

## Approval Note

02.11.2025

Asian AB Group

House # 01, Road # 15 (New), Dhanmondi, Dhaka, Bangladesh

Ref. MIS/1103-11-25

**Subject:** Approval for Call Center Software Solution & Hardware Procurement – *iHelpBD*

Dear Sir,

With reference to the financial proposals received from *iHelpBD* & Ster Tech dated 29th October 2025, I would like to place the following for your kind consideration and approval:

### Proposal Summary

Service Provider: *iHelpBD*, Ster Tech

Proposed Solutions:

1. Call Center Software Solution - *iHelpBD*
2. IT Hardware Supply (Server & Headset) - Ster Tech

### 1. Call Center Software Solution

#### Software Components:

- Call Center Dialer (Inbound, Outbound, IVR, Voice Logger, Call Recording, etc.)
- Call Center CRM (Lead Management, Dashboard, Reports, User Transfer)
- CSAT & Voice Message System
- Knowledge Management System
- API Integration with Client ERP
- Social Media Integration (Facebook, WhatsApp, etc.)

#### Commercials:

Description	Amount (BDT)
One-Time Charge (OTC)	2,45,000.00
VoIP GSM Gateway – TG400, Brand - Yeastar	57,000.00
Total:	3,02,000.00
Monthly Recurring Charge (MRC)	23,000.00

Premium IP Number – 02 PCS.  $5000 \times 02 = 10,000$  Tk.

Applicable VAT: 5% Call minutes charge 0.40 mentioned in Quotation as per use.

Payment Terms: 40% advance with Work Order; remaining 60% within 30 days after implementation

Total OTC = 287000 Tk

Md. Anwar Hasan Salim  
Deputy General Manager  
IT & MIS  
Asian AB Group

Please ensure VAT 5% mentioned in the Quotation.

Md. Anwar Hasan  
12/11/2025

Sun  
02.11.25

12.11.25

17.1.2025  
17.1.2025

## 2.3.1 Hardware Proposal

Item	Specification	Qty	Unit Price (RM)	Total (RM)
1. Dell PowerEdge Server	1x Dell PowerEdge R730s Server	1	1,200,000	1,200,000
2. 28GB Rack Server	28GB Rack Server	1	4,000	4,000
3. 1x 100 Headset	1x 100 Headset	1	1,500	1,500
Total (including 8.8%)				1,205,900

Payment Terms: 100% advance with Work Order

Warranty: As specified above

### Justification

- Establishes a centralized call center with integrated CRM and analytics
- Enables effective customer engagement and monitoring through CSAT and voice logging
- Enables integration with ERP system for seamless data management
- Provides social media integration for customer communication tracking
- The proposed hardware (server & headset) ensures optimal software performance and reliability
- Reduces dependency on external service agents by implementing an in-house managed solution
- Scalable and cost-effective considering system expansion and operational control

### Recommendation

Considering the necessity of an efficient and secure Call Center Solution for customer support and business communication, I recommend approval of the iHelpHD & Stereotech Call Center Software Solution and Hardware Procurement under the proposed terms.

Submitted for your kind approval

Prepared by:

*Md. Anwar Hasan Salim*  
09/11/2025  
Md. Anwar Hasan Salim  
Deputy General Manager  
IT & MIS  
Asian AB Group

Md. Anwar Hasan Salim  
Deputy General Manager  
IT & MIS  
Asian AB Group

*Md. Omar Ali*  
09/11/25  
Md. Omar Ali  
Asst. Manager  
IT & ERP  
Asian AB Group

Approved by:

*Signature*  
09/11/25  
DMD, Asian AB Group

*Signature*  
09/11/25

Date: November 09, 2025

**Asian Duplex Town Limited**

Corporate Office

Dhaka

Bangladesh

**Subject:** Financial Proposal for Call Center Solutions (revised).

**Dear Sir,**

We, iHelpBD, are very pleased to offer your esteemed organization call center solutions for your business.

iHelpBD is a company with own Call Center Software Solutions and hosting facility in Bangladesh with our level of versatile experience in rolling out successful 24x7 call centers, for reputed multinational organizations such as MetLife, FedEx, UNHCR, IRC, BAT, and many others. In domestic sector we are providing service to Rupayan Group, Ananta Group, Pran-RFL, Super Star Group, MGH Group, Labaid Group, Ibn Sina Trust, 10 Minute School, IFIC Bank, Titas Gas, and many more reputed organizations. iHelpBD has more than twelve years of experiences and has developed considerable skills in the corporate sector. We aspire to be the very best in this industry, in order to provide the highest quality of service in Call Center Solutions and Outsourcing. All our operations are guided by fundamental values of complete dedication to our clients, and an absolute commitment to upholding the greatest possible standards of service and professionalism. You can be rest assured that iHelpBD will always remain dedicated to support all your professional needs to your absolute satisfaction.

Attached herewith is iHelpBD's financial proposal for 'Call Center Solutions'. We have thoroughly considered the project requirements, and are confident in our ability to carry out this work to your complete satisfaction. iHelpBD strives not only to fulfill basic project needs, but will be proactive to ensure the project reaches the greatest possible level of success.

We at iHelpBD look forward to a long-term professional association with your esteemed organization. Thank you in advance for your kind support and cooperation.

Best regards

Ashraf Uddin

Head of Business Development

iHelpBD





## Financial Proposal for Call Center Solution

### One Time Charge (OTC) for Software Solution Readiness

Description	Quantity	Price (BDT)
<b>Call Center Software Solutions - iContact</b>		
<b>Call Center Dialer</b> (Inbound, Outbound, Campaign Management, Voice Logger, Live Dashboard, IVR, Call Pop-up, CDR, Call Recording, Call Transfer and Conferencing)	1	70,000
<b>Call Center Monitoring &amp; Analytics</b> (AHT, Call Termination, Wrap-up, Code Report, Abandoned Calls, Call Tracking, Call Reports, Agent Tracking)		
<b>Call Center CRM</b> Basic CRM for Call Center Customer Communication Record CRM Pop-up Call History SMS Option	1	
<b>Lead Management CRM</b> Manage leads Create and Assign Leads Task Management Follow up Lead Pipeline & Funnel User transfer Lead History Live Dashboard Reports	1	90,000
<b>API Integration with Client's ERP</b> Client's ERP/System integration with call center dialer and CRM via API	1	35,000
<b>CSAT and Voice Message System</b> Automated customer satisfaction survey Voice message with prerecorded message	1	25,000
<b>Knowledge Management System</b> Information Database for Call Center Users Category wise information, FAQ, file management Search Option		Complimentary
<b>User Training</b> Call center agent and supervisor training on call center software	1	Complimentary
<b>Sub total</b>	-	2,20,000
<b>VAT 5%</b>	-	11,000
<b>Total</b>	-	2,31,000

### Monthly Recurring Charges (MRC) for Solution Maintenance and Support

Item	Description	Qty.	Amount (BDT)
Call center dialer system	-Technical maintenance & support -User up to 10	1	5,000
Lead CRM	-Technical maintenance & support -User up to 20	1	7,000
CSAT system	-Technical maintenance & support	1	3,000

\*5% VAT applicable with above charges

\*Additional user charge:

\*Call center dialer system- BDT. 500 per month for each additional user after the first 10

\*Lead CRM system- BDT. 400 per month for each additional user after the first 20

### Solution Maintenance and Support under MMC Plan

Component	Description
Solution Maintenance	<p><b>Solutions</b></p> <ul style="list-style-type: none"> <li>-Support Remote 24/7 Remote/Onsite (Need remote access for Remote Support)</li> <li>-Dedicated Engineering team that provides Support Services</li> <li>-Dedicated Account Manager that provides Support Services</li> <li>-The Help desk is equipped with a Digital Ticketing System that helps us to process and track all communication to and from the users</li> <li>-Our Dedicated Engineering team visits and trouble shoot</li> <li>-Voice-log, System-Log Backup/Clean in every week</li> <li>-Time to time changes in CRM and Agent panel</li> <li>Report update as per requirement</li> <li>-Call center software core module update</li> <li>OS Hardening as per PCI DSS/IT guideline</li> <li>-IVR changing request as per call center guideline</li> <li>-Agent PC troubleshoot in case of call center solution issues</li> <li>-Real Time Monitoring</li> <li>-Web RTC</li> <li>-Bug fixes and Patch Update</li> <li>-Software solution version update</li> <li>-Server Preparation for solution implementation</li> </ul>



### Hardware (Recommended for Smooth Performance)

Item Title	Specifications	Quantity	Unit Price	Remarks
<b>Agent PC</b>	Processor: Intel / AMD Core: 4 RAM: 8 GB Storage: 250 GB SSD	-	Client will provide	-
<b>Headphone</b>	Brand: Plantronics / Jabra / Livey Type: Call Center Grade Port: USB Noise Cancellation: Yes	-	Client will provide	-
<b>Internet</b>	-Dedicated internet connectivity -LAN connection -Minimum 2 Mbps per user	-	Client will provide	-

### Social Media Solution – Monthly Basis User wise Charge

Item	Description	Qty.	Unit Price (BDT)	Amount (BDT)
Social Media Platform	-Facebook page inbox message -Facebook page comment reply -WhatsApp message reply -Automatic message distribution -Queue management -Platform identification -Message disposition -Report and Dashboard for monitoring	10	700	7,000

\*5% VAT applicable with above charges



## Number & Call Tariff

SL	Region	Type	Description	Price/Min (BDT)	Pulse
1	Random Number	Free	096XX-XYZYXZ	-	-
2	Premium Number	Paid	096XX-ZZYYXX (pair number)	5,000	-
3	Local & NWD	Outgoing	IP Telephony to Cell Phone	0.40	15Sec
			IP Telephony to BTCL Land Phone	0.40	15Sec
			IP Telephony to IP Telephony	Free	N/A
		Incoming	Cell Phone to IP Telephony	Free	N/A
			BTCL Land Phone to IP Telephony	Free	N/A
			IP Telephony to IP Telephony	Free	N/A
4	ISD	Outgoing	IP Telephony to Cell Phone	BTCL Charge	15Sec
			IP Telephony to Land Phone	BTCL Charge	15Sec
		Incoming	Cell Phone to IP Telephony	Free	N/A
			Land Phone to IP Telephony	Free	N/A

\*15% VAT applicable with above call charges

## Number Charge

Item	Description	Qty.	Unit Price (BDT)	Amount (BDT)
IP Number	-IP Number -Premium Category -Pair Number	2	5,000	10,000

## Call Minute Charge

Item	Description	Qty.	Unit Price (BDT)	Amount (BDT) (including tariff)
Call Minute	-Call minute charge per minute	1	0.40	0.46