

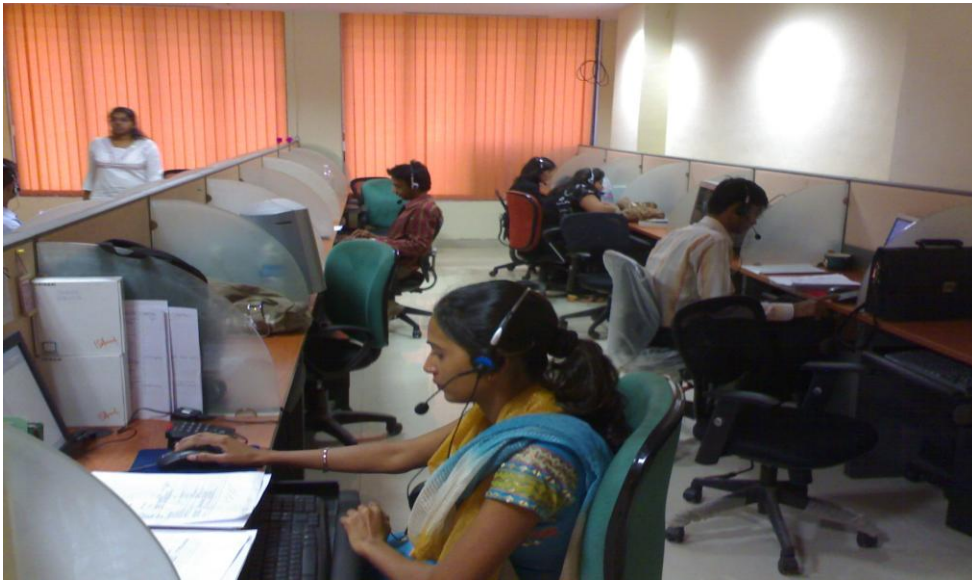


A New Experience in Outsourcing:
Change the way you outsource your Business.

Company Information

HOGO is a contact center and transaction processing services provider that delivers high quality IT Enabled Services that leverage an offshore delivery model. HOGO brings together a unique combination of technology expertise and business processing capabilities to deliver innovative back office solutions to client organizations. HOGO is focused on providing a wide spectrum of services.

HOGO Works Solutions Pvt. Ltd. (HOGO) is an outsourcing company having its own state of the art call center in the heart of Bombay, India. With a capacity of 150 seats, it is well equipped with new age technology to provide cutting edge solutions to our clients. HOGO is mainly into managing offshore projects from telemarketing to software development.



Company Mission, Strategies and Planning

It was formed with a mission to let the medium and small scale business segments avail the benefits of outsourcing. We help our clients to achieve the desired results by working along with them as their extension rather than just an outsourcing company. Being in business for more than 3 years, we have provided our services to more than 35 clients collectively. These services vary from Manpower consultancy to telemarketing and customer service.

HOGO's vision is to be a best in class project Management Company, delivering high value to our customers by driving quality and process rigor based on process centric methodology, thereby building long-term partnerships with our customers by delivering year on year productivity benefits and maximizing customer profitability

It's the result of our honest service and hard work that we have been able to touch a turnover of more than Rs. 25 Million INR in short span of time and still growing. And this success has been possible because of the team work of all our 100 staffs which is still growing like our turnover and our beloved clients who have supported us in thick and thin.



People

HOGO enjoys one of the lowest attrition rates in the Indian industry and has been instrumental in setting up well recognized HR practices as a multi-national employer.

HOGO is recognized as a preferred employer for professionals in its market. A combination of challenging assignments, opportunities to work on latest technology platforms, international exposure, a strong work ethic, and focus on employee development, excellent compensation & benefits makes HOGO an attractive place to work.

The HOGO operating philosophy and the facility layout are designed to specifically address the employee needs and including all legal requirements. In addition, we will conduct periodic employee satisfaction surveys through external agencies such as Gallup, and track drivers of employee satisfaction and dissatisfaction. Action plans will be developed to ensure that these concern areas are addressed.

Our Team

Our Core team consists of young entrepreneurs who have history of success behind them Who believe in demonstrating success through results.

1) **Ravi K Mishra: Founder and Director (Business Development)** – Sky is the limit when it comes to new ideas and new technologies for this young lad. Mr. Ravi Mishra has really come a long way from being a mere call center executive in 1999 to own a 125 seats call center. He has performed in various departments of call center industry and lead the team by a true example of his own hard work and profit making results.

2) **Subodh Mishra: Founder and Director – Administration & Finance:** Having a experience of more than 25 years in Govt. Owned Transport company to hotels and Healthcare industry, he has really come a long way in starting HOGO Works Solutions. With his unmatched knowledge, he has really helped the company to grow by taking wise decisions in administration and in finance department. He believes in Employee motivation along with constant training to upgrade the knowledge of our employees.

3) **Ritu Jalan: Co-Founder and Director – Human Resources, Owner – IT Bridge, Green HR Solutions:** Having Spent more than 7 years in the field of Human resources, Ritu has really become a true entrepreneur. Apart from helping us in our HR department she has started two of her own companies which provides HR services to some of the top notch multinational clients in India. She knows how to identify a right talent for the job and how to keep them motivated in the company. She is a great example of women entrepreneurs making it big in Indian industry.

4) **Mitul A Palan: Outsourcing Head, Managing Partner - Money Partners**– Mitul is a young and dynamic professional who leads the team by live example. Having more than 5 years of experience in call center operations, he is one of the true operation managers in Indian soil. He is also a very active Partner in our US Outsourcing company called “Money partners” where he has really turn dead marketing campaigns into profitable ones for our clients.

5) **Prakash Tiwari: Head- Business development (Domestic Market):** An MBA from one of the reputed management schools of India, Mr. Tiwari knows how to provide winning solutions to companies. He doesn't only think about the company he represents but he ensures that our client gets the attention and services which is unmatched to other providers from call center industry.

6) **Aslam Shaikh: Business Development Manager:** A gentleman with true determination to succeed and get results. He is always ready to learn new things and put them in application. From being an executive in a call center in India he went on to become a team leader in one of the London based call center. Having experience of more than 4 years in India and in England he has become one of the great sales masters at his young age. He has added a great value to this organization, contributing with his sheer knowledge and real time effort.



Services we provide

We have had experience of Lead Generation and Appointment Setting in the US and UK. We are currently providing these services in verticals like Financial, Realty, Power, Web and Software. The services which we have already provided are as follows:

Lead generation - We have very experienced and talented telemarketing agents who have experience from 6 months to 2 years in lead generation. We have worked on several financial lead generation campaigns from US and UK. We have generated various kinds of lead through outbound telemarketing such as: Secured loan leads, adverse secured loan leads, Remortgage leads, Adverse remortgage leads, First time Mortgage leads, Debt Management Leads, Investment leads, Insurance Leads.

Appointment Setting: We have also worked on UK B2B appointment settings for one of the energy suppliers in the UK where we fixed the appointments for the sales executive to visit the potential small and medium business owners.



Surveys: We have worked on few survey programs where we called up customers to ask few general questions related to their profession and their household utilities.

Reminder Services: For few of the companies we provided customer reminder services where in we call up the customers to remind them to pay their bills or return the filled application forms sent by our client.

Telemarketing: We have used the medium of telemarketing to promote a lot of services like the mobile phone services of Orange, O2, 3G, Vodafone and others. We have also promoted several Landline service providing companies such as Toucan, Tele2, Equitalk and others along with broadband and digital cable TV.

Web Chat: We have helped few of the companies to increase their sales from their website with the help of live web chat which could be done directly from their website.

Email Response: We help companies to be in touch with their customers all the time by replying their enquiries within 24 hours time. In today's time its very difficult to hire people for low end jobs and spend high end money on them. For these companies we provide well educated executives with overall computer knowledge to execute the short term marketing jobs.

Order Processing: We have taken the inbound calls of customers on behalf of US Company where we handled the calls coming from US and took down the orders for various products such as magazines and calling cards.

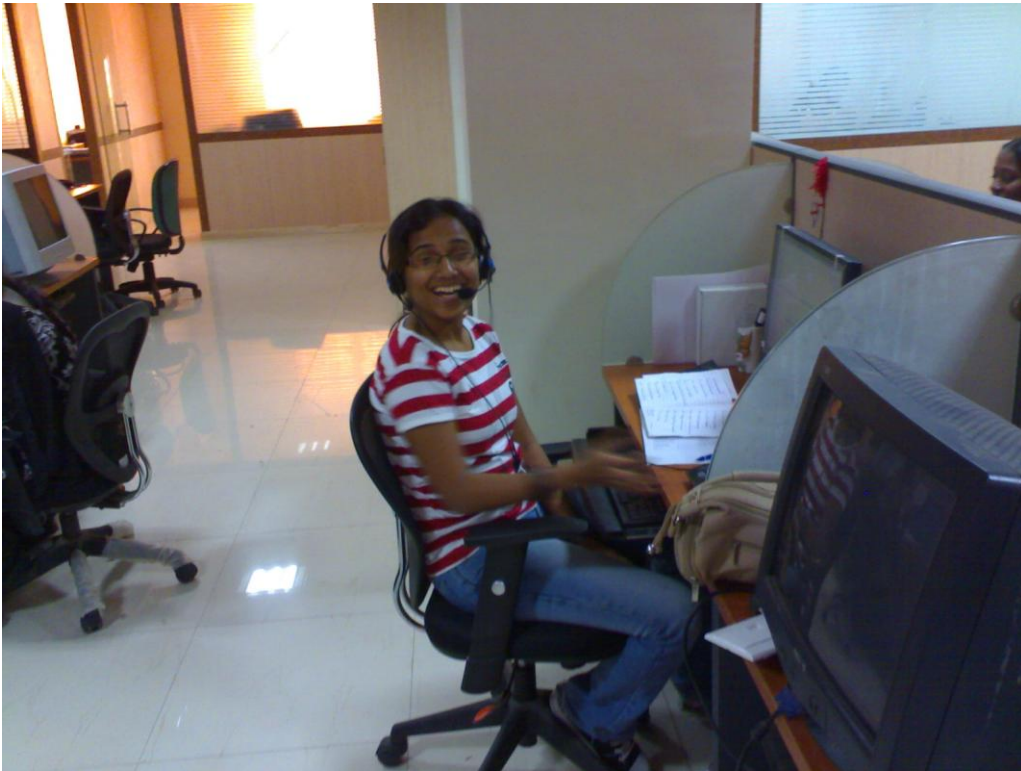
Customer service: We have handled the customer service calls for telecom and internet service providing companies.

Secretarial services: We have provided personal secretary services to small and medium businesses. We have helped our clients manage their time by providing these services at 40% cost of hiring the same in US/UK Market.

Web Based Services: Website development - We have in-house web designers who have developed attractive websites for various companies at very affordable pricing. We can design websites as per the client's requirement keeping in mind their brand image. We can also undertake the regular web Site development and maintain it.

Data Processing and Data Updating: We also specialize in data processing and formatting them as per the client's requirement to sort them out as per the different value. We also call upon the customers to update their address and contact details so that the records are always up to date.

Software development: Over the period of last 3 years we have developed several CRM software solutions which have helped the merchants to manage their vendors and their customers at the same time.



Operations at HOGO

We focus on routine activities through a Just in Time Approach (JIT) and believe in being proactive rather than reactive. We use a predictive dialer which filters out the answering machines and no answers helping the executives to give better performance. The same dialer has got inbound CRM along with auto call recording, voice logger, Daily report generation, third party barge in facility. Our day to day operation involves:

- Dialer strategies for optimum use of database
- Maximizing staffing at Prime Times
- Use Recognition & Motivational techniques.
- Track performance & issues on a Daily Basis.
- Corrective measures to raise performance.



Quality at HOGO

We at HOGO believe that Quality comes first. The quality control department works round the clock to achieve and sustain the Performance Standards. To ensure high quality, we follow the Total Quality Management (TQM) process from conception to inception.

The HOGO Quality Manual serves as a guide to understand the steps followed to achieve maximum quality. It is a systematic approach towards every aspect of a BPO project and covers key areas like processing, customer service, accuracy in data, feedback, performance records. The sole purpose is to clearly define processes to constantly review and upgrade the quality standards, set new benchmarks to exceed expectations and enhance productivity. These processes are subject to changes or updates as required by the client, or to satisfy the requirements that may arise at any point in time.

Technology

HOGO'S Infrastructure is state of the art with modern computing and communication infrastructure. We have UPS backup for the power and our own generating power plant for any eventuality in the facilities. Our Internet and telecom technologies in the Bombay BPO center provide the perfect platform to provide the industry standard in customer service and support. We use some of the latest security technologies to ensure data integrity for our clients.

In terms of Internet connectivity, HOGO presently has 1024 kbps connection at Bombay, India. Both are protected through Firewall (Checkpoint NG) and Intruder Detection Systems (Real Secure).

HOGO has a comprehensive Disaster Recover and Business Continuity Plan (BCP) in place. Every client engagement undergoes a **Business Impact Analysis** where critical business processes and technology processes are identified and relevant strategies are planned in detail. Disaster recovery includes:

- Technology
- Data Storage / Redundancy
- Telecom Links
- Power

In the BCP, outages are classified appropriately along with escalation plans. Different levels of disasters are classified or termed in degree of Severity (SUV: 1, 2 and 3.) Mechanisms to protect vital records are put in place.

The HOGO also complies with Insurance requirements, Legal requirements and Audit requirements. All employees of HOGO are adequately trained with regard to the BCP policies and procedures and all the employees are tested and evaluated for their relevant skills. The BCP also undergoes regular review and a compliance audit.

Benefits to our Clients

- 30% to 40% Lower Cost Advantage.
- Productivity Improvements.
- Capital Cost savings.
- Clearer Strategic Focus.
- One Point Contact for all Queries.
- Flexible Payment System.
- Experienced Team.
- High Quality Software development.
- Multi-Channel Customer Care Outsourcing Solutions.

Why Outsourcing to India

- Talent Rich Country.
- Enjoys Confidence of Global Corporations.
- Competitive Rates with Quality Service.
- One of the fastest growing economies.
- Good command over English language.
- Value for Money.



Contact Us

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