

# 옴니채널 고객 경험 및 BPM 플랫폼



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## BPM

강력한 국내 시장 입지와 국제적 야망을 가진 규모 있고 수익성 있는 인도 고객 경험(CX) 및 비즈니스 프로세스 관리(BPM) 회사와 파트너 관계를 맺을 수 있는 기회입니다.

회사는 이전에 상장 계획과 관련하여 DRHP를 제출하여 기관 거버넌스 기준과 운영 투명성을 입증한 바 있습니다.

이 비즈니스는 인도 대기업, 인도에서 활동하는 다국적 기업 및 국내 중견 브랜드를 대상으로 서비스를 제공합니다.

### 비즈니스 스냅샷

- 지리적 수익 믹스: 100% 인도(국내)
- 운영 공간: 12개 도시 24개 배송 센터
- 언어 지원: 13개 이상의 인도 언어
- 지원 산업: 10개 이상의 산업 분야
- 계약 기간: 1-3년
- 고객 프로필: 대기업, 인도에 사업장을 둔 다국적 기업, 인도 진출 기업

### 핵심 기능

- 인바운드 및 아웃바운드 컨택 센터 운영
- 음성 및 비음성 고객 지원
- 이메일, 채팅 및 디지털 참여
- 기술 지원 및 고객 라이프사이클 관리

### BPM 및 백오피스 솔루션

#### GROSS REVENUE

\$ 50,000,000

#### BUSINESS TYPE

콜 센터

#### COUNTRY

인도

#### BUSINESS ID

L#20261009

- 프로세스 아웃소싱
  - 데이터 관리
  - 고객 확보 및 유지 프로그램
  - 산업별 지원 서비스
- 
- 24개 사이트에 걸친 범인도 배송 현황
  - 다중 도시 이중화 및 확장 가능한 용량
  - 다양한 인재 풀에 대한 접근성
  - 강력한 현지 언어 기능(13개 이상의 인도 언어)
- 
- 1~3년 계약으로 장기적인 관계 유지
  - 10개 이상의 산업에 노출
  - 강력한 반복 수익 기반
- 
- 여러 해에 걸쳐 확장된 운영
  - 대규모 엔터프라이즈 계정 작업 경험
  - 기관 거버넌스 준비(사전 상장 절차)

회사는 다음 사항에 초점을 맞춘 전략적 변곡점을 맞이하고 있습니다:

- 미국 기반 고객에게 적극적으로 피칭

- 비용 효율적인 글로벌 배송 허브로서의 인도 포지셔닝
- 실행력을 활용하여 글로벌 브랜드에 서비스 제공
- 고부가가치 디지털 CX 서비스 확대
- 자동화 및 기술 통합 강화
- 기존 BPO를 뛰어넘는 가치 사슬의 고도화

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