



MICHBIZ
SERVICES

— Passion to Excel —

Providing the impetus for
your journey to the top



A group of young professionals led by a team of passionate Technocrats dedicated to be partners towards achieving excellence. Driven by passion we believe that our success lies in Authoring Success Stories of our Clients.

Founded in 2020 in India, Trans4mation is amongst the fastest growing entities within the industry. Trans4mation has ensured that a comprehensive portfolio of service offerings have been created to add value to an extensive client base and rising startups

RECRUITMENTS



PAYROLL



BUSINESS PROCESS OUTSOURCING



MICHBIZ was started in 2021, to cater to Service Delivery requirements offering Business Consulting and Business Process Services and while Trans4mation-AI will continue to be a Core IT & Product Development entity.

MICHBIZ intends to become the sought-after value-add partner in the **Business Process Outsourcing** sector by exceeding benchmark expectations with passion driven efforts and cost effective yet quality driven solutions.

Our passion to be the core partner for the leading Startups in India and across the globe motivated us to build our unique business products to resolve challenges in the Industries with **Recruitments, Payroll Management** with innovative ideology focusing on the key business problems which makes us stand out vis-a-vis the competitors and add value to our partners in automation solutions and improving cost efficiencies.



MICHBIZ Jobs

MICHBIZ Jobs is a premium Job Recruitment and Manpower Sourcing platform exclusively for IT Services, Business Consulting and Management Industries. MICHBIZ aspires to become a prime jobs partner across the globe making talent pool acquisition and recruitment solutions easier and effective than never before.

MICHBIZ Jobs brings a robust AI based automation solution to eradicate the industry challenges in managing talent acquisition and interview process automation which is the 1st of its kind in the job sourcing history so far.

MICHBIZ Payrollz

An integrated all-in-one Payroll Management System that provides state-of-the-art technology to ensure transparent and above the board solutions.

Freeing up valuable resources, this system helps you focus on key issues in running your business. It is also tuned to effectively recognize important parameters while providing ample scope to reduce attrition and reward excellence.



MICHBIZ Petzon

A first of its kind platform bringing multi-channel pet business in one platter to cater all requirements and needs of pet buyers, owners, sellers, manufactures of pet products, pet services, vet and medical services making it the worlds one and only complete solution for B2B, B2C and C2C channels.

MICHBIZ Petzon makes life easy for a pet owner offering A to Z services fulfilling every need to maintain, care, protect and pamper their pets like never before.

MICHBIZ Petzon is a one stop business and marketing solution for any business owner dealing with pet products be it manufacturers, raw material suppliers, wholesalers, retailers bring them the marketplace at their fingertip.

Finding a right pet from a genuine source is a fear of any pet lover who dreams to bring home the long-awaited darling never seems to be easy. Not Anymore!

MICHBIZ Petzon brings the breeders and pet sellers on to one platform from across city, country and international markets making import and export of the desired breeds comfortable than ever and secured with multi-layer validation and verification process.



Grooming
 (Dog, Cat, Bird, Cattle...)



Online Vet Assistance
 Emergency Services
 Medical



Pet Boarding / Day Care



Pet Celebration / Events



Training & Dog Walking



Pet Adoption



Pet Foods, Clothing & Accessories

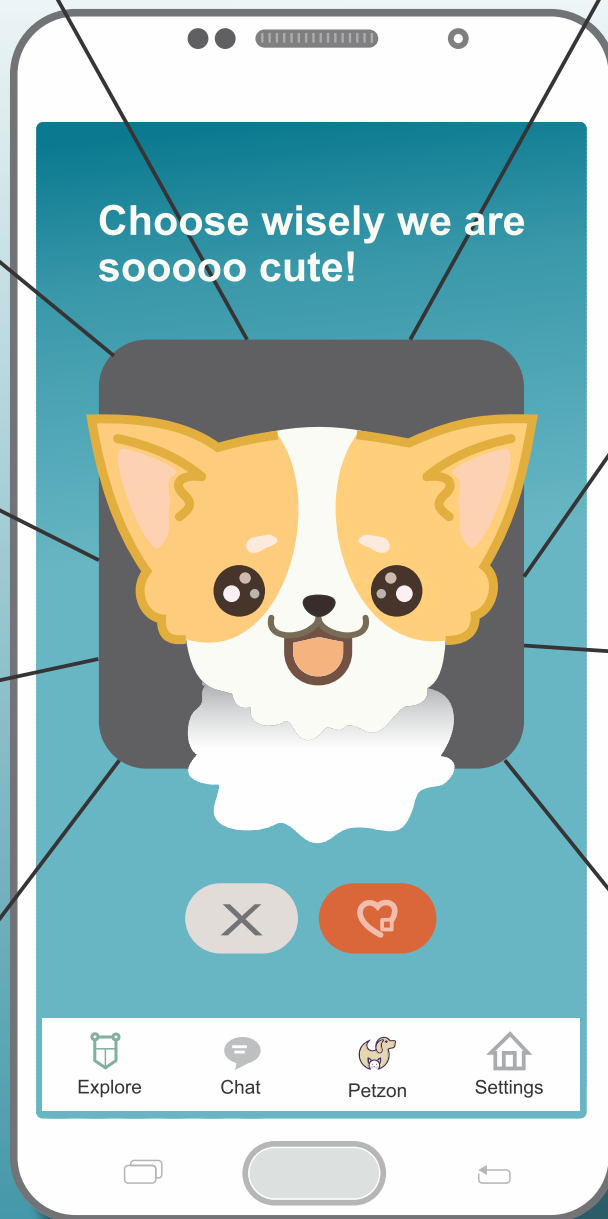


Pet Owners Community



Pet Care Professions

- Veterinarian
- Dog Walking
- Pet Sitting
- Pet Boarding or Kennel Attendants
- Dog Grooming
- Pet Training





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Customer Lifestyle Management



Focus Industries



Key Offerings

- **24/7 –Support**
- **Countries** : PAN India, USA, Canada, UK, ME-UAE, Singapore, Malaysia & Australia
- **Languages** : English, Hindi, South Indian, Marathi, Malayalam, Punjabi & Bengali ...
- **Type of Services** : Voice, Non – Voice, Backend, Chat, Social Media, Inbound & Outbound



Our Proposed Solutions & Core Expertise



E-COMMERCE

- Inbound Customer Support
- Inbound Sales Support
- Live Chat Support
- Outbound Calling
- Management of Loyalty Programs
- Handling Invoice Inquiries
- Backend Processing
- Refund Support
- Order Tracking & Fulfillment
- Replacements Query Support



TRAVEL

- Booking & Reservations
- Up-sell & Cross sell
- Itinerary Research & Planning
- Changes & Cancellation
- Special Requests
- Customer Services
- General Enquiries
- Loyalty Program Queries
- VIP Customer Hotline
- Live Chat Support
- Email Helpdesk



ED TECH

- Inbound Customer Support
- Outbound Information Desk
- Outbound Lead Generation Services
- Inbound Technical Support
- Customer Survey / Feedback
- Customer Onboarding Services
- Outbound Welcome & Onboarding
- Up Sell & Cross Sell Market
- Outbound Sales & Outsourcing Services



FINTECH

- Inbound Customer Support
- Appointment Setting
- Debt Collection
- Application Process Handling
- Payment Support
- Customer Acquisition
- Back Office
- App Support



HEALTH TECH

- Inbound & Outbound Customer Support / Sales
- Pharmaceutical Product Sales
- Insurance Assistance
- Counselling Services
- Scheduling Appointments
- Complaint Addressing
- Telemedicine
- E-pharmacy
- Vaccination Bookings



INSURANCE

- Inbound Customer Support
- Sales
- Claim Assistance
- Pre Sales & Post Sales Services
- Documentation Assistance
- Help Desk For Queries And Complaints

Types of Service Offering



Outbound – Cold calling, On-boarding calling, Reminder calling, Welcome & Verification calling, Feedback / Survey calling

Inbound – Sales & Order Fulfilment, Technical Support / Helpdesk, Resolution based on - Query, Complaint, Request

Web Based & SMS – Email Management, Web-based Chatbot, SMS & WhatsApp Services, Back-office services.

Types of OB Calling:

Cold Calling – We dial the existing customer or cold calls a prospect from a targeted list and tries to generate interest in the product or service. They do this by assessing the person's needs, creating some rapport, telling the prospect about the product or service, assessing interest levels, setting appointments, and hopefully turning the prospect into a qualified lead that the tele sales team can contact and close.

Pro-active / Reminder Calling – Remind the customer of upcoming appointments in advance to ensure maximum participation of the prospect & ensure that lead is converted to possible customer.

On-boarding Calling – The customer who shows interest in the product and likely to opt-in to continue their relationship or avail the product benefits, so dial these set of prospects and help them to on-board and convert them as a customer.

Welcome & Verification Calling – Post prospect is converted as a customer; we carry out Welcome and Verify the details that are updated in the system. Verification process includes confirming the customer's full name, registered mobile number, Email address, complete address & other required details.

Feedback / Survey Calling – Post purchase or completion of service, out-calling will be done to take their satisfaction level which helps in continuing the better service practice and work on services to make customer a satisfied customer.

Governance Model



Manpower supply/ Hiring Mechanism

- HR Screening
- Training Interview
- Operation Interview
- Client Interview

Training

- Product training
- Process training
- Soft skills training
- Mock certification
- 7 days OJT / Nesting
- Final certification
- Ops handover

Operations

- Daily Targets
- Goal setting
- Team briefings
- Manpower management
- Attrition and Shrinkage control mechanism
- BQ management
- One on One feedback session
- Data management

Quality Management

- Transaction monitoring
- Call calibrations
- Hygiene audits
- Pre/post/Mid shift hurdle
- Refresher training
- BQM
- ATA
- Dip Check/ RCAs
- Quality analysis and reporting
- CSAT / CTA / APCT analysis
- Quality dashboards
- Product and process gap fulfillment

MIS

- Daily APR track
- Hourly, EoD, Weekly and Monthly dashboards
- Lead Management
- Data Analysis
- Disposition Analysis
- Agent stack ranking

Technology Offering



Omni-Channel (Cloud/In-Premise) Contact Center Solution - Voice, IVR, Web Chat, Email Management

ACD

- Skill based routing
- Caller ID presentation
- CTI Integration
- All other functions

IVR

- Call handling with voice prompts
- Routing to ACD with all IVR options selected
- Text to speech
- Secured payment gateway integration
- Database integration to provide details on IVR itself

Logger

- Voice recording
- Screen recording
- Online & Offline storage option

Connectivity

- Internet connectivity with multiple service providers to ensure seamless failovers
- Redundancy secured cloud based solutions

Systems

Standard Desktop Configuration

- Intel Core i5/i7, 8GB RAM, 500GB/1TB HDD
- Jabra / Plantronics Headsets for all the contact center executives

Software

- Windows 10 Professional, MS-Office

Telecom

- Cloud, GSM, PRI, SIP Trunk

Dialler Capability



Case Study:

Client 1 (Edtech - Study Abroad)

- Business Requirement** : Lead Generation / Demo Booking for aspirants willing to travel to abroad for masters / reminders / rescheduling / demo attendance / sales / NPS
- Curriculum** : All masters (except core medical) courses, PG diploma & MBA
- Countries & Languages** : PAN India, ME, UK, Canada, USA, Australia, Ireland
English, Hindi, Marathi, Punjabi and All South Languages
- No of FTES** : 120
- Goal** : Generate leads, provide product counselling, UPS and packages, schedule demo classes, reminder calls and rescheduling, demo attendance follow ups, sales and post demo, NPS calling
- Track Record** : 1,40,000 demo bookings with 35% demo attendance with a benchmark of 85% quality score



Client 2 (Gaming)

- Business Requirement** : Lead Generation / App Downloads / Subscriptions / Sales
- Countries** : PAN India.
- Goal** : Generate leads through DSA model for target customer, converting prospect to customers by on boarding for multiple events, increase app downloads and app starts
- Track Record** : Achieved milestones of successful app started over 500



Client Name 3 (Fintech - Educational Loans)

- Business Requirement** : Educational Loans Counselling, Presales, Sales, application processing, document collection, approvals and disbursement, opening US bank account and credit card sales
- Countries & Languages** : USA - English, Hindi & All South Languages
- No of FTES** : 25
- Goal** : Lead generation for target customers, managing pre and post sales campaigns, follow ups, opening US bank accounts and credit card sales
- Track Record** : Created 3000+ US bank accounts and disbursed 500+ US educational loan, reviewed several customer's reviews on social media for the overwhelmed experience and support provided by the contact center channels



Client 4 (Edtech)

- Business Requirement** : Lead Generation / Demo Booking / Reminders / Rescheduling / Demo Attendance / Demo Done Confirmation
- Curriculum** : K-9, Coding, English, Maths, Science
- Countries & Languages** : PAN India, ME - English, Hindi, Marathi, Bengali, Punjabi, All South Languages
- No of FTES** : 110
- Goal** : Generate leads through DSA model, provide product counselling, UPS and packages, schedule demo classes, reminder calls and rescheduling, demo attendance follow ups, post sales, teacher management and rescheduling
- Track Record** : Successfully booked over 1,20,000 demo bookings, with a benchmark record of 45% demo attendance contributing to 7% to 8% of clients overall revenue in a duration of 14 months



Client 5 (Edtech)

- Business Requirement** : Confirmation Calling / Reminder Calling / Rescheduling / PRM (Parent Relationship Managers)
- Curriculum** : English - Exclusive curriculum for K-3 on English & Maths
- Countries & Languages** : PAN India – English, Hindi , All South Languages
- No of FTES** : 20
- Goal** : Giving reminder calls, provide product counselling, follow ups and rescheduling, co-ordinating with parents / students and teachers for daily classes
- Track Record** : Set a benchmark record of 35% join rates (Demo Attendance) case studies



Client 6 (Edtech)

- Business Requirement** : Lead Generation and Demo Bookings for various countries
- Curriculum** : K-9 Math & Coding
- Countries & Languages** : PAN India, ME, UK, USA, Australia, Malaysia English, Hindi & Marathi
- No of FTES** : 100





Ex-Cuemath & Ex-Leap Scholar

I have worked with the Transformation Team in my past 2 organizations. The experience has been very pleasant. I think the biggest positive point about them is their capability to take feedback and quickly action them to course correct. I have found this to be a big factor in choosing them compared to other vendors. Capable team in all aspects I would say.

Vedantu

Vedantu and the Transformation Team have really worked very well together. We have achieved so many highs during this period. The join rates have seen go up from 25% to more than 35%. Winback has also done good at an overall level. Transformation is one of the best vendors that we have ever worked with. I am really impressed with each individual at transformation.

Leap Finance

Leap Finance team has been working with Transformation team from last 1 year. We have done multiple projects together in this period related to cold calling & conversion calling. They helped us scale our loan and bank account business to a greater height. I have received an amazing support throughout this time from each and every member of transformation. Management is very patient & empathetic; they actually sit with you to brainstorm and try to solve your business problem first before seeking their business goals. I had an amazing time working with them and surely will appoint them in the future whenever I have requirements.

Leap Scholar

Leap Scholar team would like to appreciate your good work and the endless hours of service that you have dedicated to our company. You have all those affluences which accolades in a good and transparent company. Transformation team have been very responsive and responsible, which has made it a pleasure to work with. We are pleased with your service. Team is highly motivated and provide daily & hourly progress reports as expected. Thank you for giving your best and look forward to continuing the same.

Major Clients





PREM ESWARAPU

Technocrat – Anthropreneur

Certified COPC6.1 Implementation Leader and Six Sigma

Founder and Managing Director - Trans4mation ai & Michbiz Services

Having spent two decades with industry majors, he brings invaluable experience of understanding the core of a problem, identifying the subtle yet significant contributing factors and innovative & creative approaches to resolution.

Along with his acumen of the functioning styles of the core industries, an in-depth understanding of the most important resource – Human Resource, makes him a true Anthropreneur.

A leader that takes his team along, working to achieve what is best for the client both in the short as well as long-term scenarios.

With the industry set to take off, the Technocrat – Anthropreneur is set to spread his wings and soar to greater heights taking his clients along.



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