



# Prism bpo

*We Make a Difference*

Bridging Languages from Customer Care to  
Consulting – Prism BPO & Lancesoft India  
Delivering End-to-End Solutions

**Prism BPO Private Limited**

A subsidiary of Prism Solutions

[www.prismbpo.in](http://www.prismbpo.in)

# ABOUT US

## Welcome to **Prism BPO**

Established in 2009 in the dynamic city of Hyderabad, Prism BPO quickly rose to prominence as a leader in outsourcing excellence. Serving a wide range of industries—including Banks, NBFCs, ISPs, Healthcare, Real Estate, and E-commerce—it has built a strong reputation for delivering exceptional services. Supported by seasoned investors from various sectors, Prism BPO is well-positioned for scalable growth and sustained success.

### OUR JOURNEY

Our journey began with a simple yet powerful vision: to redefine outsourcing standards by seamlessly integrating cutting-edge technology, industry expertise, and unparalleled customer service. Over the years, we have meticulously honed our craft, earning a reputation as a trusted partner for businesses seeking transformative solutions.

### WHY PRISM BPO?

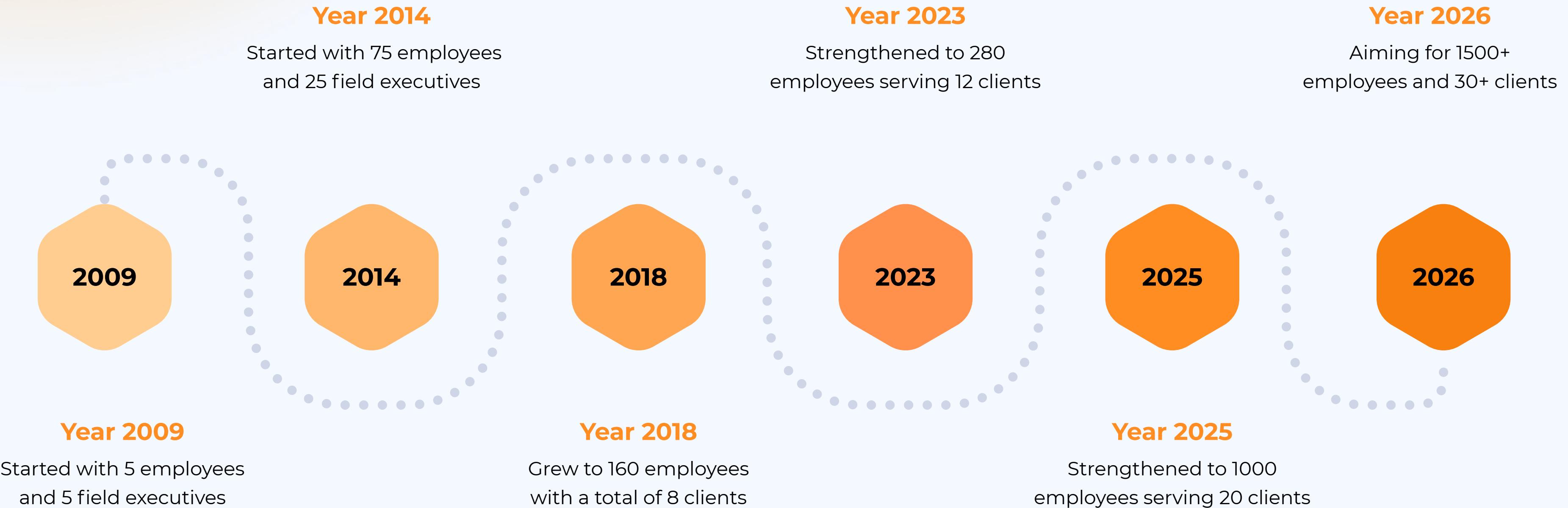
What sets **Prism BPO** apart is our relentless pursuit of excellence in every aspect of our operations. From meticulous process optimisation to fostering a culture of innovation and continuous improvement, we are dedicated to exceeding our clients' expectations and driving tangible results.

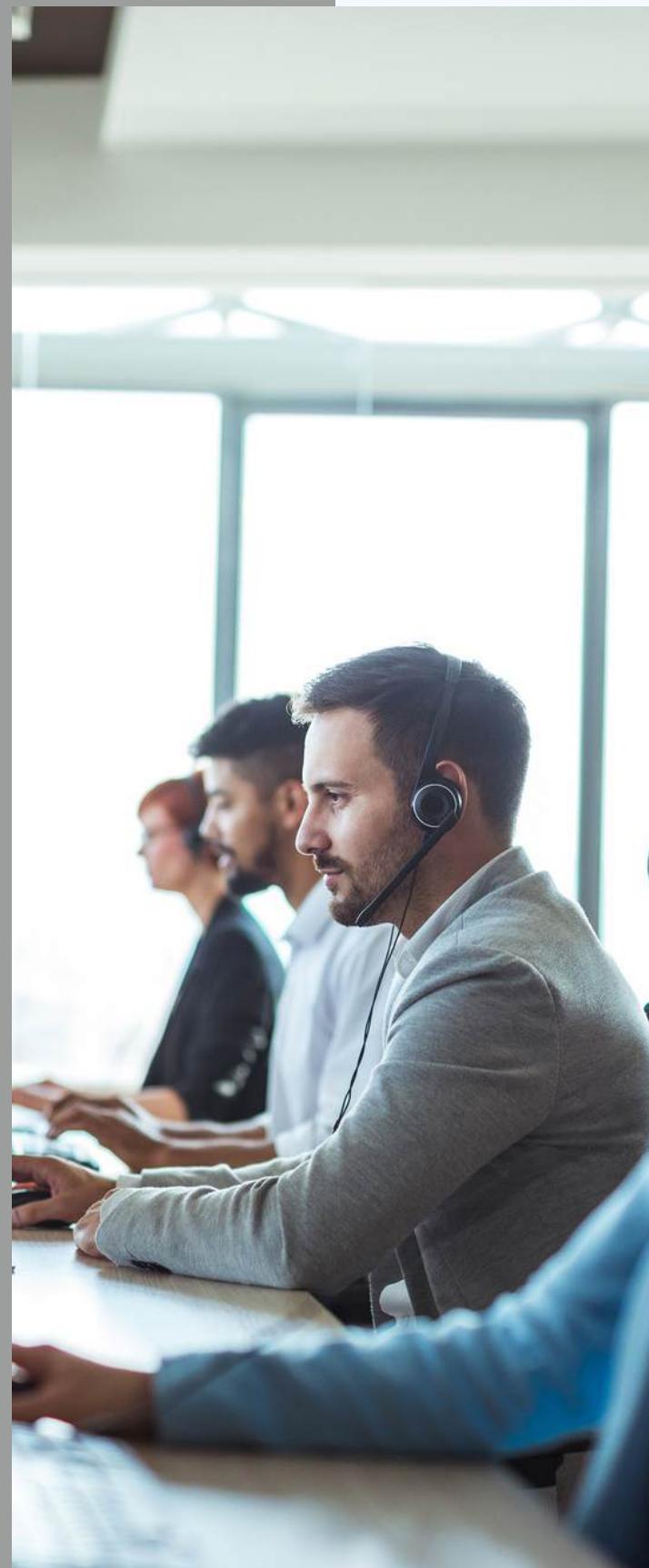
### Lancesoft India

**Lancesoft India** a 24-year-old global IT leader headquartered in the United States, offers cutting-edge expertise in cybersecurity, cloud, digital transformation, and enterprise technology. With a global footprint across 58 cities, Lancesoft ensures reliable and scalable technology support. Prism and Lancesoft operate with a combined seating capacity of over 2,800 seats across key cities in India, including: **Hyderabad, Telangana, Andhra Pradesh, Indore, Vadodara, Bengaluru, Bhubaneswar, Dehradun, Noida, Aligarh, Mohali, Pune, Goa, Madurai, Coimbatore, Mysore.**

# Growth & Aspirations

## - Our Journey -





# THE PRISM OF EXCELLENCE

## Vision & Mission

### MISSION

Our mission is to seamlessly integrate innovative technologies, expert talent, and personalized service to optimize operations, drive growth, and exceed client expectations. With a commitment to collaboration, and continuous improvement

### VISION

To be the foremost catalyst in transforming global businesses by delivering agile, scalable, and value driven BPO solutions, driving sustainable growth and prosperity for our partners and communities alike



**Empowering Businesses**



**Multilingual Excellence**



**Seamless Support**



**Unmatched Customer Experiences**

# Our Expertise

## IT & ITES

Specialized hiring for tech-driven roles in software development, support and operations



## Banking & Financial Services

Skilled candidates for operational and customer-facing roles.



## BPO & Call Centers

Recruitment for customer support, sales, and back-office roles.



## E-Com & Ed-Tech

Specializing in EdTech and E-commerce solutions, enhancing sales and support.



## Manufacturing & Retail

Workforce solutions for production, quality, and sales departments.



## Healthcare & Pharmaceuticals

Talent acquisition for technical and administrative positions.



# Multilingual Expertise

**Hyderabad offers access to a highly diverse, multilingual workforce enabling seamless customer support across India.**

- ✓ Strong talent pool across South Indian languages
- ✓ Proven proficiency in Hindi & Marathi
- ✓ Dedicated teams for Oriya, Bengali & Malayalam
- ✓ Ideal city for multilingual contact center operations



Hindi

Tamil

Kannada

Marathi

Oriya

Telugu

Gujrati

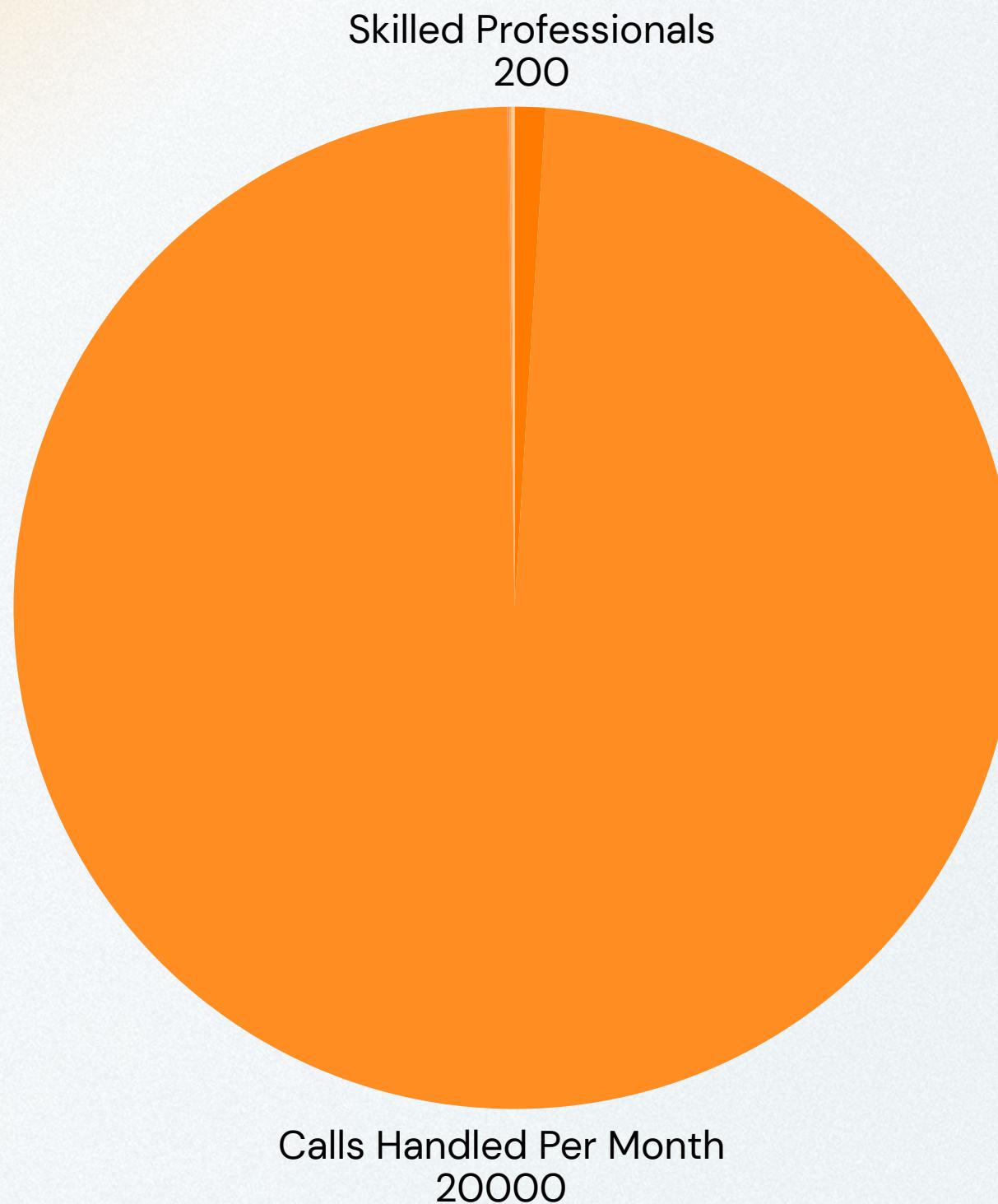
Arabic

Bengali

Punjabi

Malayalam

# OUR DELIVERABLES



**15+**

Years of  
experience

**8+**

Multilingual  
Support

**10+**

Industries  
Served

**15+**

Happy  
Clients

**20K+**

Calls Handled  
Per Month

**200+**

Skilled  
Professionals

# OUR CLIENTS

At Prism BPO, we take pride in partnering with diverse clients across industries, delivering tailored solutions that drive efficiency and business growth.

Our commitment to excellence, innovation, and customer-centric service has helped us build strong, long-term relationships with leading organizations. With every collaboration, we strive to exceed expectations by ensuring seamless operations and measurable success.

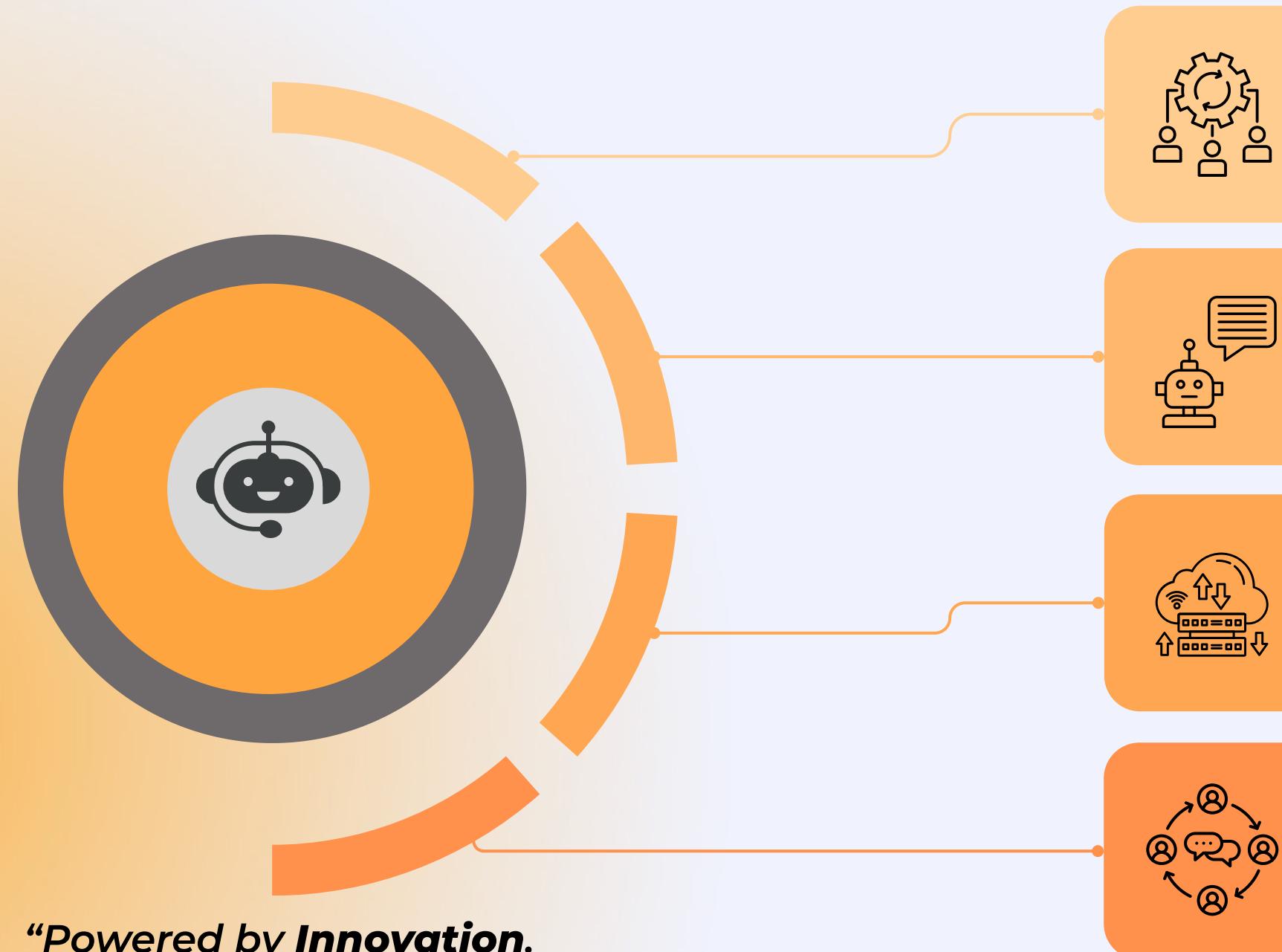


## Transitions & Operations Handled in the Past



# OUR TECHNOLOGY PARTNERS

We collaborate with leading technology providers to deliver



# Our Case Studies

# CASE STUDY 1

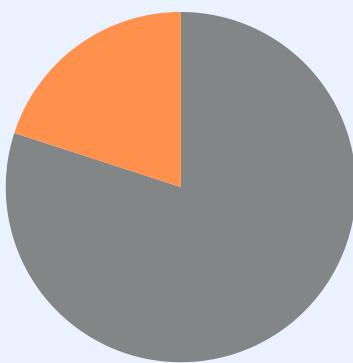
## LENDING NBFC

### CLIENT OBJECTIVE

**To set up a 100-seater multilingual contact center for South India handling:**

- Welcome Calls, Bill Reminders, Due Date Calls
- Collections (X, Pre-X, Bucket 1-3) with field support

Reduce Staff 20%



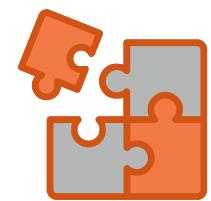
Remaining Staff  
80%

**Goal: Reduce 1,800+ field staff by 20% while improving efficiency.**



### CHALLENGES

- 45-day aggressive setup timeline
- Hiring & training multilingual agents
- Technology + Dialer + CRM setup
- Infrastructure, BCP & Ops readiness



### OUR SOLUTION

- 4-track transition: Ops, TA, L&D, IT
- 400+ walk-ins → 140 hired → 80% pass rate
- 10-day training + certification
- Fully redundant infrastructure with BCP



### OUTCOME

- 110 agents onboarded
- Payments doubled within 90 days
- Zero escalations in first 3 months
- Client scaled from 100 → 300 seats (6m) → 500 seats (12m)
- Field staff reduced from 1,800 to <300

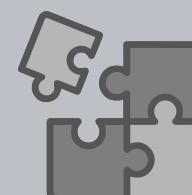
## CLIENT OBJECTIVE

Manage Investor Support, Compliance, Onboarding, and Back-Office operations while solving manpower, compliance, and service quality issues.



## CHALLENGES

- High attrition & lack of quality manpower
- KPI failures & SEBI compliance issues
- Rising costs & poor service quality
- Inefficient leadership with high shrinkage



## OUR SOLUTION

- Comprehensive process assessment & team evaluation
- Training & skill-building for underperformers
- KPI-driven operations with discipline & accountability
- Employee engagement, retention & career growth plans



## OUTCOME

- Improved FCR & faster query resolution
- Secure, compliant communication processes
- Stable operations with low attrition
- Eliminated SEBI penalty risks & improved service quality

# CASE STUDY 3

## GLOBAL PHARMA COMPANY

### CLIENT OBJECTIVE

Provide diabetes patient counselling, support Januvia/Janumet therapy, and build a doctor-led lifestyle support center.



### CHALLENGES

- Need B. Pharma-qualified counsellors
- Field support for medicine delivery
- Field support for reports collection
- Doctor-led lifestyle support center setup



### OUR SOLUTION

- Deployed 20 Counsellors, 20 Field Executives & 5 Doctors
- Built training & quality framework for empathy-driven interaction
- Scaled operations as patient engagement grew
- Established strong patient-support workflows



### OUTCOME

- Team scaled to 120+ Counsellors & 75+ Field Executives
- Patient base grew from 10,000 → 85,000+
- 5 years of continuous successful operations
- Set new benchmarks in chronic care engagement

Team scaled to 120+ Counsellors & 75+ Field Executives

Patient base grew from 10,000 → 85,000+

# RETAIL MEDICAL KYC (SOFTWARE COMPANY)

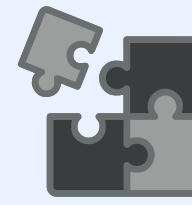
## CLIENT OBJECTIVE

Verify retailer identity & manage inventory across Hyderabad & Telangana with real-time geo-tagging.



## CHALLENGES

- High complexity across PIN codes
- Real-time retailer identity verification
- Real-time inventory validation requirements
- Need for accurate geo-tagging



## OUR SOLUTION

- 50+ Field Executives & 10 Helpline Agents deployed
- Field app-based process with backend integration
- Scaled team to 100+ field executives
- Strengthened helpline operations with 25 agents



Productivity: 4–5 →  
10+ visits/day



130+ calls per agent  
per day



## OUTCOME

- Productivity: 4–5 → 10+ visits/day
- 130+ calls per agent per day
- Seamless inventory visibility within 90 days
- Strong retailer engagement & faster validations

## CLIENT OBJECTIVE

Centralize patient appointments, enquiries, and clinical services across India.



## CHALLENGES

- Fragmented operations across hospitals
- Inconsistent patient support
- Multi-channel handling required (calls/chat/email)
- Strict SLAs for healthcare processes



## OUR SOLUTION

- 25-member centralized contact center
- Supported by 3 on-call doctors
- Specialized healthcare-trained agents hired
- Centralized technology & performance monitoring



Transition completed  
in 60 days



Revenue: ₹45 lakhs  
→ ₹2.5 crores/month



## OUTCOME

- Transition completed in 60 days
- Revenue: ₹45 lakhs → ₹2.5 crores/month
- Enhanced and consistent patient experience
- Unified PAN India clinical support

## CLIENT OBJECTIVE

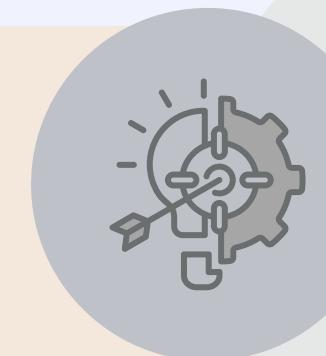
Improve patient support quality and revenue by replacing an underperforming in-house center.



Quality improved to 90%



Attrition dropped to <5%



## CHALLENGES

- Attrition at 22%
- Quality only 55%
- High abandon calls
- Revenue limited to ₹80 lakhs/month



## OUR SOLUTION

- Skill-based rostering & split shifts
- Healthcare-experienced staff hiring
- Dialer & CRM fixes
- Rewards & recognition to control attrition



## OUTCOME

- Quality improved to 90%
- Attrition dropped to <5%
- Revenue grew to ₹3.2 crores in 4 months
- Recognized as Preferred Contact Center Partner

# DIAGNOSTIC CHAIN (PAN INDIA)

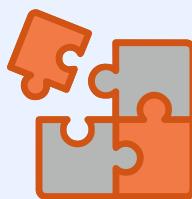
## CLIENT OBJECTIVE

Turnaround weak contact center operations and stop revenue leakage.



## CHALLENGES

- Attrition >20%
- Untrained agents
- High AHT & abandon rates
- Revenue stuck at ₹22 lakhs/month



## OUR SOLUTION

- Skill & process gap analysis
- Deployment of experienced manpower
- Real-Time Quality Monitoring (RTQM)
- Continuous training & retention initiatives



Attrition reduced to  
<8%



Revenue: ₹22 lakhs  
→ ₹60 lakhs in 90  
days



## OUTCOME

- Attrition reduced to <8%
- Revenue: ₹22 lakhs → ₹60 lakhs in 90 days
- Team scaled 22 → 50 FTEs
- Managed 5,000+ daily calls efficiently

# STRATEGIC ADVISORS

150 YEARS OF EXPERTISE



**Durga Prasad Madasu**

Founder & CEO  
DP Stratedge Consulting



**Uma Aysola**  
CXO, Director Access Health,  
former CEO of Elbit  
Diagnostics



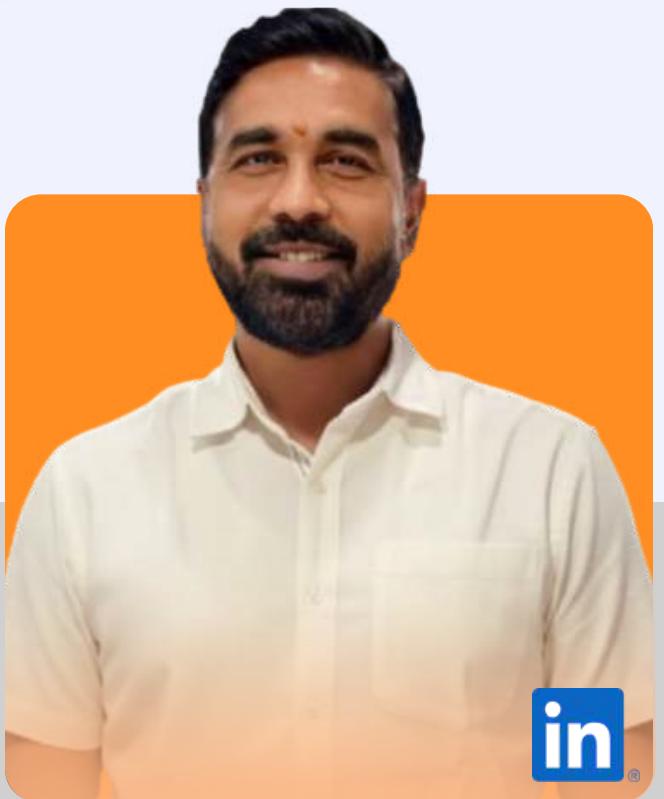
**Vasudevan G**  
Advisor on Board  
National Head - Equitas Bank



**S Murali**

CXO, Ex Business Head  
Vodafone South

# OUR LEADERSHIP TEAM



**Ganga Prasad Panthula**  
Director – Operations



**Laxmi Balachandra**  
Head L & D



**Mayank Mathur**  
General Manager – BDM



**Dr Divya Akula**  
MD General Medicine



## Our Contact

If you need our service or product, please contact the number listed below

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