



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

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?

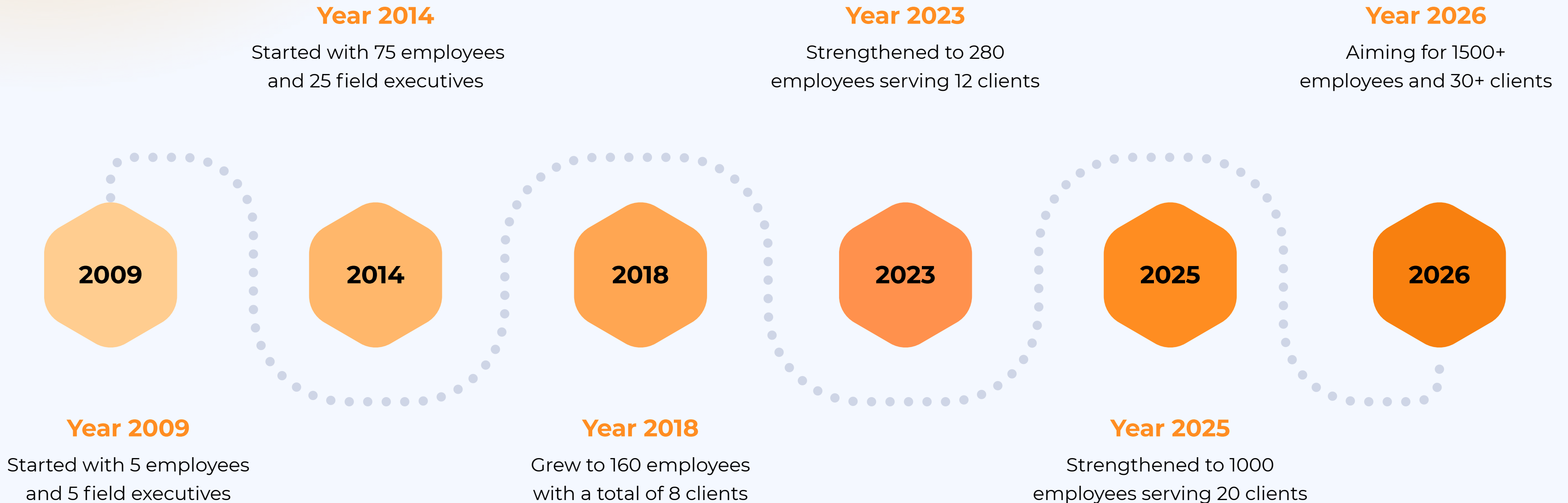
What sets **Prism BPO** apart is our relentless pursuit of excellence in every aspect of our operations. From meticulous process optimisation to fostering a culture of innovation and continuous improvement, we are dedicated to exceeding our clients' expectations and driving tangible results.

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**



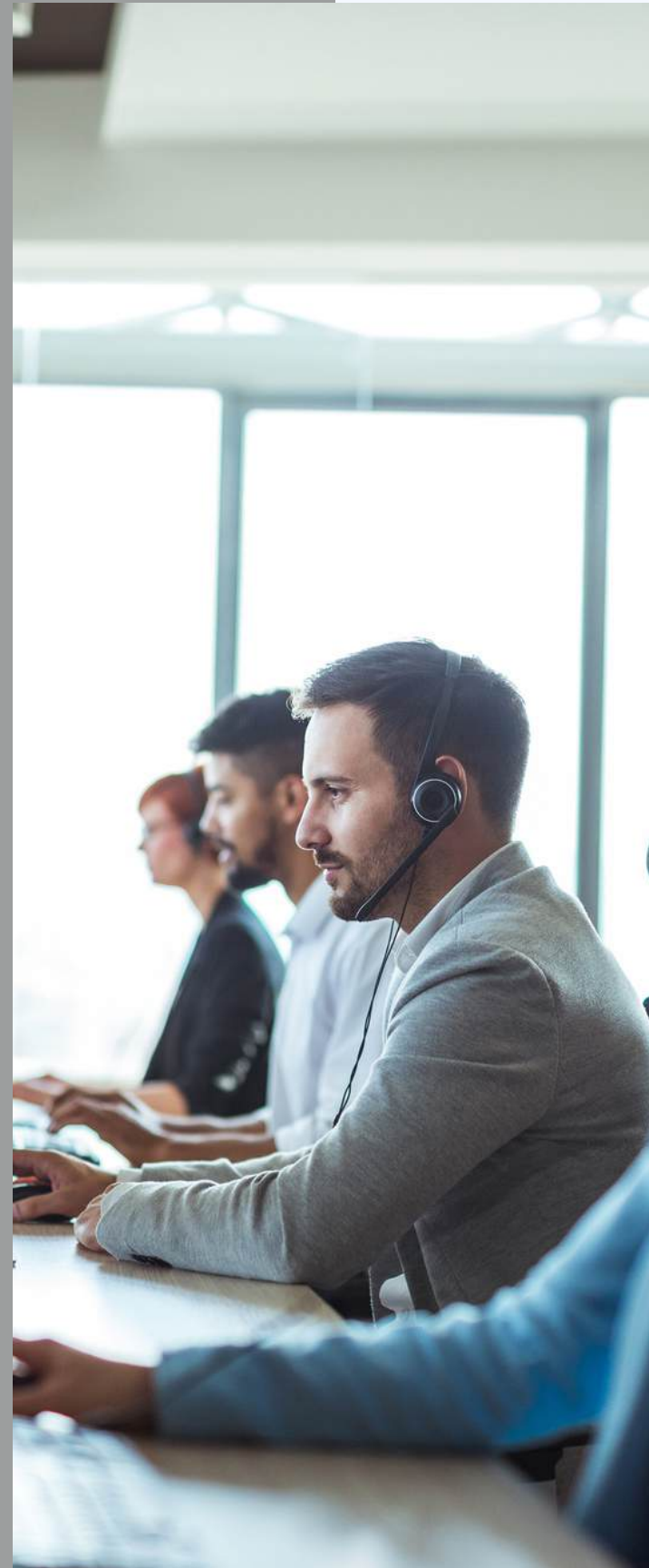
**Multilingual
Excellence**



**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

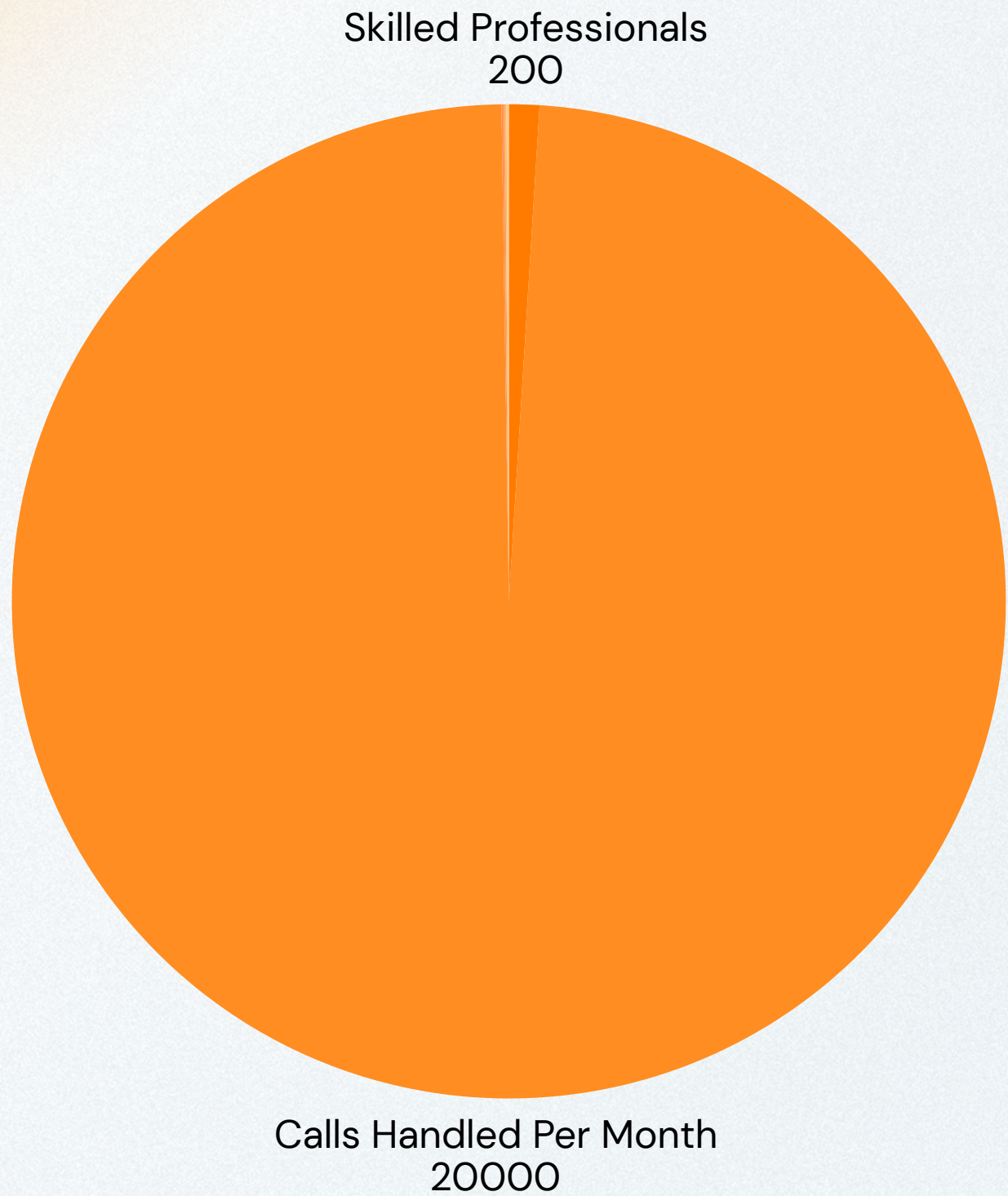
Bengali

Punjabi

Malayalam

Hyderabad – India's strongest multilingual workforce hub

OUR DELIVERABLES



15+
Years of
experience

15+
Happy
Clients

8+
Multilingual
Support

20K+
Calls Handled
Per Month

10+
Industries
Served

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.

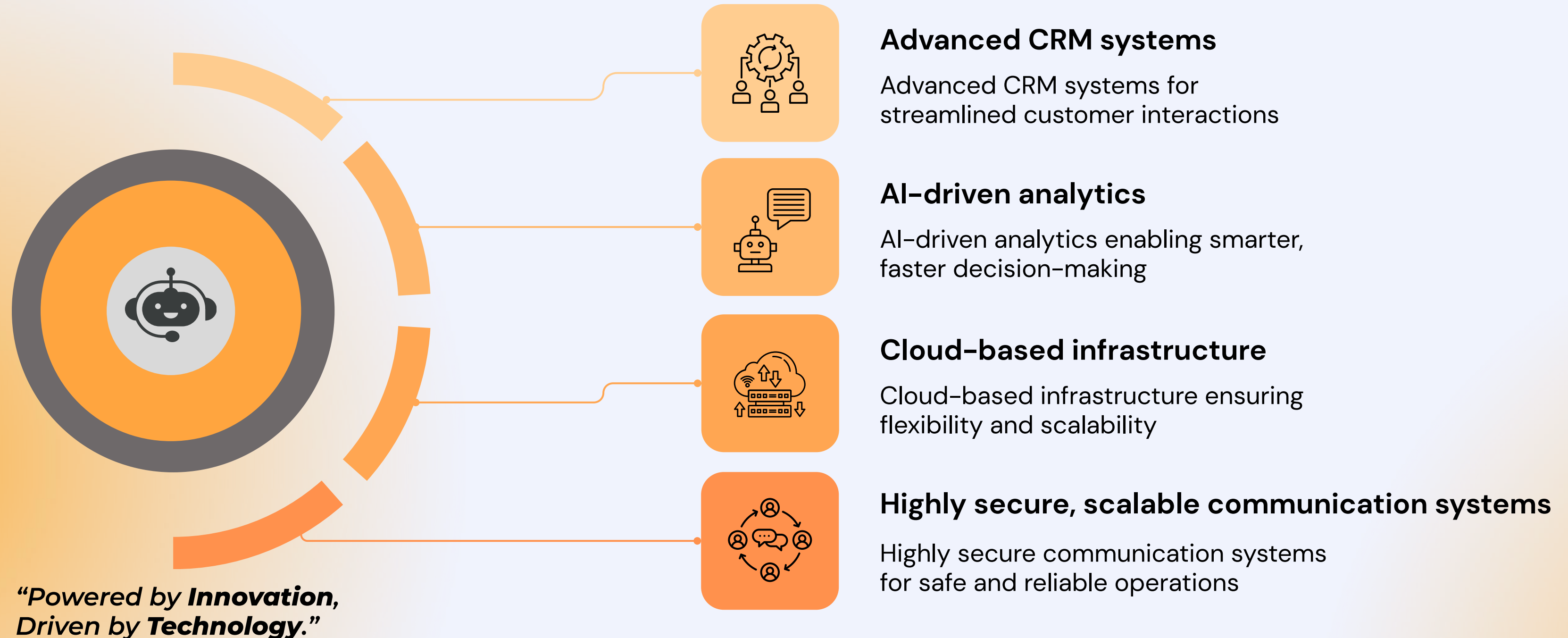


Transitions & Operations Handled in the Past



OUR TECHNOLOGY PARTNERS

We collaborate with leading technology providers to deliver



Our Case Studies

CASE STUDY 1

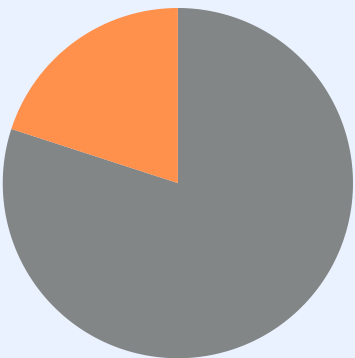
LENDING NBFC

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%



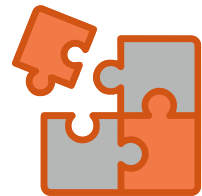
Goal: Reduce 1,800+ field staff by 20% while improving efficiency.

Remaining Staff
80%



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

LEADING FINANCIAL SERVICES PLATFORM

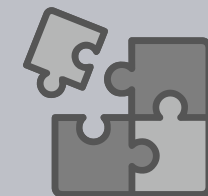
CLIENT OBJECTIVE

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

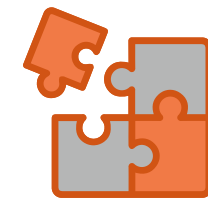
CLIENT OBJECTIVE

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



Team scaled to 120+ Counsellors & 75+ Field Executives



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



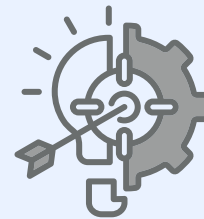
OUTCOME

- 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

RETAIL MEDICAL KYC (SOFTWARE COMPANY)

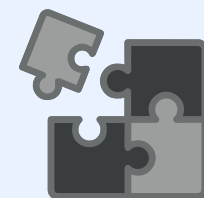
CLIENT OBJECTIVE

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.



Transition completed
in 60 days

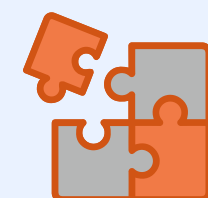


Revenue: ₹45 lakhs
→ ₹2.5 crores/month



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



OUTCOME

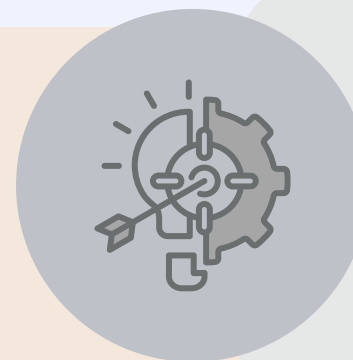
- Transition completed in 60 days
- Revenue: ₹45 lakhs → ₹2.5 crores/month
- Enhanced and consistent patient experience
- Unified PAN India clinical support

CASE STUDY 6

LARGE HOSPITAL CHAIN

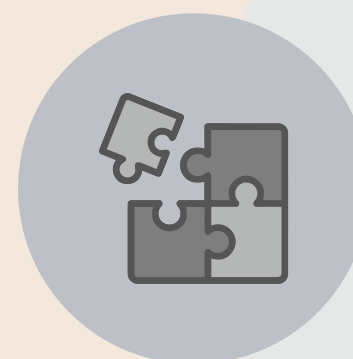
CLIENT OBJECTIVE

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



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

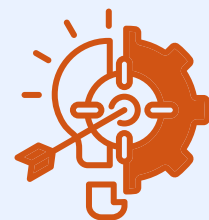
Turnaround weak contact center operations and stop revenue leakage.



Attrition reduced to
<8%

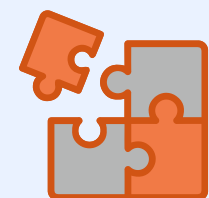


Revenue: ₹22 lakhs
→ ₹60 lakhs in 90
days



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



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

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