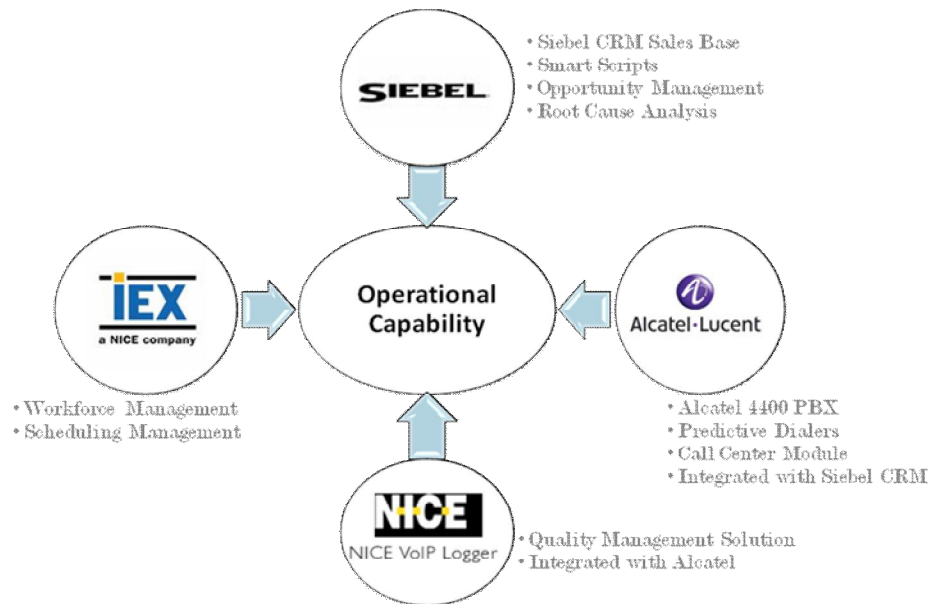
Cybernet's high-tech infrastructure meets international standards adopted by the world's largest Telcos/ ISPs/ ASPs. With one of the largest optic fiber infrastructure: SDH STM-4 in major cities of the country and with the broadest product portfolio, Cybernet addresses any of its customer's need ranging from simple dialup to complex Frame Relay mesh connectivity.





Sybrid is technically supported by Cybernet's high-tech infrastructure. Currently Sybrid's Infrastructure comprises of:

- **Alcatel Telephony Solution:** Automated Call Routing System, Interactive Voice Response, Computer Telephony Integration, Wallboard Interface
- **IEX Workforce Management System:** It helps in forecasting, scheduling, capacity planning, call trend analysis and schedule adherence.
- **Nice Call Recording & Monitoring Systems:** Recording call monitoring, live/desktop monitoring, call evaluation system and etc.
- **Quality Management System:** facility to set targets as per ISO, COPC, Six Sigma standard
- **CRM:** Siebel On-Premises & On-Demand both are running in the contact center as per client's requirement.



## 11 LOCATION

Karachi Delivery Center comprises of 165 Seats and has the capacity to increase 300 seats within 4-6 weeks. It has 2 dedicated board rooms, 8 meeting / counseling rooms, 1 dedicated large training room, 1 Video Conferencing room, 2 Cafeteria with the capacity to accommodate 200 personals at a time, multiple prayer rooms, visitors lounge.

**Safety & Security:** Proper security arrangements are in place by having 24 hours security guard services, bio-metric access system in order to only allow authorized access. Pick and drop facility to all female staff to ensure their security and availability and armed guards facility in night shift pick and drop.