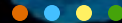


# **Business Process Outsourcing (BPO) Services**

By Unicorn Ops ( A division of Cylsys Software Solution)

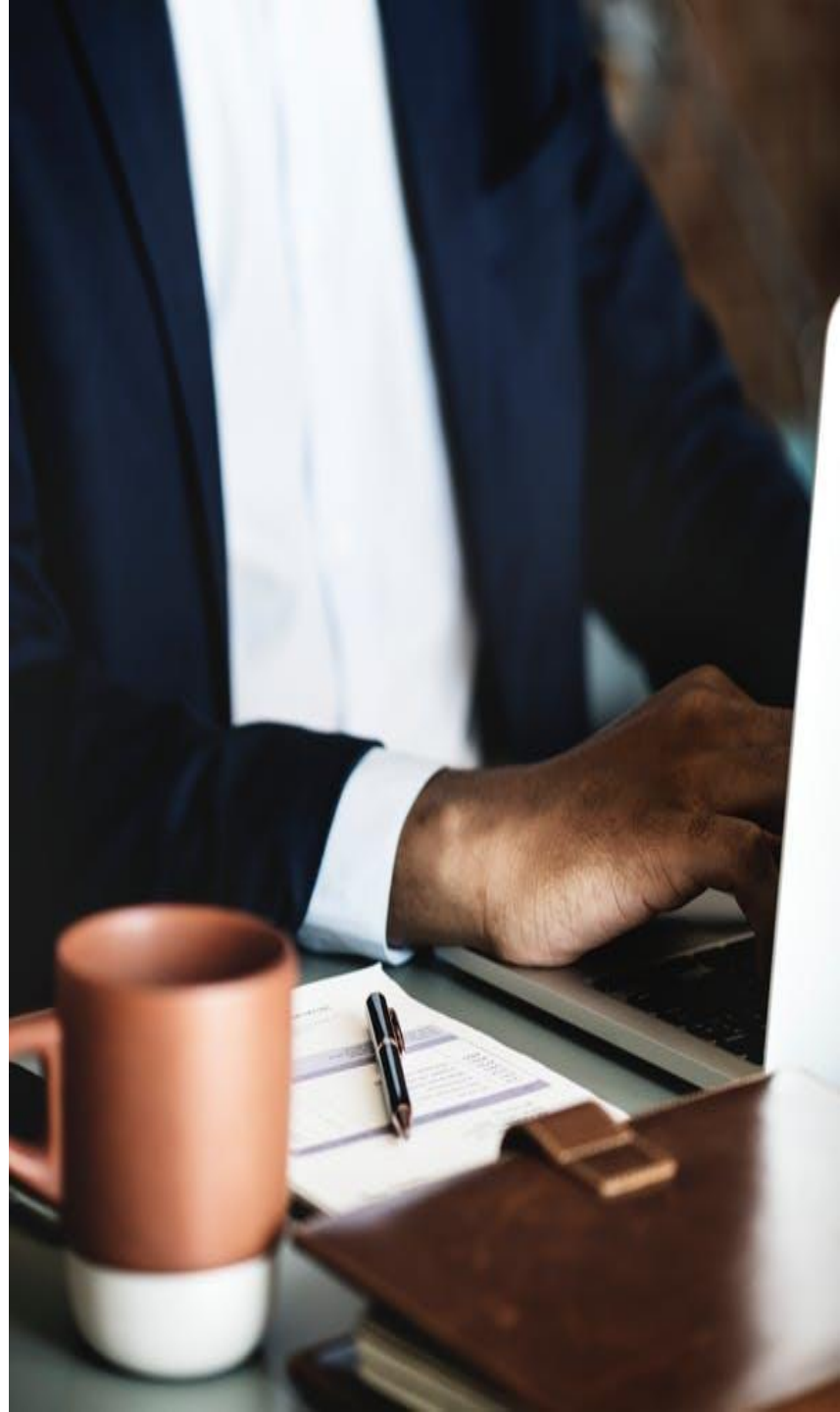


# DISCLAIMER

This document and the information in it are provided in confidence for the sole purpose of exploring a business opportunity between the disclosing party Cylsys Software Solution Pvt. Ltd. and the receiving party concerning crowd sourcing of certain operational projects as mentioned herein ("Services"). This document and the information contained herein in any form must not be disclosed to any third party or be used for any other purposes other than to evaluate the Services offered by Cylsys Software Solution Pvt. Ltd. to the receiving party without the express written permission of Cylsys Software Solution Pvt. Ltd.

# CYLSYS SOFTWARE

Founded in 2010, Cylsys is a software development and voice solutions organization committed to catalyzing the competence and competitiveness of its clients by helping them succeed through the power of information technology.



# OUR SOLUTION STACK



# OUR CLIENTS





A person is working at a desk. In the foreground, there is a white cup of coffee on a saucer with a spoon. To the left, a smartphone with a red case is visible. In the background, a laptop is open, displaying a grid of small images. A hand is writing in a notebook on the right side of the desk. The text "OUR WORK" is overlaid in the center.

# OUR WORK

# Voice Solution-MFB

MyFundBucket is an Online aggregation platform for credit cards ,saving accounts, secured and unsecured loans

Voice powers their lead qualification process, delivering hourly reports with detailed Analysis with below facilities.

- Call Recordings
- Dialers
- PRI Line
- Seats per hour available

TAT  
1 hour

Language Support  
Hindi/Marathi/English

Daily Calls  
8000+

Impact  
22.4% lead conversion rate



**GO PAPERLESS  
WITH**

**myfundbucket**

www.myfundbucket.com

# Non Voice Solutions- Form Development

We are doing form creation and data filling for SIP forms for customer's education and training. We have to create forms as per the given instruction via UTI, and also send them filling all the fields of form for customer knowledge perspective.



TAT  
3 days

Location  
MP



# Document Collections /Verification and FOS

We get customer information in excel and then we call to the customers and fill those information into CRM. After this we verify customer details and send our FOS to collect all the documents.

FOS 13	Language Support Hindi/Marathi/English
-----------	-------------------------------------------

Daily Calls 300+	Location Mumbai/Pune/Delhi
---------------------	-------------------------------



**TATA CAPITAL**

We only do what's right for you



OFFER WORLD

To Pay, Scan QR Code in Paytm App



Y18BAC5G8Q

## PAYTM- EKYC

Paytm's EKYC process wherein we have a sales force which will provide daily enquires or customer's requests for their EKYC, and consequently we would send our field executive per our fixed calls. FOS need to complete EKYC via smartphones along with biometric.

FOS  
10

Language Support  
Hindi/Marathi/English

Daily EKYC  
100+

Location  
Mumbai/Pune/Delhi

# Common Floor- Real Estate

We get customer information in excel and then we call to the customers and fill those information into CRM. After this we verify customer details and send our FOS to collect all the documents.

FOS 80+	Language Support Hindi/English/Kannad/Tamil/Mal ayalam
Daily Calls flow 1000+	Location PAN INDIA





Open an account in 5 Minutes

Zero Balance  
Account

Virtual  
Debit Card

Scan  
& Pay#

up to 6%\*  
interest p.a.

811

## Kotak 811 Digital account

The 811 Savings account is the Digital savings account offering of Kotak Mahindra Bank. The Team ran hugely successful Pan India campaigns to educate the customers about the benefits of the 811 account and convincing them to download and open the account on their smartphones. Run rate of 2500 + accounts month on month were some of the benchmarks the team achieved.

AC Open  
Monthly  
2000

Language Support  
Hindi/Marathi/English

Daily Calls  
8000+

Location- PAN INDIA

# Lead Generation Activity for Cylsys

The team ran various successful campaigns on Facebook, LinkedIn and other social media to generate leads for the all Business verticals of Cylsys Software – Software Development, IT Staffing and Digital Marketing. This was pin point marketing to the target audience resulting in qualified leads, New and challenging projects and finally exponential jump in revenue for the Client.

Lead Generate 5000+	Revenue \$264052+
------------------------	----------------------

Agents 16	Location-US,INDIA,DUBAI
--------------	-------------------------







# HR support for Recruitment services

The Team does end to end support for HR services like Co-ordinating with Clients, understanding JD's. finding suitable candidates with matching skill sets through Job portals, and other sources, scheduling various rounds of interviews. Making sure the Candidate turns up for the interview/ Takes the Tele/ Skype interview and Finally making sure the selected Candidate joins the company.

Candidates 270+	Clients 12
Agents 10	Location-US,INDIA

# Some of the amazing services Unicorn Ops currently offers to some of our Esteemed clients are



**Back office Operations**



**SMS / Email campaigns**



**Lead Generation**



**Data Entry**



**Call Center Ops**



**Appointment Settings**

# Current CYLSYS Delivery Locations



01

## MH-Mumbai

**Address:**

85/86, First Floor,  
Harmony Mall, Link Road,  
Goregaon West, Mumbai  
400104.

**Sitting Capacity** :60  
Agents

**Language Support:**  
Hindi/English/Marathi

**Current Process:**

**Voice** -MFB / Tata Capital



02

## MP – Near Jabalpur

Krishan Kunj, Govt Hospital  
Road Indraward, Gadarwara  
MP ,487551

**Sitting Capacity** :140 Agents

**Language Support:**  
Hindi/English/Marathi

**Current Process:**

**Voice** -MFB

**Non Voice**- PayTM

**Data Filling** – Axis/UTI MF



03

## Delhi-Noida

Plot No –E2, office No –LL2  
Sector 63 Noida 201301

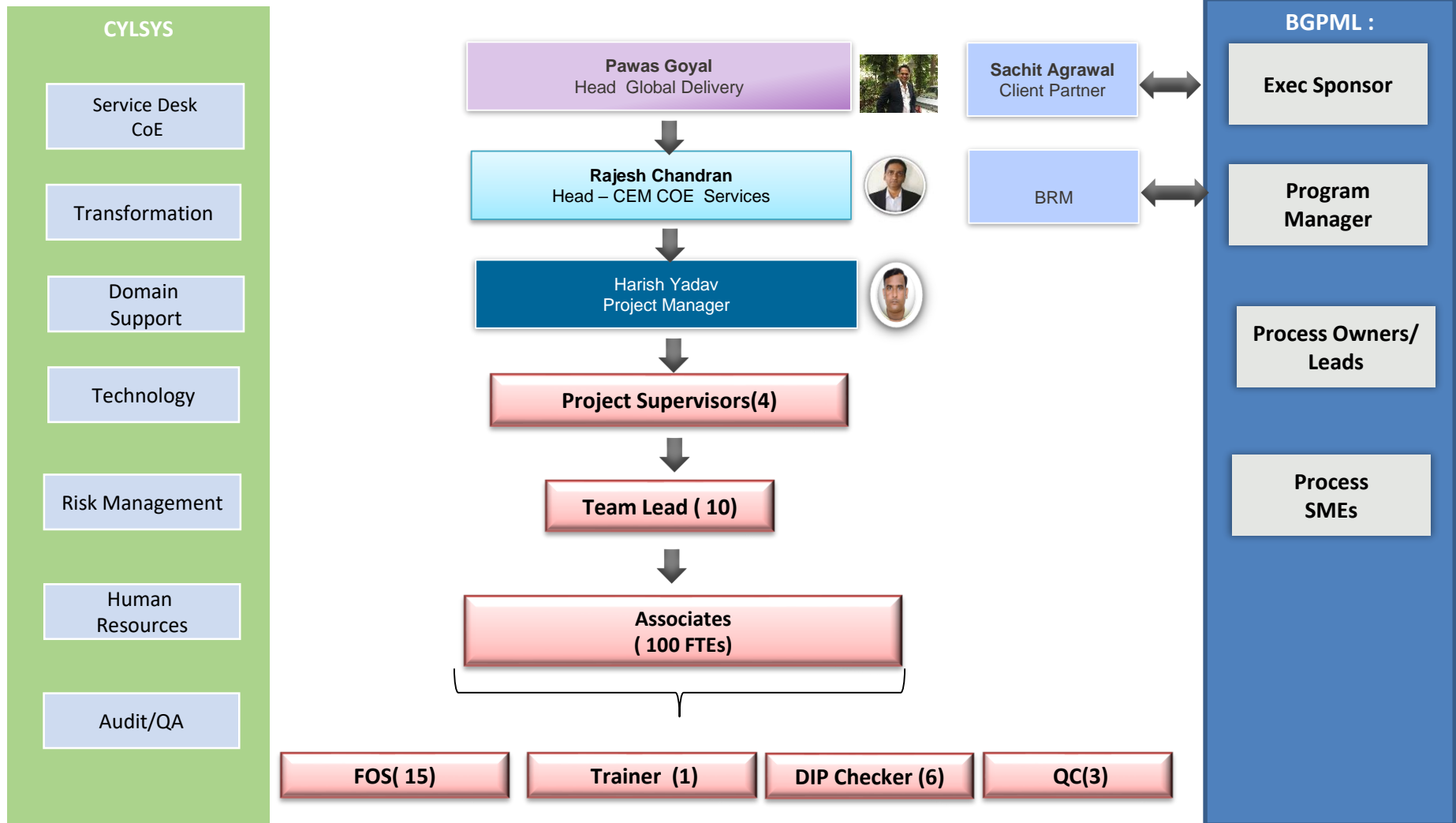
**Sitting Capacity** :50  
Agents

**Language Support:**  
Hindi/English/Marathi/Ta  
mil/Punjabi

**Current Process:**

**Voice** -MFB / Pharma  
Company (US ) / Technical  
Chat Support (UK)

# Who – Organization Structure



# Our understanding-Sample



01

## Leads funnel

- Through various sources we will collect Leads (Digital Marketing/ Buy Data / Cold Calling) and submit these leads into BGPML CRM.



02

## Lead to BGPML CRM

- All the endorsed leads for particular location come to BGPML CRM via APIs' or email in real time. Here we shall get all of the required fields viz. telephone numbers, address and pin code.



03

## Take appointment

- Once leads come in CRM, executive will make calls to the customers and fix their appointments, and would update to the Fos'



04

## Product Advisory

- FOS will also call to the customers as per scheduled time and advise them about the product and if customer is convinced then FOS will close this lead. FOS will collect below documents from customer and submit to BGPML.

- Niche form
- annexure form
- Customer KYC( address proof)
- Cheques



05

## MIS

- After following this entire process, all details will be updated in BGPML CRM at EOD.
- Details to be filled in CRM are as follows-
  - submitted
  - on ground
  - Re-process
  - NI



06

## Product USPs

- Accumulate Gold on monthly basis
- BGP can be subscribed for tenure of 11 months
- Part Payment Facility
- Easy & multiple subscription options are available for the customer through Online and Offline medium.
- The plan has no lock in period
- Door step service ( no need to visit branch)

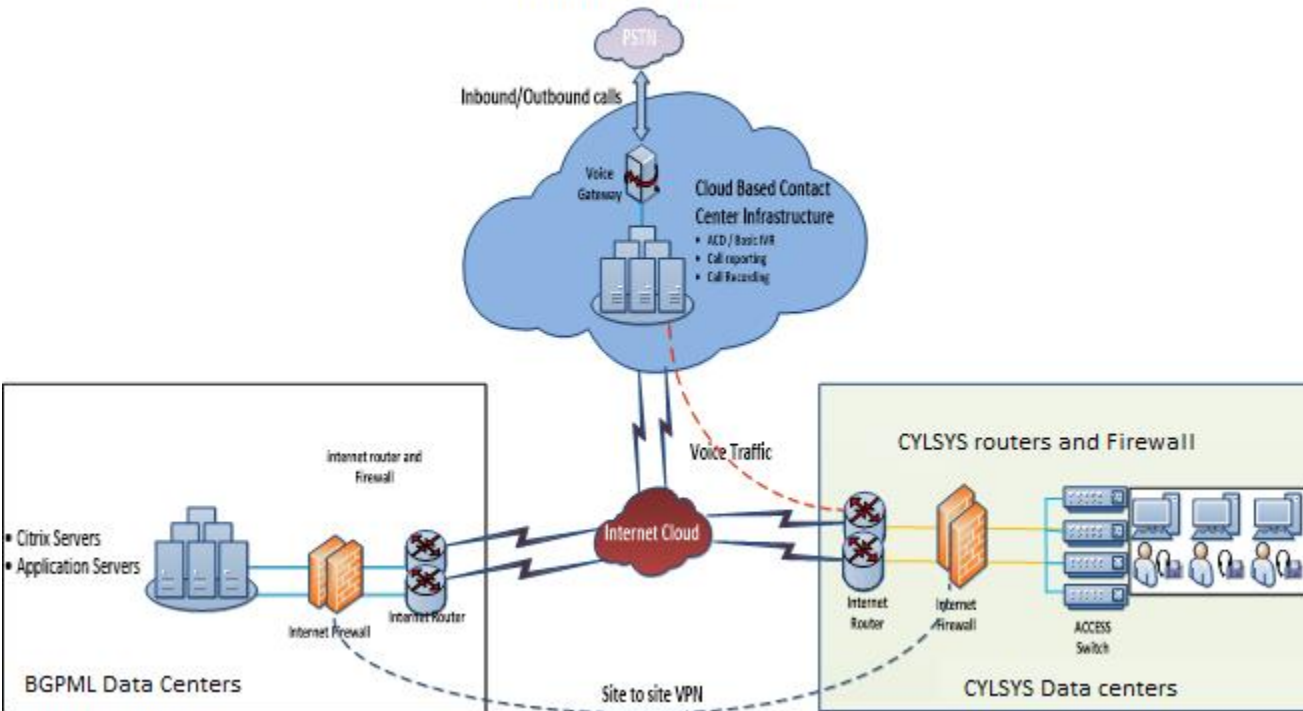


# Technology



# Technology Infrastructure Solution--Sample

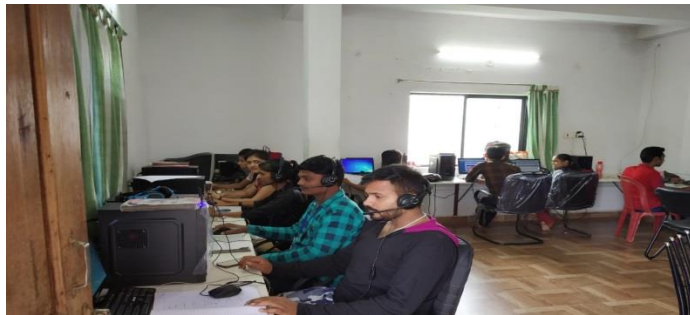
## CYLSYS Network Architecture



- Cylsys Users at Mumbai Delivery Center will connect to BGPML Data Center, INDIA via site to site VPN over shared internet.
- All applications in-scope required for data processing will be accessed through **Citrix/internet** environment, hosted and managed by BGPML at their Data Center.
- Cloud hosted contact center is proposed for in scope voice requirements (inbound, manual outbound, call reports and call recording) over shared internet.



# Gallery




# ... CONTACT US ...

## WE'RE BASED IN MUMBAI, MH

We would love to engage and understand your business need and discuss areas in which we can work together. Please feel to contact us at your convenience on the given below contact details.

CONTACT

 +919967502429

E-MAIL

 reachus@cylsys.com

VISIT US



85/86, First Floor,  
Harmony Mall, Link  
road, Goregaon(W),  
MUMBAI - 400104