



**CYBERXIFY**

# COMPANY PROFILE

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Founded in 2015, It is a 95 seated (expandable) call center based in Karachi, Pakistan, with a staff of 45 employees specialized in Sales & support activities by directly interacting with customers & Businesses using different communication mediums including main phones.



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**Success  
seems to be  
connected  
with action.**

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**Expert in Web solutions, Mobile app development, Digital  
marketing, blockchain, AI / AR & IoT**

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# Introduction

CyberXify have all-new call center technologies with inbound and outbound facilities, providing services mainly to medium and small-sized startups which gives them more cost advantages and to acquire the competitive advantage in gaining the speed and flexibility needed to compete in the global business environment, companies are obliged to reduce large capital expenditures on non-core functions and leave them to vendors. As such, the companies need not to invest capital in maintaining and upgrading their systems and infrastructure. Outsourcing functions frees the professionals to focus on more strategic and higher-value activities.

CyberXify transforms service delivery with a comprehensive set of outsourcing services that dramatically reduces costs and improves organizational capabilities. You will realize significant and sustainable performance improvement and can focus on long-term business.

# About Our Company

CyberXify offers organizations full scope and end-to-end global outsourcing to help them better equip their people to contribute to the achievement of high performance. We focus on driving business results through high-touch value added human resources and outsourcing solutions.

CyberXify demonstration is what sets us as a whole. Our values and enactments are affiliated with our possession, dedication, revolution, individual empowerment, trustworthiness, caliber, clarity and uprightness.

## Mission

- Provide high-quality and affordable IT solutions
- Create and cultivate long-term relationships with clients
- Respond immediately to the changing needs of our client
- Achieve complete customer satisfaction
- Improve our services continuously
- Maintain professional relationships with our dedicated staff by encouraging ongoing communication to achieve the highest standard of performance.

## Values

- Honesty, Integrity & Fairness in all dealings 'Be passionate & determined
- Following the Highest Standard of Professionalism
- Contributing to society and demonstrating corporate responsibility
- Relentlessly strive to get better
- Deliver 100% client satisfaction



Every person in our company is a member of the team and a team player with the expectation and need that they perform their duties to their fullest capacity and potential. Our objective is a commitment to the highest quality customer service. The client satisfaction is our main focus, reached through innovative and cost effective services. We focus on creating the economic and social values for your business on global scale by providing a trustable workplace where you can connect, collaborate and attain the success.

# What Makes Us Different?

CyberXify is an extremely innovative company that is always open to unique ideas. We are always looking at new ways to improve our operations and the process of customer services. CyberXify difference is in the details. We take the time to understand the challenges that our clients are facing and then we assist them in developing a solution program that works for their unique needs that fits in their budget.

Bizz world difference lies in our depth of knowledge. It can also be found in our exemplary customer service and follow up. It's evident in our stringent personnel selection process and how we subsequently invest heavily in to our staffs training, support, supervision and personal development.

Finally, CyberXify difference is in our attitude. In every interaction with you, our single purpose is to forge a relationship exceeding all of your expectations

## Features include:

### Multiple Campaign Support

- Support for different dialing modes
- i.e. predictive, progressive, preview and manual mode
- Single-click CSR monitoring
- CSR skills-based routing
- Call-Blending to improve agent productivity and occupancy rate
- Multiple configurable pacing rules
- Scheduled callbacks can be CSR-specific or general queue
- Area code rules
- Time zone settings
- Automated campaign start and stop times
- Open database connectivity
- Flexible import wizard for different file formats
- Customized reporting
- Real time monitoring
- Agent performance reports
- Queue performance reports
- SLA based reports
- Trunk reports
- Distribution Reports
- (Per hour, per day, per week, per month)
- Program lead penetration report
- Customized reporting on your request





**CEO OF CYBERXIFY**

# USAMA ALI

Mr. Usama Ali has taken the company to increasingly higher levels of achievement through his powerful business acumen and vision for CyberXify.

He is a leader who can bring robust ideas to market at a rapid pace and crucially, adapt quickly to change by disrupting themselves again and again.

He has been with the organization since its inception and has played a vital role in CyberXify's success. He has also played a major role in developing and training the company's management team to enable it to lead CyberXify successfully through the challenges yet to come.

His years of experience is playing a vital role in keeping this organization achieve it's goal and he is one of the most important person in CyberXify.

Mr. Usama Ali doesn't only set goals, He also creates immaculate road maps through which these goals can be achieved.

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# Services

The service applications that CyberXify addresses also includes: Inbound services, outbound services, sales & support, Business to Business sales, complaint handling ,product queries, lead generation, telemarketing, market research & database development, appointment setting & survey etc.

We provide incomparable online services to our valuable clients at very affordable rates. As we have incorporated our premium services, so we have a better chance to stand out from our competitors and have a successful online business.

## Call Center Services

CyberXify's comprehensive Call Center services help generate significant revenues for clients. Customer acquisition requires persuasive & effective techniques. We target interaction with potential customers based on detailed prospecting, profiling, & qualification routines. Our CSRs are trained to make convincing sales pitches for expanding the client's prospect base. Sales from existing customers are maximized through up-sell and cross-sell efforts.

Our proprietary Predictive Dialer technology efficiently and accurately screens out answering machines, busy signals, operator intercepts, fax lines etc. and passes through only live connects to CSRs. This allows for maximum call center efficiency and can improve overall contact rates by as much as 300% over manual dialing.

## Web Development

Our web design services match the requirements of every business, as we understand the business concepts and hence apply appropriately in the right direction.

Furthermore, our professional web design services employ creative and innovative designs which create immediate and instant demand for your website.






# App Development

We at CyberXify take proud in creating and continuously updating our developed mobile applications irrespective of their platform. Our resolute and certified team of application

Developers at the company is dedicated to use multifarious modern and leading methods when it comes down to designing, developing and evolving the mobile applications over time.

- 01 **IPhone Application**
  - 02 **Android Application**
  - 03 **Hybrid Application**
  - 04 **Native Application**
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# B2B Services

The modern B2B solutions have replaced the manual business processes and documents with automated alternatives which could be electronically shared between trading partners. It has reduced the data errors and improved the response time, ultimately increased business efficiency and profitability.

Our B2B service competently manages the complexities of your day-to-day operations and save your time and money. Moreover, it protects you're from the myriad of trading regulations and technical standards and hence make you stand out while trading with partner communities around the world.

## SEO

Our Professional SEO services not only enhance your search engine rankings but also assist you to acquire your objectives and online presence. Professional SEO services are the key to your online business success, as we provide a full range of website optimization services from keyword research to social bookmarking and directory submission

Our specialized and professional SEO services have been customized as per the client's needs, based on the characteristics of their competitors, audience and industry. With the advancement in search methodologies, very few understand the complex algorithms involved in ranking a website on search engines. Our expertise of on-page and off-page Search Engine Optimization makes sure that your website always results on top.

Web Traffic

Brand Credibility

Site Usability

Online Exposure





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**"Everybody is able  
to complicate, only  
a few can simplify"**

# Content Writing

We have experienced and professional team of writers who understand different writing styles. We provide relevant and fresh content, which will be unique and of high quality. Our content writing service includes:

- Article writing
- Academic writing
- Website content writing
- Blog writing
- EBook writing
- Press Release writing

## Lead Generation

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Our company is well-known in online marketing, as we are building lead generation programs for businesses of different types and size. Our professional lead generation services increase your sales by increasing your online presence. It will better your ranking in search engines and hence improve your website. These renowned services not only find you leads, but also assist you to follow and manage with them, and provide a way to boost your sales & revenue. Our experts will learn about your business and customize multi-channel solution accordingly,

## Channels May include:

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- Search Engine Optimization
- Email Marketing
- Paid Search Marketing
- Custom Landing Pages
- Integration into Your Systems
- Web Platform Development
- Web & Mobile Design
- Content Creation & Distribution
- Social Media Marketing





# PPC – Pay per Click

In internet marketing, pay per click is the most resourceful tool which enables the promotion of businesses in the internet world. Our PPC services give highest returns, because we are confident in handling major businesses and clearly identify the brand values in the world of online market. We use latest technologies to reach the large audience.

Our pay per click services is valued, which assist you in achieving your search engine marketing.

# Data Entry

Data entry plays an important role and has vast scope in IT sector. We help your business measure to be matched with the international standards of excellence & competency. We streamline your business through our data entry techniques, and hence help your business to move seamlessly. Our data entry services help you in saving your time and money, and provide an extended competitive edge to your website in the world of online marketing. Our data entry services are including:

Data entry based through thorough survey  
Company reports and updates  
Excel Data Entry Work Sheets

Basic Data entry  
Data processing  
Data conversion

Database entry  
Image entry  
Insurance claims

# Live Chat Support

We destine to make visitors into customer by our well-organized and proficient Live Chat Support. This is our purpose to use time effectively and ensure that we are serving our services in a satisfactory manner. Why else would you not take advantage of getting a live chat support service when you know you can get all what you learning Get answers to their questions instantly in real-time.

Communicate online by interacting with our operators for all kind of assistance. Have easy access to a live person, even after the sale has been made. Be assisted in completing sales by being guided through the process.

**Live Operators** | **Live Chat Software** | **Instant Response to Customers**

# Social Media Marketing

In the virtual world of today, it is important for you to not only manage your social media forums proactively, but also to keep track of what is being said about your brand. CyberXify offers the much needed Social Media Monitoring services that allow you to quickly and efficiently track, monitor and react to comments, questions, and complaints as they happen into over 650 million sources from Twitter, Facebook, LinkedIn, Blogs, News and more to hear what's being said about your brand!

**Consumer Insights**

**Sentiment Analysis**

**Brand Health Tracking**

**Crisis Management**





# Social Media Management

Do you wish to constantly be in touch with your audience? Smart businesses understand the power of interactive digital platforms. They create a direct line of communication between your company and consumers and give everyone with an Internet connection instant access to the latest buzz around your products or services. At CyberXify, we not only maximize your presence on social media but we also ensure that we build an award winning strategy that centers on your brand.

**Facebook, LinkedIn, Twitter, Interest, Google Plus and Instagram**

# Digitizing

People are redefining fashion at the behest of digitizing. Technology has allowed people to express flexibly in what they wear and how they want to look. CyberXify have kept up with modern trends of digitizing and we have following product

**Digitizing formats:**

**Cap Digitizing, Custom Embroidery Digitizing, Left / Right Shirt Chest Logo Digitizing, Jacket front / Back Digitizing and Raster to Vector (R2V) Digitizing**






Life at CyberXify is not all about work, yes we are highly dedicated to our work but side by side we do care about our representatives. We try to give them a carefree environment in which they feel free to work, they don't get frustrated so we have short breaks during the work in that they can relax in the cafeteria or can play pool.

## Contact Us :

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