

## INFOLINE SCALING GREATER HEIGHTS

Infoline LLC, an ISO 9001: 2008 certified organization was incorporated in 2003 as one of the leading Business Process Outsourcing (BPO) service providers in Oman. A joint service delivery vision of Ingenuity Technologies, Oman Telecommunication Company and Public Establishment for Industrial Estate (PEIE), Infoline is a unique Public Private Partnership (PPP) entity. Infoline leverages its expertise gained over a decade of service to meet requirements of the emerging outsourcing and information technology market and provide end-to-end solutions to clients.

The company has evolved as one of the foremost IT enabled services (ITES) providers with specialisation in outsourcing & IT solutions and services. Infoline delivers services through multimedia enabled (Unified Customer service channels) platform combining industry knowledge, operational excellence & partnership approach. Its multi-tenant contact centre platform processes more than six million customer transactions per annum for multiple and varied processes.

### SERVICE PORTFOLIO

Infoline began its journey in the outsourcing spectrum with the building of the technological base for a hosted multimedia contact centre with multi tenancy facility at Knowledge Oasis Muscat (KOM), Sultanate of Oman. Subsequently, it moved up the value chain by diversifying into Information Technology (IT) and into diverse BPO space. Infoline has extended its services to more than 50 clients in various segments and has grown to strength of 600+ employees.



S Durgaprasad, Managing Director,  
Infoline.

Infoline's service portfolio includes contact centre management, transaction processing, finance & accounting services, process consulting and IT services. The company offers end-to-end outsourcing and IT solutions & services for Government authorities, ministries, Banking, Financial Services & Insurance (BFSI), Telecom, Travel, and Automobile industries.

Infoline is also the right partner to meet staffing needs of organizations. They deliver talents across the spectrum of IT / ITES/NON IT skills.

Their recruiting methodology and proprietary system enables them to match knowledge of the industry, client's business objectives, precise skills and experience, while ensuring a right fit. They deliver a single resource or an entire team based on the client requirement. Infoline also caters to the onsite, offsite or offshore project outsourcing needs of the clients along with vendor management solutions.

## INFOLINE OFFERINGS

### TELECOM

- Directory Services (> 40,000 customer transactions processed per month – Essential services) being provided for a telecom giant.
- Bill Analyser has been implemented which has empowered the enterprise customers to take centralized control of their mobile expenditure across various locations. After the implementation the entire telecom invoice management process was streamlined by reducing dependency on back-office executives to analyse bill information.
- More than 70+ retail outlets and 3 contact centre locations spread across Sultanate of Oman are being managed by Infoline. More than 400 employees trained in customer service & handling skills have been outsourced for this project. The complete employee life cycle starting from identifying the resource to handling their payrolls and other HR related matters is being managed by Infoline.

With a strong focus on innovation, customer engagement and satisfaction, partnership, networking and closely watching unfilled niches in the market, Infoline has managed to develop a market for all its product offerings.

### BFSI

- Core banking solution, Enterprise Resource planning (ERP), Document Management System (DMS), Risk Management Solution and support have been implemented for one of the leading housing banks.
- End to end outsourcing of personal, auto and home finance document verification and data entry activities have been provided for the first Islamic bank in Oman.

- Development, support and testing services for different software applications.

### GOVERNMENT & PUBLIC AUTHORITIES

- A national customer service channel to receive queries, complaints and suggestion related to the services for IT regulatory authority has been set up. The contact center has been integrated with CRM.
- A contact center to handle customer service related to water and electricity has been set up for another government authority.

- Providing helpdesk services with resources and technologies

### UTILITIES

- System Centre helping the customer in automation, integration, monitoring & centralising the IT infrastructure has been implemented for a joint stock company

wholly owned by the government represented by the Electricity Holding Company (EHC) & Ministry of Finance. It is the first time System centre service manager has been implemented with bilingual interface which helps them to track their IT incidents and services. IT asset management with service manager has been implemented and integrated.



- Custom solutions to IT admin's console to bring self-service portal with the system centre products and add-ons has also been provided.
- Providing ERP financial services to Electricity and Water Companies.

## TRAVEL AND TOURISM

- Multimedia enabled customer service platform has been implemented for the national carrier of Oman along with Workforce management (WFM) tool. This tool creates optimized employee schedules which helps improve service levels and reduces centre costs thereby improving customer satisfaction. Infoline provides complete IT infrastructure for their Call Centre, Holidays and Network & Planning departments
- Enterprise Resource planning (ERP) solution has been implemented and support is being provided to another esteemed tourism client.

## HEALTHCARE

- Unified contact centre with an integrated business process and technology through bilingual Customer Relation Management (CRM) has been provided to the health ministry. This CRM has an extension on smart mobile device like android and iOS.
- All the health institutions in Oman have been connected through this unified contact



Manoj Mahanta, Senior Vice President, Infoline.

centre management solution which offers the health helpline for the people of Sultanate of Oman.

## SME SUPPORT

- Infoline has set up dedicated SME contact center (help line) to provide information to potential callers with answers on government supported finance programs and services for the leading government agency responsible for the SME growth in Oman.
- This partnership has made Infoline the first and only outsourced service provider, independently managing the initiatives made to promote entrepreneurship culture and facilitate interaction between the government and entrepreneurs.



### Infoline Team

- CRM has been integrated with the contact centre which helps to improve their service level.

existing clients (on an average 5 years +) is a testimony of Infoline's delivery commitment as value added service provider.

### OIL & GAS

- ERP solution has been implemented and support is being provided for leading Oil and Gas Companies.
- This ERP solution has been integrated with bank for E-payment and automatic bank reconciliation.

Senior Vice President, Manoj Mahanta says, "With a strong focus on connected innovation, customer engagement, end user satisfaction, outsourcing partnership and with focus on niche opportunities in the market, Infoline is well positioned to provide value added support to companies. Infoline assists organisations to OUTPERFORM by transforming their business processes by leveraging domain expertise, partnership approach and lowering overall total cost of ownership (TCO)."

### KEY SUCCESS FACTORS

What's the key to success? "Establishing Infoline as a premier organisation in Oman and as a leader of outsourced ITES & BPO solutions in the Middle East, is the shared cohesive vision of the management as well as of Infoline employees", says S. Durgaprasad, Managing Director of Infoline.

Infoline works closely with its clients to deliver Connected Innovation which is measurable transformational outcomes, using innovative technology solutions. Repeat engagements with

### IN COUNTRY VALUE

Since its inception, Infoline has been committed to promoting the Sultanate as an ideal outsourcing destination for various processes and ITES. Keeping aligned in vision of His Majesty the Sultan, Infoline has provided productive avenue to Omani youths to fulfil their work aspirations.

Infoline is keenly supporting and working for the realization of an Omani Society, capable of achieving a sustainable socioeconomic





## ISO Certification

development. Infoline has been recognised by the Ministry of Manpower for its contributions towards Omanisation (Infoline is 90% Omanised) and in providing gainful employment and development of manpower in Oman.

Infoline introduced the concept of third party outsourcing in Oman, thereby generating considerable employment opportunities for Omani nationals. Through extensive training and mentoring on various skills related to IT and ITES segment, Infoline is creating a pool of talented and skilled resources that are later absorbed by the company itself or by other government and private organizations.

More than 2000 Omani resources trained by Infoline over the years have been successfully employed across public and private sector enterprises in Oman. As a pioneer in the Sultanate's ITES sector, Infoline LLC continually seeks to reinforce its existing workforce, as a key component in its long-term corporate objectives, by recruiting additional nationals and becoming the preferred employer of choice.

## BRAND VALUES

Since inception, Infoline brand resonated

with Quality of Service (QoS) due to its unique service offerings (BPO and Contact Centre) when outsourcing industry was in a nascent stage in Oman. Infoline brand is well accepted and recognised in the Middle East region and is known for its commitment in delivering value added services with implementation of dedicated IT platforms, ISO 9001: 2008 certified process delivery and infrastructure.

Infoline's brand identity is synonymous with service deliverable expectation of their clients i.e. error free service, end user satisfaction, first call resolution etc.

Significantly, Infoline makes it a point to ensure that its brand integrity and values are reflected in every customer interaction, every project/process supported from its delivery site, its work environment, and its basic corporate culture and ethics. This makes Infoline's brand stand apart from its competitors.

The company's brand strength is reflected on its well-entrenched clientele base, including some of the industry giants belonging to varied sectors as its longstanding clients, benefiting from the advantages of latest IT and outsourcing solutions.



Omanisation Award

## AWARDS FOR INFOLINE

1. Honoured by Ministry of Manpower for employing the nationals in the year 2014
2. Awarded ISO 9001:2008 which signifies compliance with the international standards of Quality Management System (QMS) in 2013.
3. Honoured by Ministry of Manpower for contributing to the employment of the national labour in the year 2012

## BROAD TRENDS

Mass uptake of social media: Due to the global shift towards social media engagement, a number of companies have started incorporating social media into their customer communication strategies. The future of customer service will be integration, with voice, email, instant messaging and social media platforms such as Twitter, Facebook and Google, all working together to serve as a holistic communication channel.

Changing economic scenario (due to

fluctuation in crude oil prices) will increase outsourcing demand: Businesses look at innovative ways to cut costs without sacrificing on the quality. With outsourcing, now seen as a tried and tested model, companies in times of economic woe will look to BPO as a way to reduce operational costs. With increasing pressure on the senior management to improve productivity whilst still cutting costs, BPO enables organizations to focus on improving core competencies, while secondary functions such as customer service is outsourced.

Growth of the CLOUD (Service): Cloud services for the contact center will continue to grow as organizations embrace the benefits and cost flexibility that comes with the technology. Cloud based solutions will also serve to level the technological playing fields, as smaller operators will be able to access the latest technologies without the burden of high start-up costs.

## FUTURE PLANS

As the regional markets strive to develop knowledge-based economies, the demand for



Long Service Award

IT and IT enabled services (ITES) is increasing. With rapid changes in the economic scenario in the Gulf countries, it has been observed that organizations are increasingly resorting to outsourcing of their business processes and technology requirements. Infoline is well prepared to respond to latest market demand by introducing new service offerings in the BPO space and in the technology space.

Outsourcing will be driven by factors that drive globalisation — corporations' needs to turn competitive, achieve economies of scale, cut costs and even eliminate costs. Keeping in line with this Infoline's focus in next five years will be to enhance capabilities in various Business process outsourcing activities in segments like government, utilities, BFSI etc. Aggregation of various government services enabled by technology based multitenant and multichannel contact centres, extend cloud services to the clients and enhance system integration capabilities.

Business Intelligence practice covering decision support systems, query and reporting, online analytical processing, statistical analysis,

forecasting, and data mining – solutions will also be one of the focus areas for Infoline.

## COMPANY FACTS

### INFOLINE LLC

<b>Founded in:</b>	2003
<b>Total employees:</b>	Around 600
<b>Chairperson:</b>	Ms. Hind S Bahwan
<b>Managing Director:</b>	S. Durgaprasad
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## Ten Years of Engaging Customers with Trust Delivering Service with Excellence



### Business Process Outsourcing

- Contact Centre Services
- Talking Yellow Pages (Daleel 1010)
- Loan Management
- Helpdesk
- CSAT

### IT Services & Enterprise Solutions

- System Integration
- ERP Solution
- Billing Solution
- Bill Analyzer
- Business Analytics
- Microsoft Services

### Professional Services

- Process Outsourcing
- Staff Augmentation
- Recruitment Process outsourcing

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