

### Marketing Approval Note

**Approval Note for Hiring Telecaller Agents**

To call on a database of 30,000 to attract footfalls and few of the Channel Partners have requested us to call on their database. Our in-house call center is currently handling existing data.  
**Note:** Approval for this service was previously granted with a different agency (attached). However, since the agency backed out at the last moment, we are now proposing a new agency for the same service.

04/12/24

HO/MKT/FY24-25/116

S.No.	Description of item	Vendor	Cost	Taxes	Total
1	5 Telecaller Executives for 3 Months ₹35,000/Executive/Month	Enser Communications Ltd.	₹5,25,000	₹94,500	₹6,19,500
					<b>₹6,19,500</b>

**Remarks:**

- Monthly payments will be made in advance at the start of every month.
- Prior notice of 2 months required to terminate the service.

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
₹51,42,16,438.00	₹25,70,24,772.00	₹6,19,500.00	₹25,76,44,272.00	₹25,65,72,166.00

 <b>Kunal Yadav</b> Prepared By	 <b>Shalini Jha</b> Verified By	 <b>Vineet Nanda</b> Approved By	 <b>Manu Gupta</b> Verified By
 <b>Akash Khurana</b> Approved By	 <b>Yuka Nagao</b> Verified By	 <b>Yuji Kato</b> Approved By	



# ENSER COMMUNICATIONS

BUSINESS PROCESS MANAGEMENT SERVICES



Confidential - Enser Communications Limited

[www.enser.co.in](http://www.enser.co.in)



Mumbai Gurugram Bangalore

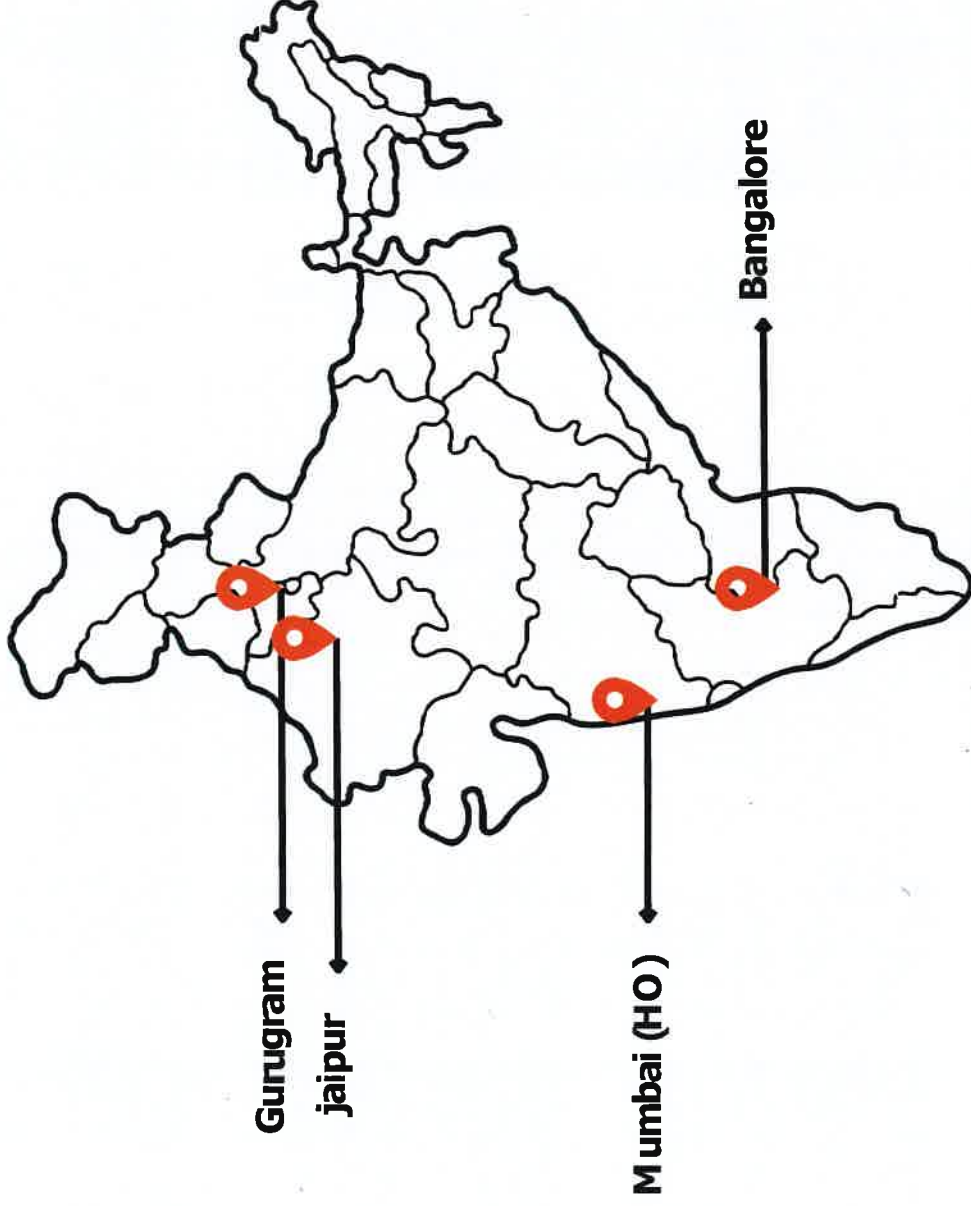


Enser helps its clients manage their **Customer Life cycle using its BUSINESS PROCESS MANAGEMENT PLATFORM**



ENSER is a listed Company on the  
National Stock Exchange of India as on March 2024

# Enser Presence



- Bangalore
- Gurugram
- Mumbai HO
- Jaipur

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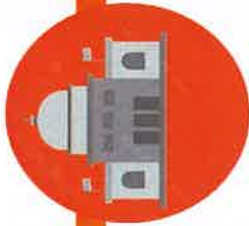
**enser** Industries We Service



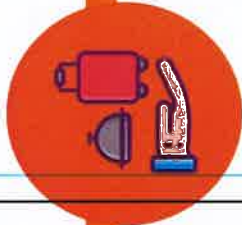
**BFSI**



**EDTECH**



**GOVERNMENT**



**Hospitality  
& Others**

# Areas of focus



## **BPM Services**

With Contact Center solutions the agents can place outgoing calls, handle incoming calls, track key call center metrics, perform workforce management, and upload automated scripts.



## **API Automation**

As most of the companies are using RESTful microservices / APIs at business layer, API testing has become a critical component of the test plan for any release.



## **IT Infrastructure**

IT infrastructure management deals with the oversight of key IT infrastructure elements that are required to deliver business services



## **Data management**

Data storage, operations and security practices of a Database Administrator, throughout the life cycle of the data. It maps multiple autonomous databases into one large object.

# LIST OF ACTIVITIES FOR EXISTING CUSTOMERS

## Customer Acquisition and Customer Service

### Development & Integration with

#### CRM Systems:

Enser Integrates BPM platform with Customer Relationship Management (CRM) tools to streamline customer information and interactions for our customers especially in Insurance and Edtech.

### Data Analytics and Customer Profiling:

We Leverage data analytics to analyze customer behaviour and preferences, allowing for more personalized interactions. Like customers that came to our platform and did not purchase any product, we are able to analyse this data set for our customers.

### Lead Generation / Customer Acquisition :

Develop targeted lead generation strategies to identify individuals or businesses who may be interested in for example insurance products or edtech products or other such depending on customer types. Utilize marketing data, online campaigns, and to generate leads.

### Outbound Calling Campaigns:

Conduct outbound calling campaigns to reach potential customers. Train Advisors to effectively communicate the benefits of product/services coverage and address customer queries.

### Scripting and Training:

Develop effective scripts that highlight key features and benefits of insurance products. Provide comprehensive training to Advisors to ensure they are well-informed and capable of handling customer inquiries on web or chat

### Multi-Channel Engagement:

Integrate Contact centre efforts with other communication channels such as IVRS, WhatsApp Business, Email, SMS, and online chat to provide a seamless customer experience.

# LIST OF ACTIVITIES FOR EXISTING CUSTOMERS

## Customer Acquisition and Customer Service

### Tech Based Solutions

Tech based solutions for premium/collections/renewals and other reminders, for sharing quotations with minimal human intervention to help reduce cost for our customers- Explained in a workflow diagram below:

### Machine Learning Tools:

We use Machine Learning tools to enhance and Audit 100% of client interactions .This is to achieve 0% error in any way of client interaction.

### Customer Education:

Educate customers about the importance of product or services of our customers. Ensure that all regulatory requirements and ethical standards are followed in cases where applicable. Communicate transparently about terms, conditions, and pricing

### Complaint Redressal and

#### Improvement :

Collect feedback from customers to identify areas for improvement in the customer acquisition process. Continuously refine scripts, training programs, and strategies based on customer feedback

### Cross-Selling and Up-Selling:

Identify opportunities to cross-sell or up-sell additional iclients products based on the customer's profile and needs.

### Customer Support:

Offer extended hours for customer support to cater to individuals who may prefer contacting outside regular business hours.

# LIST OF ACTIVITIES FOR EXISTING CUSTOMERS

## Customer Acquisition and Customer Service

### Quality Assurance

Implement quality assurance measures to monitor and evaluate the performance of agents, ensuring a high level of service, Example: we do this for one of our customer in hospitality industry.

### Customer Segmentation

Segment potential customers based on demographics, location, and other relevant criteria to tailor the insurance offerings to their specific needs, we generally work around this with clients in Life, Health and Motor insurance verticals.

### Real Time Data Integration

- Managing Real Time Data flow integration with Clients websites and their technology platforms. We generally work around this for almost all segments of customers where requested for.

### MIS

Real Time Monitoring Tools Customised Management Dashboards. This is usually for almost 90% of our customer base offerings.

### Business Continuity

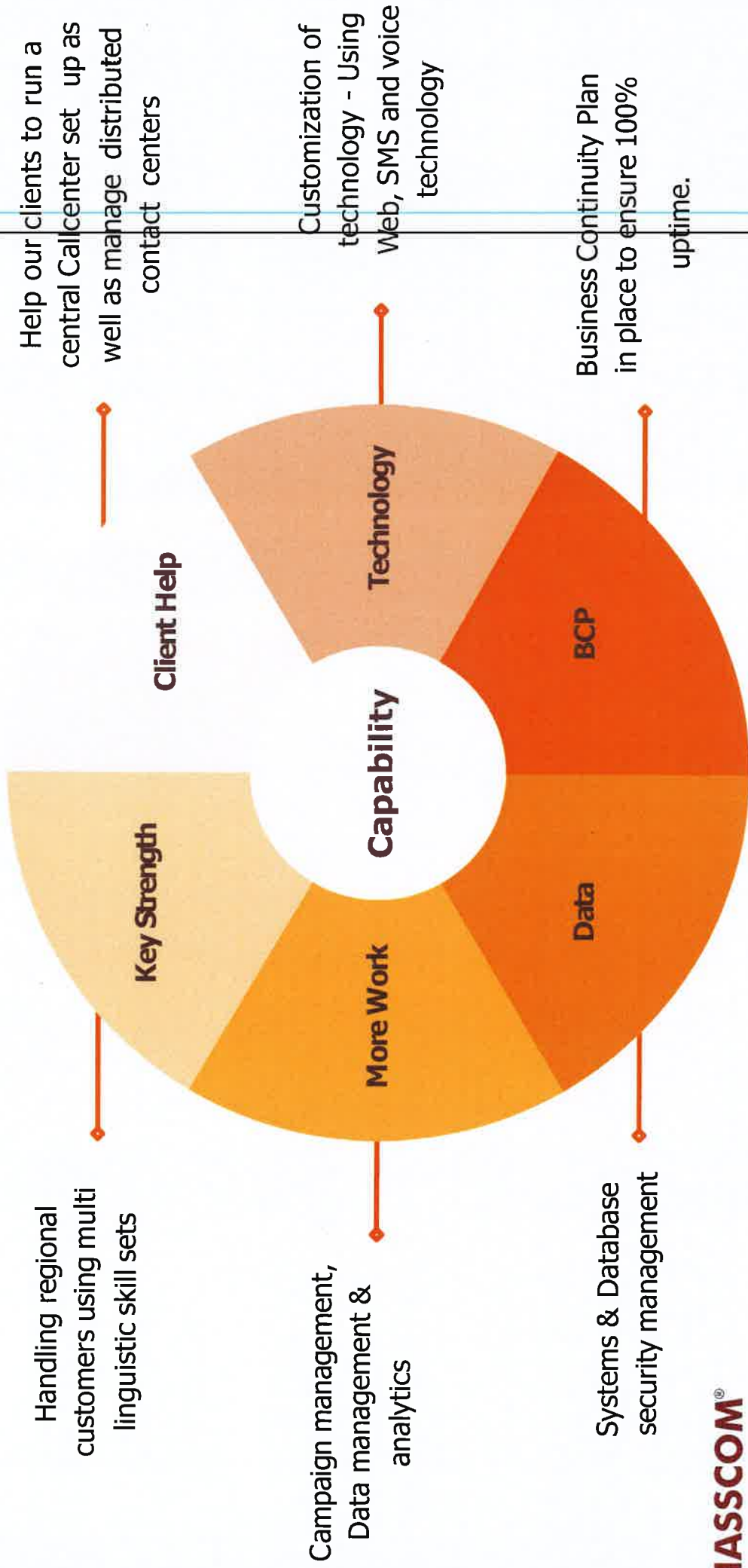
System in place to ensure 98.99% uptime. This provides for 100% backup for power, IT and other IT services. Additional site is created for this.

### Promotion

Short Term Promotions and Contest through Advertising Agencies. Through these agencies we have done contest on some TV channels in the past.



# Our Capabilities



# Our Expertise

In-depth experience of the business for **more than 15 years** helps us get a 360° perspective to client requirements.

## LMS(Lead Management System)

Evolved Telecalling setup

Aggressive customer acquisition

Reminder calling contact point for customers

Loyalty program & cross selling

Inbound Setup



Our

# Approach

Customer Lifecycle Phase

Customer Touch Points

Media Used



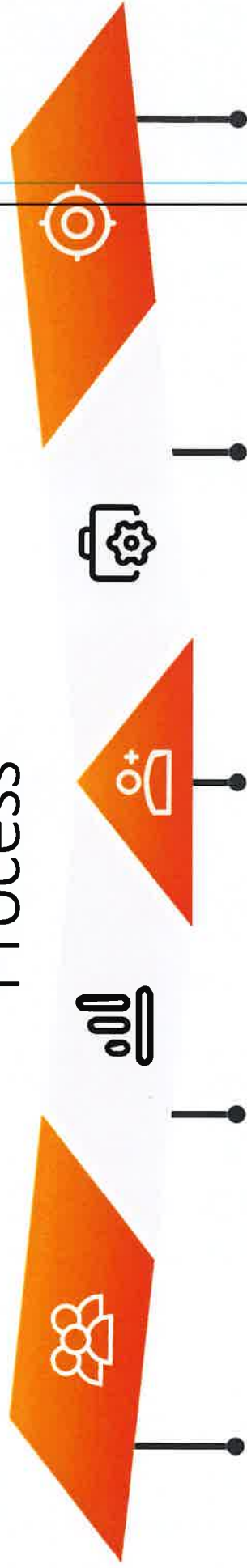
Online, Tele-marketing, contact center, mobile technology, self-serve, E-commerce platforms

**Integrating all customer contact opportunities for measurable returns and a consistent brand experience**



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# Hiring Process



**REFERRALS**

**CONSULTANT**

**SOCIAL MEDIA**

**JOB PORTALS**


**INSTITUTES**

- MPR (Manpower requirement) - Business wise MPR is identified by looking at Business Volume
- Profiling - Candidates' profile/background is screened basis their experience, qualification, stability, confidence, Knowledge & Professional Skills
- Sourcing - Candidates are sourced through various Portals and from our hiring Partners – Walk in, Placement/Employee referral/ Internship programs /Seminar's etc.


## Interview Panel

- 2 levels of screening are conducted – before Client round if mandatory
- **HR & Training Team** get involved in selecting the right fit for the business
- Agents are screened on the basis of Previous Process Experience, Stability, Location and General Attitude
- The Ops team -either TL or AM level- screening is done before Hiring.
- Right blend of Talent & Experience is hired depending on business requirements.
- Psychometric Test also gets conducted, if needed for Senior Designation or SMEs

# Training Program




**INDUCTION**  
4 hours of induction



**SOFT SKILLS  
TRAINING**



**PRODUCT TRAINING**  
1 week of product training



**ON JOB TRAINING**  
3 days of CJT

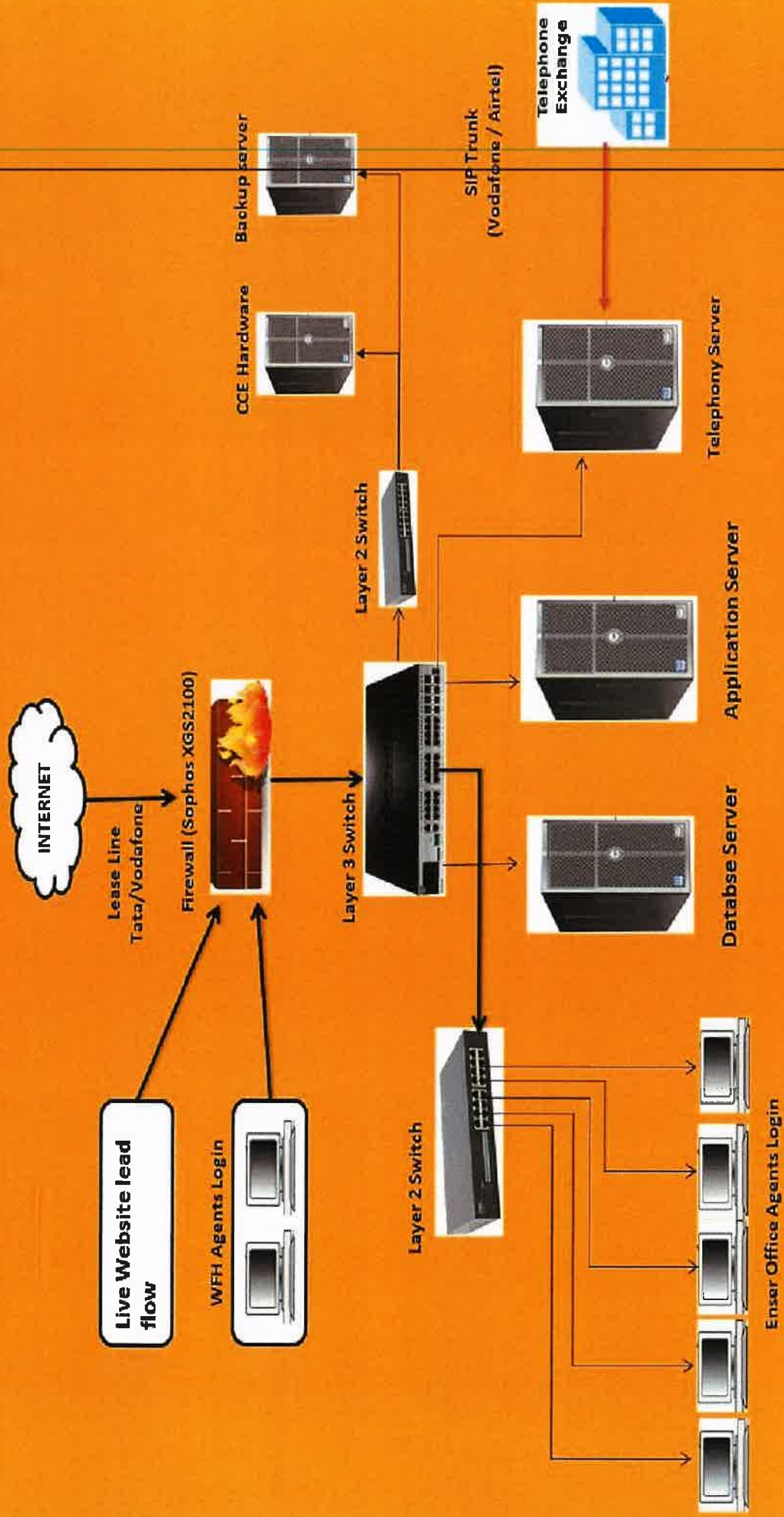
# Gurgaon Office



# Mumbai Office

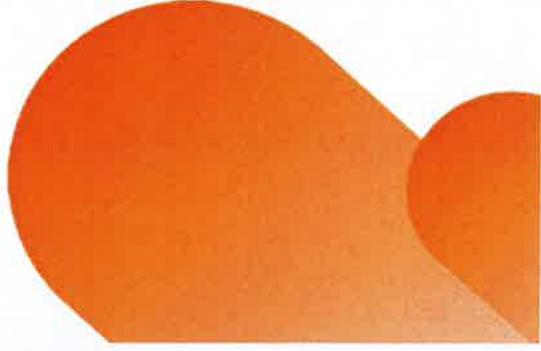
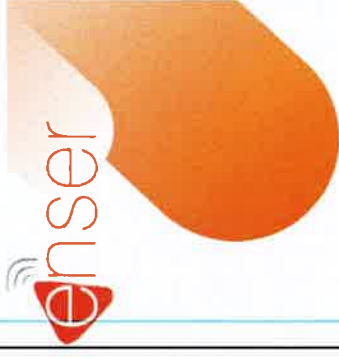


# Data Center Setup



# Process Details

- Type of Activity : Customer Acquisition Services
- Operational Location : Gurgaon
- Shift Duration : 9 Hours Shift , 7 days a week (10.00 am – 7.00Pm). Rostered Week off
- Excluding public holidays and national holidays as mandated by statutory rules
- Good English and Hindi Communication Agents
- Database : Client to provide the same
- Training Days : Billable
- MIS Format to be designed as per clients requirement
- MSA Time Frame : To be signed before 7 days of GOLIVE Date
- Any Integration with Client Platform if any to be charged on actuals



# Commercials





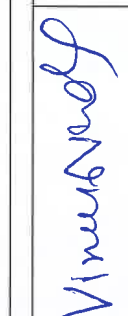


Content	Details
Approved FTE	3
Per FTE Cost	35000 INR
Cost Includes	Hiring and payroll management
Taxes	18% GST will be over & above 35K
Notice period	2 Months

# Contact Us

•  **Regd Office** - 5<sup>th</sup> Floor, 501- 506, Arihant  
Aura, Turbhe, Navi Mumbai 400703.

•  **Gurugram Office** - 217,Phase 1, Sector  
20, Udyog Vihar, Gurugram, Haryana - 122008

•  **Mail -**  
[Sandeep.kumar@enser.co.in](mailto:Sandeep.kumar@enser.co.in)

Marketing Approval Note			
<b>Subject</b>	Approval Note for Hiring Telecaller Agents To Call on a database of 30,000 to attract footfalls and few of the Channel Partners have requested us to call on their database. Our in-house call center is currently handling existing data.		
<b>Date</b>	15-11-2024		
<b>Document Ref No.</b>	HO/MKT/FY24-25/104		
<b>S.No.</b>	<b>Description of Item</b>	<b>Vendor</b>	<b>Cost</b>
1	Hiring Telecaller Agents 3 Telecaller Agents @ 47000/candidate/month	A Team	423000
			<b>Total</b> ₹4,23,000
<b>Payment Terms:</b>	<ul style="list-style-type: none"> <li>• Invoice will be raised on monthly basis.</li> <li>• Taxes as applicable</li> </ul>		
	<b>Total Marketing Budget</b>	<b>This Approval Note</b>	<b>Total Till Now</b>
	₹51,42,16,438	₹4,23,000	₹19,99,28,786
	<b>Abhishek Singh</b> Prepared By 	<b>Shalini Jha</b> Verified By 	<b>Vineet Nanda</b> Approved By 
	<b>Akash Khurana</b> Approved By 	<b>Yuika Nagao</b> Verified By 	<b>Manu Gupta</b> Verified By 
			<b>Balance</b> ₹31,48,87,652

Kunal Yadav

Saturday, November 16, 2024 at 12:04:44 India Standard Time

**Subject:** External Mail: Proposal for Tele-calling

**Date:** Saturday, 16 November 2024 at 11:57:04 AM India Standard Time

**From:** the A Team <theateamquery@gmail.com>

**To:** Kunal Yadav <kunalyadav@krisumli.com>

Hello sir,

As per our telephonic conversation, The Charges for Female Tele-callers per Month would be 47000.

After the selection process takes place, we'll be required to have a PO of 4,23,000 ( 3 candidates for 3 months) and 20% advance for the same.

The salary of candidates needs to be credited on the 5th of every month.

Best Regards



Aakash Yadav

+91 9820182954

Akshay Sharma

+91 9953142061

theateamquery@gmail.com

theateamvents

Kunal Yadav

Thursday, December 5, 2024 at 10:46:12 India Standard Time

**Subject:** RE: Approval Solicited | Tele-calling Executives

Wednesday, 4 December 2024 at 9:45:01 PM India Standard Time

**From:** Vineet Nanda <nanda@krisumi.com>

Kunal Yadav <kunal.yadav@krisumi.com>

**CC:** Krisumi Marketing <marketing@krisumi.com>, Shalini Jha <shalini.jha@krisumi.com>

**Attachments:** image008.png, image009.png, image010.png, image011.png, image012.png, image013.png, image014.png, image015.png, image016.png, image017.png, image018.png, image019.png, image020.png

Ok Jee

Warm Regards,



**KRISUMI**  
CORPORATION

**Vineet Nanda**

Director Sales and Marketing

Email: [nanda@krisumi.com](mailto:nanda@krisumi.com)

Sector 36A, Gurugram



Website: [www.krisumi.com](http://www.krisumi.com) | Take a walkthrough from home: [www.krisumitxperience.com](http://www.krisumitxperience.com)



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**From:** Kunal Yadav <kunal.yadav@krisumi.com>

**Sent:** Wednesday, December 4, 2024 9:41 PM

**To:** Vineet Nanda <nanda@krisumi.com>

**Cc:** Krisumi Marketing <marketing@krisumi.com>; Shalini Jha <shalini.jha@krisumi.com>

**Subject:** Approval Solicited | Tele-calling Executives

Dear Sir,

Appended is the Approval Note for Hiring Tele-caller Agents. Kindly accord your approval.