

Do it **Ri**ght PAKISTAN



**BRIDGING TIME ZONES
BUILDING TRUST**

www.doitright.pk



A BPO EXCELLENCE

Committed to helping businesses, globally, to thrive by providing exceptional customer care and outsourcing solutions. Whether you need to improve customer satisfaction, increase efficiency, or expand your market reach, we are your trusted partners for all your call center needs and outsourcing services.

Do it
RIGHT
PAKISTAN

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Communication	

COMPANY OVERVIEW



Do It Right Pakistan is a leading call center business dedicated to providing an exceptional customer support and outsourcing services to businesses of all sizes across various industries. With a strong commitment to excellence, innovation, and customer satisfaction, we have built a reputation for delivering high-quality, cost-effective solutions that help our clients optimize their operations and enhance their customer relationships.

- Established in 2018, Do It Right Pakistan has over 05 years of experience in the call center and customer service industry.
- We operate state-of-the-art call centers equipped with cutting-edge technology, ensuring seamless and efficient customer interactions.
- Our team of highly trained and experienced customer service professionals is committed to delivering top-notch support to our clients and their customers.
- We offer a wide range of services, including inbound and outbound call center services, customer support, technical support, telemarketing, lead generation, and back-office outsourcing.
- Our global presence allows us to provide services 24/7, 365 days a year, ensuring that our client's customers receive support whenever they need it.



CONNECTING EXCELLENCE, STREAMLINING SUCCESS, ELEVATING GROWTH



Company overview



DO IT RIGHT PAKISTAN

- o Industry - Business Process Outsourcing
- o Founded - 2018
- o Headquarter - Lahore, Pakistan
- o Area Covered - Worldwide
- o Website - www.doitright.pk

KEY STATS

0-->> Total Employees 800+

↑
○ Total Industries Covered 12

○ First Call Resolution Rate 90%

INDUSTRIES SERVED


**Banking and
Financial Services**


**Travel, Logistics,
and Hospitality**


**Retail and
E-commerce**


**Healthcare &
Hospital
Management**


**Telecommunications,
Media and
Technology**


**Public Sector &
Government**

SERVING BEYOND EXPECTATIONS WITH INNOVATION

CORE VALUES



MISSION

Our mission is to provide seamless, cost-effective, and scalable outsourcing solutions to our clients, enabling them to enhance customer satisfaction, improve operational efficiency, and achieve sustainable growth.

VISION

To be the leading provider of exceptional customer service and business process outsourcing solutions, known for our unwavering commitment to quality, innovation, and client success. We aim to empower our clients with the tools and support they need to thrive in an ever-changing global business landscape.

OUR GOALS



- **Customer Satisfaction:** Strive for a high level of customer satisfaction by delivering top-notch service, resolving issues efficiently, and maintaining a customer-centric approach.

- **Employee Development:** Foster a culture of continuous learning, growth, and empowerment for our employees, recognizing that their success is integral to our success.

- **Operational Excellence:** Optimize operational efficiency through advanced technology, streamlined processes, and data-driven decision-making to deliver cost-effective services.

- **Innovation:** Embrace and adapt to the latest technologies and trends in the call center industry to stay ahead of the curve and provide innovative solutions to our clients.

- **Ethical Conduct:** Uphold the highest standards of integrity and ethics in all interactions with clients, employees, and partners.

- **Growth and Expansion:** Explore opportunities for growth and expansion in the local and international markets while maintaining the highest service standards.



OUR SERVICES

Inbound Call Center Services:

- Customer support
- Order processing
- Helpdesk and technical support
- Live chat support
- E-mail support

Back-Office Outsourcing:

- Data entry and processing
- Content moderation
- E-commerce support
- Virtual assistant services

Multilingual Support:

We offer support in multiple languages to cater to our global clientele.

Outbound Call Center Services:

- Telemarketing and lead generation
- Appointment setting
- Market research and surveys
- Follow-up calls and customer outreach

Technical Support:

Our skilled technicians are ready to assist your customers with technical issues, troubleshooting, and problem resolution.



OUR PROJECTS



With our seamless service and satisfied customers, Do It Right Pakistan proudly hosted a number of customer support, inbound, outbound and other campaigns in its state of the art centers, where precision exceeds expectations.

24/7/365 OMNI Channel Support

Do It Right Pakistan has the ability to respond to any type of contact that a customer may choose to initiate at any time of their preference. We manage voice, chat, email, in-app support including all social media platforms.

Inbound Customer Support

Handle incoming calls for a major U.S. based computer and consumer electronics company for related issues and provide online assistance, transfer calls and escalate calls to the relevant queue.

E-Commerce Chat Support

Enabling customers to buy, return and exchange the products purchased online for a major global virtual retailer. Additionally live chat support complimented the service by offering in depth information on policies and product related issues to the customers and clients respectively.

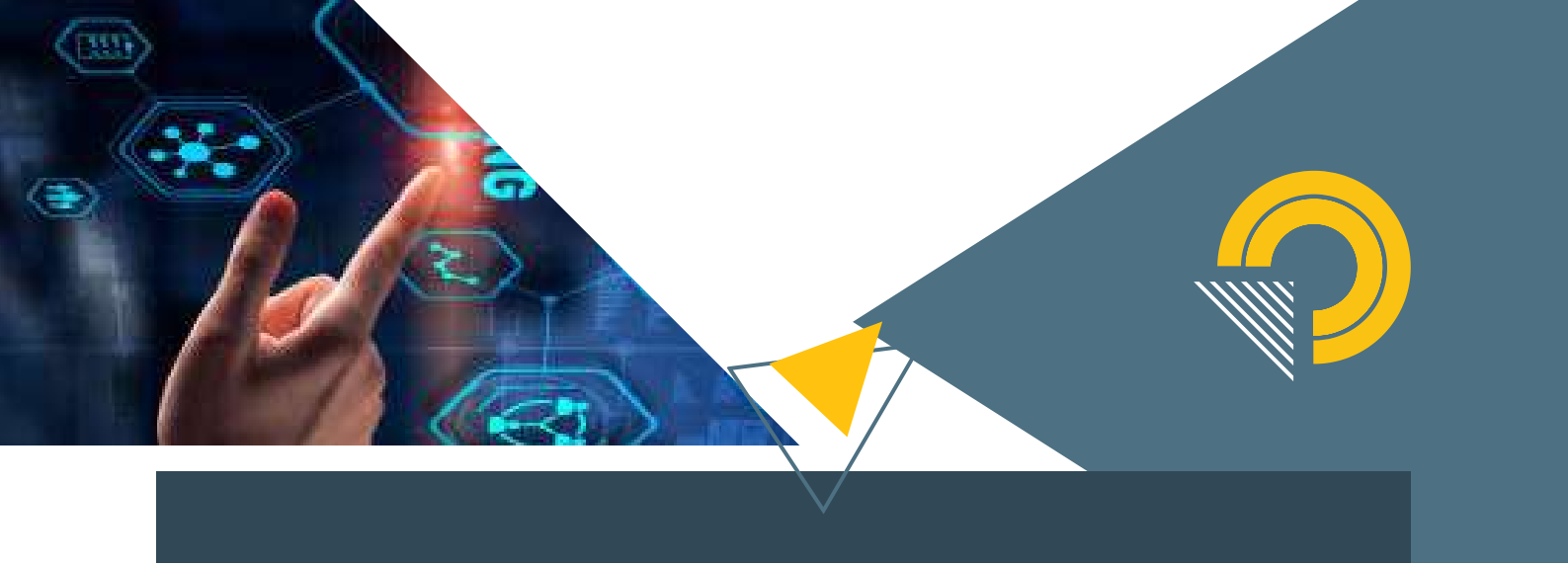
Hybrid Language Support

We excel in providing support and managing combination of human intelligence and AI to support multiple languages through English based resources.

Global Customer Support


We take pride in handling highly confidential documents and customer support globally, including at the government level where we meet or mostly exceed the NDA stipulations.





 **Retail & branded Goods**

Omni Channel Support
Order Management

 **Healthcare & Life Science**

Remote Patient Health Monitoring

 **Telecom and Datacom**

Customer and Technical Support:
Level 1, 2 & 3

 **BFSI**

Service Help desk
Consumer KYC

 **Travel & Transport**

Travel reservations and cancellations information

 **Hospitality & Logistics**



Enterprise Service Desk

SOLVING, SERVING, SUCCEEDING BEYOND BOUNDARIES




OUR BUSINESS CLIENTS



Company Name	 Industry	 Services	 Year
 E - Tailer	E-Commerce	Resolving issues Assistance related to purchase	2018
 Financial Institution	BFSI	Service Help desk Consumer KYC Account related queries	2019
 Tourism	Travel	Ticket reservation & booking	2021
 Mobile Phone	Telecom	Technical service support	2022

Your privacy is our priority - client names remain confidential, protected by NDA.



INBOUND & OUTBOUND CALL VOLUME

Inbound Calls Volume (All Centers)

Avg **400,102** calls related to Ecommerce queries

Avg **100,463** calls related to telecom

Avg **10,202** calls related to BFSI queries

25,678 emails

3551 voice messages



Calls Expected Per Day

Outbound Calls Volume (All)

Avg **20,189** follow up calls for Ecommerce queries

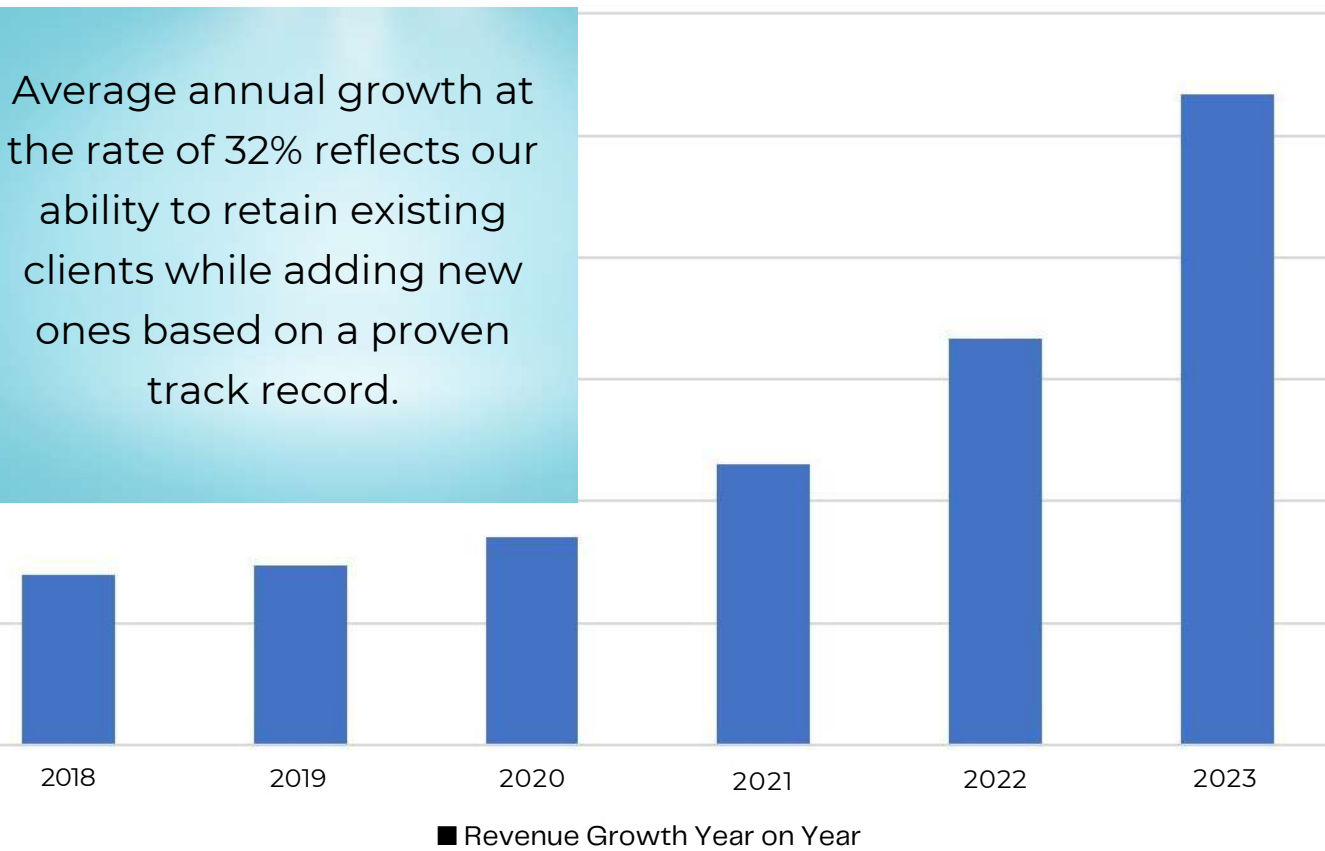
Avg **9,271** follow up calls for telecom



REVENUE GROWTH

REVENUE GROWTH YEAR ON YEAR

Average annual growth at the rate of 32% reflects our ability to retain existing clients while adding new ones based on a proven track record.





WHY “DO IT RIGHT PAKISTAN?”

Commitment to Quality: We prioritize quality assurance at every stage of our service delivery process to ensure the highest standards consistently.

Cost-Effective Solutions: Our flexible pricing models and efficient operations help clients reduce operational costs while maintaining service excellence.

Data Security: We adhere to strict data security protocols and comply with industry regulations to protect sensitive customer information.

Client-Centric Approach: We view our clients as partners, working collaboratively to achieve their business objectives and deliver an exceptional customer experience for clients and customers.

OUR PROCESS



At Do It Right Pakistan, we take pride in delivering top-notch call center services that cater to the unique needs of our clients. Our comprehensive process ensures that every aspect of your customer support and communication requirements are met with precision and excellence. Here's an overview of how we do it:

1. Service Offering

We provide a wide range of services, including inbound and outbound call support, live chat, email support, social media engagement, and more. Our goal is to offer a complete solution for all your customer interaction needs.

2. Work Flow

We employ a streamlined and efficient workflows that ensures rapid response and quick resolution to customer queries. Our processes are designed to minimize wait times and optimize customer satisfaction.

3. Call Handling

Our highly trained agents excel in professional call handling. They are adept at empathetic and effective communication, ensuring that every customer interaction is a positive one.



4. Multichannel Support

We understand the importance of reaching customers through their preferred channels. We offer multichannel support, seamlessly integrating phone, email, live chat, and social media for consistent customer interaction.

5. Technology and Infrastructure

We maintain state-of-the-art technology and infrastructure to support your needs. Our systems are robust, secure, and scalable, ensuring optimal service delivery.

6. Agent Training

Our agents receive continuous training to stay updated on the latest industry best practices. They are equipped with the skills and knowledge needed to represent your brand effectively and positively.

7. Quality Assurance

We have a rigorous quality assurance process in place, with regular monitoring and feedback to ensure that our services meet or exceed industry standards.





OUR PROCESS

8. Security and Data Handling

The security of your data is our top priority. We implement the latest security measures to safeguard your information, adhering to industry regulations and standards.

9. Customization

We understand that every client is unique. Our services are fully customizable to align with your specific needs, branding, and communication style.

10. Reporting and Analytics

We provide detailed reporting and analytics to give you insights into your customer interactions. This data empowers you to make informed decisions and improve your customer service strategy.

11. Client Onboarding

Our seamless onboarding process ensures that your transition to our services is hassle-free. We work closely with you to understand your requirements and set clear expectations.



THE WINNING FORMULA

- A combination of access to qualified human resources, world-class infrastructure and long-term strategic partners over the last five years, have enabled us to build an organization that is efficient, agile and experienced in delivering the highest KPIs of the industry.
- We are very careful on who we select as part of our team. A key ingredient we require is the sense of ownership. Everyone from our team owns what they do and that ensures that we succeed every time.
- We have built our infrastructure based on cloud computing so we are flexible, up to date and can expand exponentially. With this type of support, we are able to meet the most challenging scenarios and succeed every time.
- We work with partners and form long term strategic relationships. We understand that if our partners do well so will we. We always make the **Ri✓HT** decisions.





THE WINNING FORMULA - SWOT

STRENGTHS:

Covered 12 industries with 90% resolution rate
Strong Financials Position
32% average revenue growth annually.

WEAKNESSES:

35% revenue comes from ecommerce industry
Limited chat process
Employees 800+

OPPORTUNITIES:

BPO Industry growth rate at a CAGR of 9.1% from 2023 to 2030
Asian region requires more service as target audience of brands awareness is increasing

THREATS:

Competitive industry - 50+ players in the market
Competition from independent agents

SERVING WITH STRENGTH, ANALYSING WITH WISDOM, GROWING WITH EXPERTISE, SUCCEEDING WITH EXCELLENCE





▶ EXECUTIVE LEADERSHIP



INAM ULLAH KHAN
Chairman



AHSAN INAM KHAN
Chief Executive Officer



RABIA MALIK
Managing Director



ALIA KHAN
Director Operations

▶ MANAGEMENT TEAM



HAMMAD BAIG
Business Development



MIAN FAISAL IMRAN
Admin and Legal



KULSOOM FATIMA
Human Resources



AISHA MALIK
Quality Control



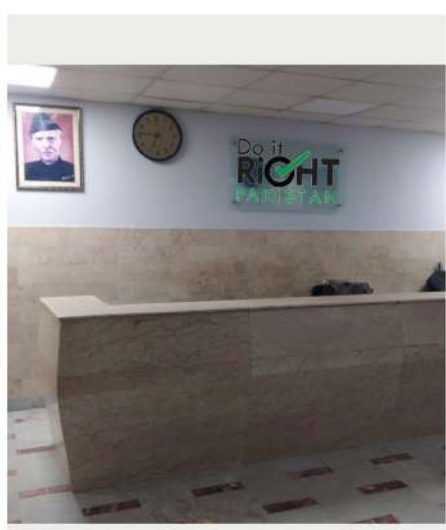
REHAN SIDDIQUI
IT and Tech



Muhammad Arslan Khan
Sales and Marketing



OUR TEAM AT WORK





DO IT RIGHT PAKISTAN

We are committed to delivering exceptional customer service. Our process is a testament to our dedication to providing tailored solutions that help you achieve your customer service goals. Contact us today to discuss how we can support your business.

PHONE

+92-423-883-5532

MAIL

info@doitright.pk

SITE

www.doitright.pk

CORPORATE ADDRESS

21 - Golf Avenue, Canal Bank, Lahore, Pakistan 54840

OPERATIONS ADDRESS

3- Fane Road, Mozang, Lahore, Pakistan 54000