



SIGMA
SOFTWARES DEVELOPERS

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Never Lets You Down

4/70 Vishal Khand, Gomti Nagar ,Lucknow
www.sigmasoftwares.org

Agenda

- Company overview
- Competencies and capabilities
- Portfolio
- Technology
- Our Team
- Touch point strategy
- Partnership approach

Company Overview

“Our agile software development practices, **good user interface** design, focus on quality and vast **experience** across various domains and technologies give us the advantage of being a reliable organization to deliver **technology** solutions.”

QUICK FACTS

<i>Company:</i>	Sigma Software's Developers
<i>Type of Firm:</i>	Partnership Firm
<i>Inception:</i>	2009
<i>Head Office:</i>	Lucknow, India
<i>Business:</i>	Software Development
<i>Team Size</i>	50
<i>Expertise:</i>	Microsoft Technologies
<i>Product Focus:</i>	Customize software Based on Microsoft technologies

About The Sigma Softwares

- Established in 2008
- Operations in India and abroad
- Over 50 employees
- Investments in diverse and key industries

Financial strength for growth and stability

Technology

Web Technologies

- XML
- XSLT
- HTML
- RSS
- AJAX
- j Query
- Web Services

Windows Technologies

- Windows Server
- Exchange Server
- SharePoint Server
- Team Foundation Server
- Windows 2007
- MSMQ
- VBA

Patterns & Practices

- MVC
- MVVM
- Enterprise Library
- SOA
- PRISM

.NET Technologies

- XAML
- WPF
- WCF

Reporting

- Crystal Reports
- SSRS

Data Frameworks

- ASP.NET
- C# SQL SERVER
- ADO .NET
- LINQ
- Entity Framework

Protocols

- POP3
- SMPP
- XMPP
- SMTP
- RS 232

Value System

Vision: To be a globally preferred business process transformation partner for our clients, creating value in their business through innovative outsourcing solutions.

Service Excellence

Commitment to build lifetime customer loyalty through world-class service

Best Practices

Blend of thought leadership, total quality assurance and proactive improvements

Customer Focus

Progression from achieving customer satisfaction to attaining customer delight

Develop higher affinity with client brand to deliver high-touch customer service

Integrity

Act ethically, honestly and with transparency

Mission: To Make Our Clients More Competitive.

Business Philosophy ...

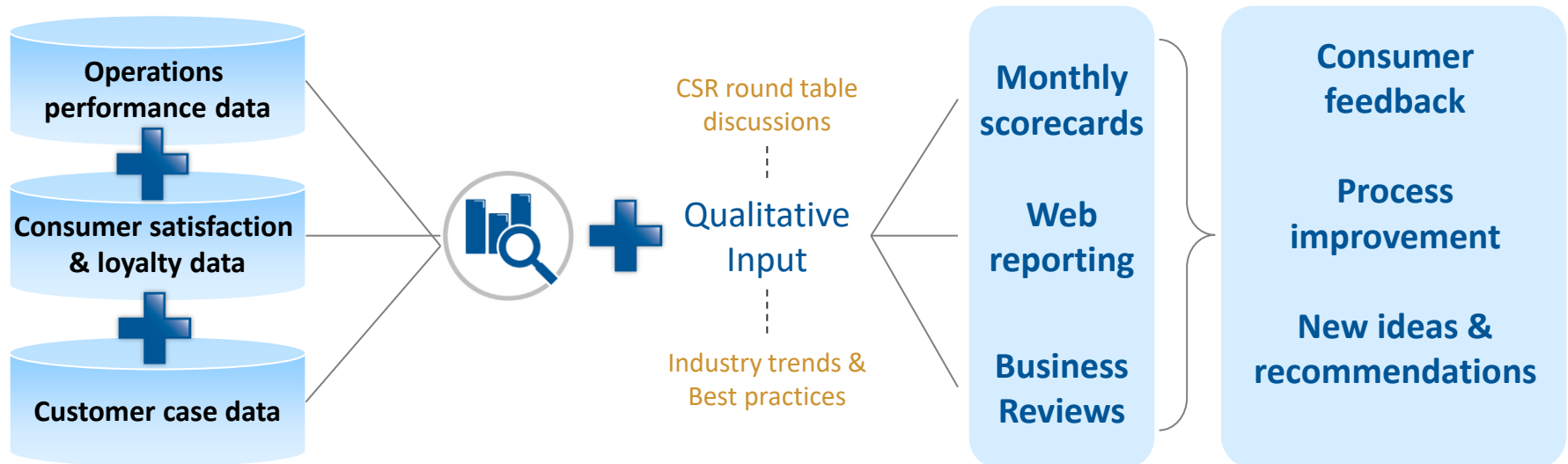
- Unwavering focus on partnership at every level and function

Client centric value system - focus on KPI management

Executive and senior management team involvement in client-level details

Add value to **Client** with proactive recommendations & cost savings

Identify up-sell & cross-sell opportunities to improve revenue per contact



Business Investments ...



People

- Leadership development through online training
- Tuition reimbursement to encourage personal development



Process

- Cross-functional process improvement involvement
- Carefully documented Standard Operating Procedures



Technology

- Oracle 11G Rac Cluster, Dell Blade servers
- Web-based reporting and Aspect
- Security and infrastructure upgrades
- social media buzz tracking
- Customer Analytics Management

Consistent investments to help our clients grow with the changing marketplace

Competencies & Capabilities



SIGMA
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Industries



Automotive



Banking and Financial Services



Consumer Electronics



Consumer Packaged Goods



Consumer Products



Healthcare



Insurance



Logistics and Transportation



Media and Entertainment



Pharmaceuticals



Publishing



Restaurants



Retail



Technology



Telecommunications

Diverse industry experience, including the publishing industry

Care for your customer to grow your business

Know your Customer

Understand changing needs and behaviors (POS to continuous progression)
Stay close to valued customers
Improvise on ways to measure loyalty
Invest in Loyalty Analytics

Reach the Customer

Address channel proliferation – Print/Digital/Social Media etc.,
Create an ongoing two-way dialogue (direct & indirect)
Continuously monitor key drivers of Client/ Customer relationship
Develop loyalty even before the advertiser becomes your customer

Deliver the experience

Empower front line to build trust-based relationships
Incorporate aspects of Client business (POS to continuous progression), partner business and customer profiles
Coach and develop the front line to use benefits and brand reinforcing statements
Up-sell and cross-sell through advertiser education to add value
Design process flow for seamless communication among all partners impacting service

Channels for Touch Point Solutions



Web chat

Interactive way to connect to customers on the web; navigation support
Strategic, proactive contact on decision-making web pages
Web chat sessions increase team productivity



E-mail

Connect with customers through the web
Inbound and outbound email campaigns strengthen relationships
Using “Contact Us” forms helps queue and prioritize email response



Letter fulfillment

Follow-up to business customer interactions
Next day letter fulfillment processing provides timely follow-up
Confirms customer care/orders processed in writing; reinforces brand



Social media

Understand business-customer buzz about Client and its services
Develop response strategy to solidify customer relationships
Connects with customers using alternative channels communicates care

Technology for Customer Touch Point Solutions

- **Multi-channel case management systems**

 - Hierarchy design for service, reason, and resolution

 - Multi-channel customer tracking

 - Allows historical views of customer interactions to enhance customer care

- **Email and web-chat systems**

 - Fully integrated with Client website for a seamless online presence

 - Web chat applications to initiate chats with business customers on specific sites

 - Contact Us pages

Our Clients



Columbus India limited



Abhay Group Of Institution



SGINFRAPRAMOTERTERS LIMITED



..... Many More

Our Clients



श्रीरघुल वीद्या पीठ



TIMES VALUE SCHOOL

.....etc

Transition Process

- Proven implementation process
- Focused implementation team to manage all aspects of transition
- Weekly status meetings and reports
- Detailed project plan, fully transparent process



Smooth and seamless transition processes led by a dedicated project mgmt team

4 Steps to Building Loyalty & Value for Client

Implementation is a critical path to success

1



2



3



4

Staff with the Best

Our team will have a passion for your offerings

Train the culture

Understanding of your offers & company culture

Reinforce quality

Customized monitoring to maximize performance

Celebrate success

Celebrate team success in reinforcing brand



Consumer Affairs
Representatives

Solution focused on customized elements designed for Client

Staff with the Best ...



- Build staffing profile in partnership with Client
 - Encourage participation from you in interviews/selection
- Seed program with experienced internal employees
- Use role-play to identify the best Client Company agents
 - High energy, customer-focused
- Dedicated Team Leader/Trainer focused on **quality, coaching, and development**
 - Separate Real Time team monitors schedules and breaks

Key to successful results starts with hiring the best people

Recruiting and Hiring ...



Seek people who are uniquely skilled and experienced

Train the culture ...

- In partnership with you, we will recreate **Client** culture at HGS

Our agents will feel more connected to **Client** than to HGS

- Training kick-off meeting on 2nd day of training

Invite **Client** personnel to be on-site to convey the culture and reinforce products/commitment

- High energy, interactive training sessions including lots of role play

Energy and enthusiasm are contagious!



"I'm happy to help get you started by setting up your company's Profile Page"



"I see your July payment is overdue. I can accept your payment over the phone if you would like."



"If you are happy with your web traffic, you may be interested in Guaranteed Clicks solutions"



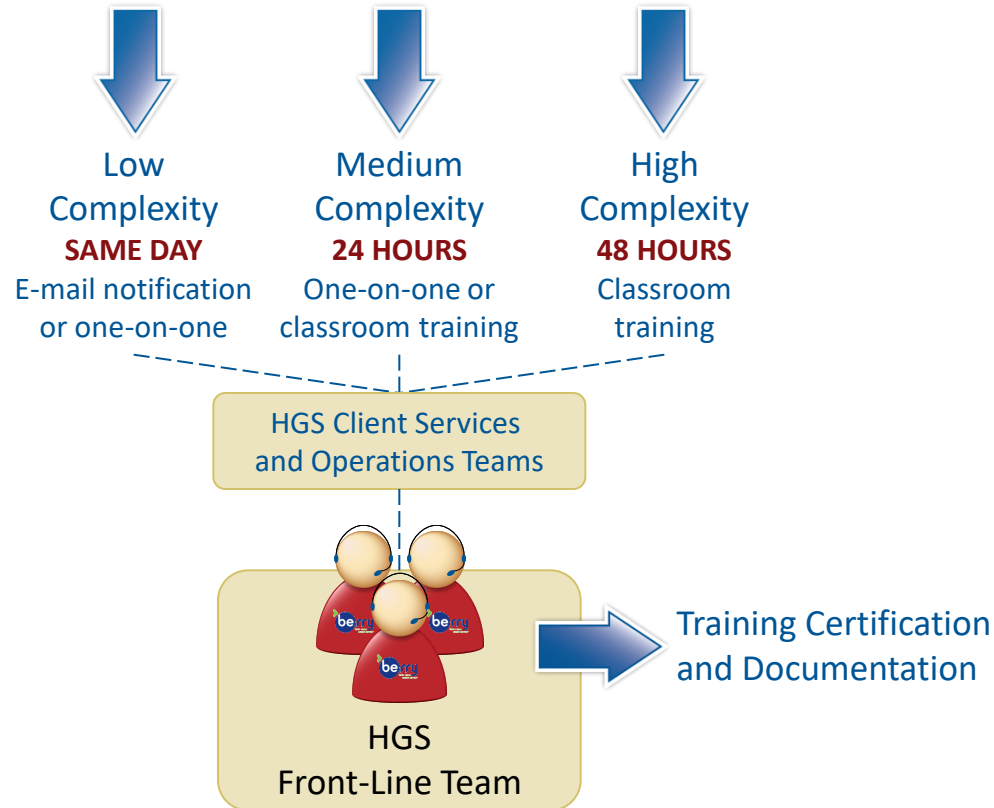
Training your culture translates to protecting brand integrity on your behalf

Change Management



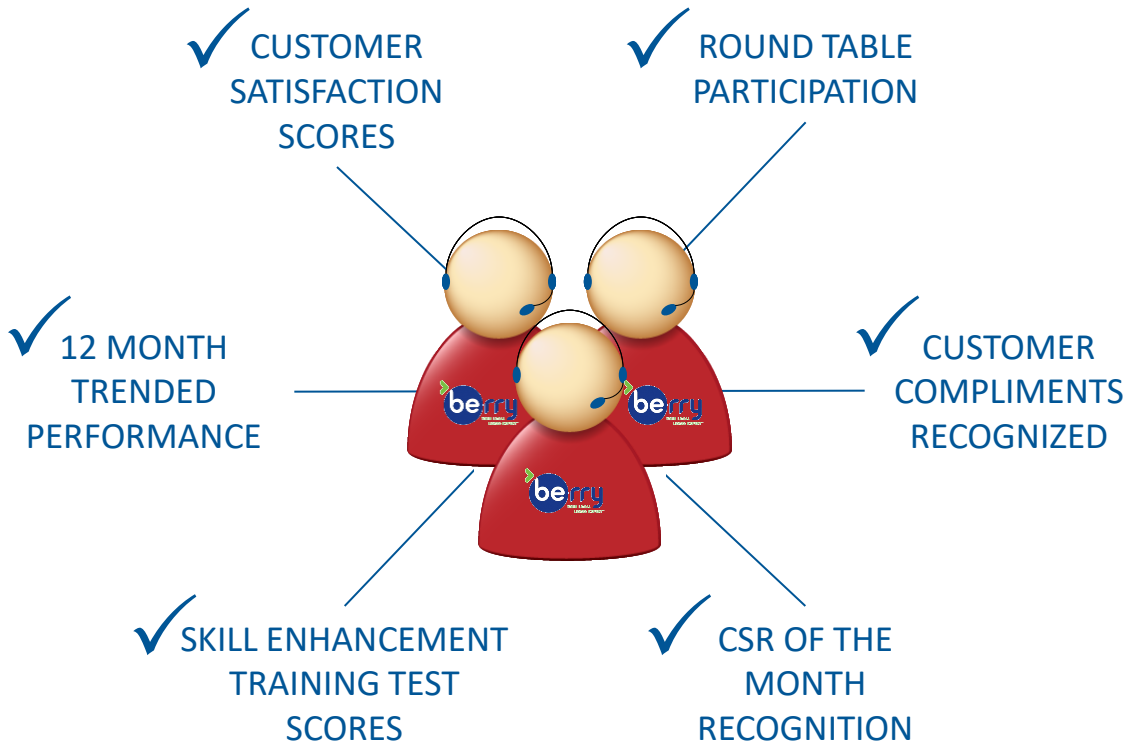
Service, Promotion, or System Changes

What is the complexity of the change?



Managing change and sharing information efficiently

Performance Mgmt.



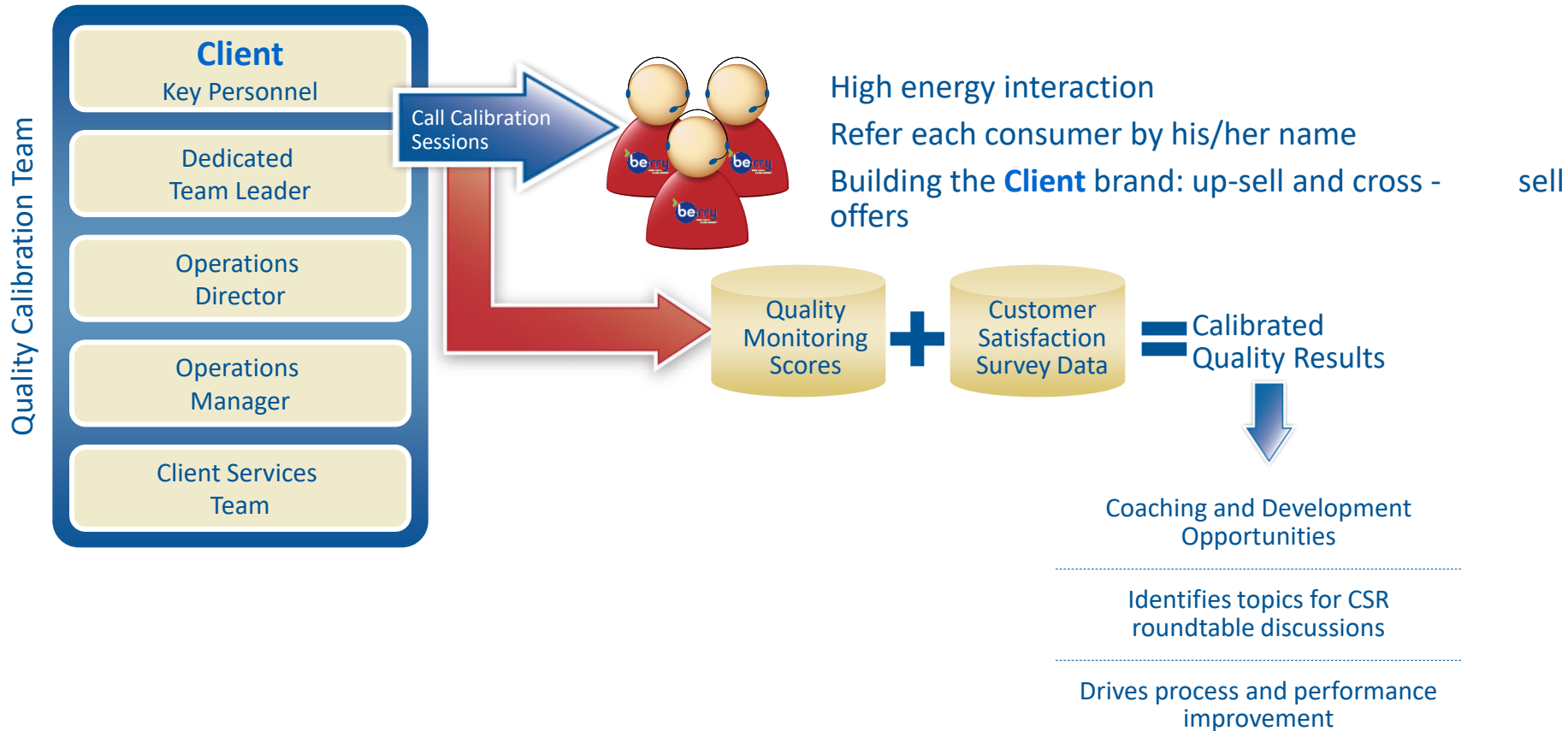
Overall performance directly influences:

Quarterly shift bid ranking

Annual performance reviews

Align personnel rewards with key metrics that drive exceptional performance

Reinforce Quality ...



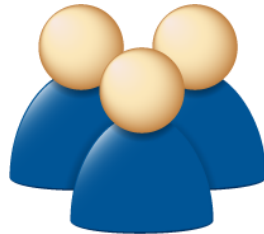
Calibrating quality monitoring drives collaboration and generates ideas

Process Improvement



Front-Line Input and Side-by-Side Audits

CSR roundtables and side-by-side audits identify areas for improvement



Corporate Culture of Improvement

Weekly meetings and peer reviews help identify areas for improvement



Global Input through Internal Reviews

Global team reviews to brainstorm on process improvement ideas



Data Analysis and Reporting

Use data to identify drivers of consumer behavior and ID areas for training

GOAL:

Provide ongoing list of recommendations to reduce cost, improve loyalty, increase customer satisfaction

Collaborative process improvement

Celebrate Success ...



- Highly interactive production go live
 - Client involvement encouraged to provide floor support
- Project go-live celebration evening before / day of go live
- Encourage on-site celebrations and communication from **Client**
- HGS-published **Client** newsletter to share news and success with you and our front-line team
- Internal performance incentives and other fun contests promote team culture

Keeping employees happy and motivated

Key Partnership Objectives ...

Customer Retention

- Enhance Customer Loyalty
- Improve First Call Resolution

Cost Savings

- Optimize Staffing for Efficiency
- Continuous Process Improvement

Overall Objectives

- Provide World-class Customer Experience
- Partner with a global Leader Industry

Key levers to achieve objectives: Value system, Lean Six Sigma & IVR/VRU



Your Customers. Our Priority.

4/70 Vishal Khand, Gomti Nagar

Lucknow-226010

0522-4067540

0522-4009986

+91-9956973891

+91-8957542194

403,Panchseel Wellungton,Crossing Republic, Ghaziabad (UP)-201009

www.sigmasoftwares.org

info@sigmasoftwaresdevelopers.org

pradeeptiwari1486@gmail.com