

# Experiência do cliente omnichannel e plataforma de BPM



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Você terá a oportunidade de fazer parceria com uma empresa indiana lucrativa e de grande porte de experiência do cliente (CX) e gerenciamento de processos de negócios (BPM) com forte presença no mercado doméstico e ambições internacionais crescentes.

A empresa já apresentou um DRHP em relação a uma proposta de listagem pública, demonstrando padrões de governança institucional e transparência operacional.

A empresa atende a grandes empresas indianas, corporações multinacionais que operam na Índia e marcas nacionais de médio porte.

### Resumo do negócio

- Mix de receitas geográficas: 100% Índia (doméstico)
- Área operacional: 24 centros de entrega em 12 cidades
- Capacidade de idiomas: mais de 13 idiomas indianos
- Setores atendidos: Mais de 10 setores
- Duração do contrato: 1-3 anos
- Perfil do cliente: Grandes corporações, multinacionais com operações na Índia e empresas indianas estabelecidas

### Principais recursos

- Operações de contact center de entrada e saída
- Suporte ao cliente por voz e não voz
- E-mail, bate-papo e envolvimento digital
- Suporte técnico e gerenciamento do ciclo de vida do cliente

### Soluções de BPM e back-office

- Terceirização de processos

#### GROSS REVENUE

\$ 50,000,000

#### BUSINESS TYPE

Central de atendimento

#### COUNTRY

Índia

#### BUSINESS ID

L#20261009

- Gerenciamento de dados
- Programas de aquisição e retenção de clientes
- Serviços de suporte específicos do setor

## **Plataforma Deep India**

- Presença de entrega em 24 locais na Índia
- Redundância em várias cidades e capacidade escalonável
- Acesso a diversos grupos de talentos
- Grande capacidade para idiomas regionais (mais de 13 idiomas indianos)

## **Base de clientes domésticos estabelecida**

- Relacionamentos de longo prazo com contratos de 1 a 3 anos
- Exposição em mais de 10 setores
- Forte base de receitas recorrentes

## **Histórico de execução comprovado**

- Operações escalonadas ao longo de vários anos
- Experiência de trabalho com contas de grandes empresas
- Prontidão da governança institucional (processo prévio de listagem pública)

A empresa está entrando em um ponto de inflexão estratégico focado em:

## **Expansão internacional**

- Promover ativamente os clientes sediados nos EUA
- Posicionamento da Índia como um centro de entrega global com boa relação custo-benefício
- Aproveitamento da força de execução para atender a marcas internacionais

## **Diversificação de serviços**

- Expansão das ofertas de CX digital de maior valor

- Aprimorar a automação e a integração tecnológica
- Subir na cadeia de valor além do BPO tradicional

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