

CALL CENTERS

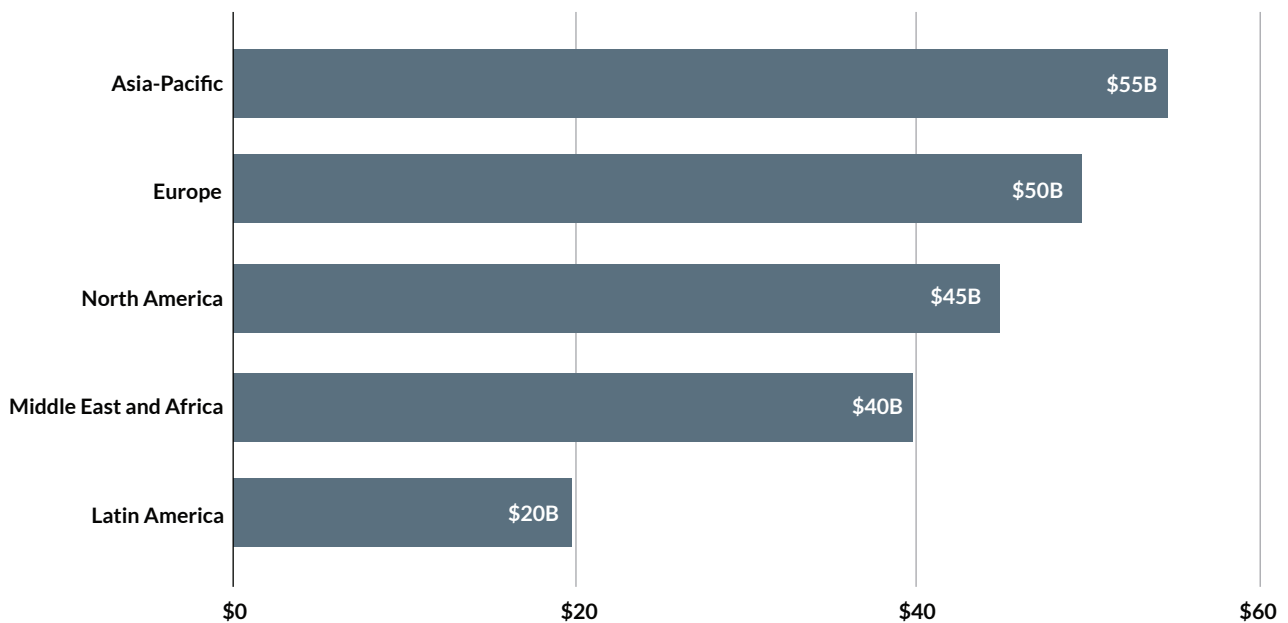


The Rise and Rise of Call Centers around the World

With globalization, every aspect of the business world has become more connected than ever, from integrated supply chains with third-party vendors to setting up units offshore to benefit from lower costs. Technology further allowed corporations to outsource part of the operations, especially in support functions, abroad - creating new opportunities and jobs especially for developing countries.



Global Call Center Market Size (2017) by Region



Source: Statista

As a result, the Asia-Pacific Region accounted for the largest share of the global call center market in 2017 at 26.2%.¹ The industry has been projected to grow to \$496 billion by 2027, creating further opportunities for new businesses.

¹<https://www.statista.com/statistics/881033/call-center-market-size-region/>

Leading Global Players ²



The Mushrooming of Call Center Industry in Pakistan

Pakistan has also been a major beneficiary of the growth in offshoring in call center services across the world, as major corporations in the developed markets turned towards more cost-efficient countries. The local industry quickly positioned itself to benefit from this opportunity and attract international clients with its solutions.

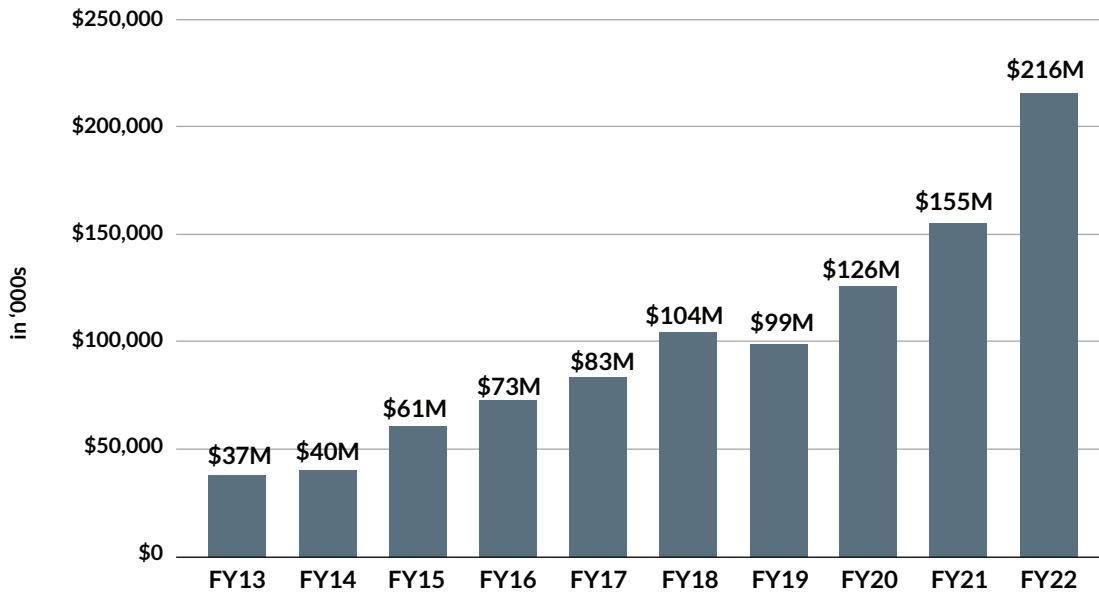
This has led to sustained growth in the number of players, with almost 5,000 companies registered with the Pakistan Software Export Board offering call center services.

Resultantly, the industry has witnessed a steep rise: in the decade of FY11 and FY20, the export proceeds from call centers increased at a healthy compound annual growth rate of 21.4%.

That trend has only been accelerated over the last two fiscal years when call center exports have hit new peaks consecutively, crossing the \$200 million mark for the first time in FY22 at \$216 million. This represented a substantial increase of 39.4% compared to \$155 million in FY21.

²<https://www.globenewswire.com/news-release/2020/07/17/2063820/0/en/Global-Call-Centers-Industry.html#:~:text=Global%20Call%20Centers%20Market%20to,at%20a%20CAGR%20of%205.&text=6%25%20over%20the%20period%202020%2D2027.>

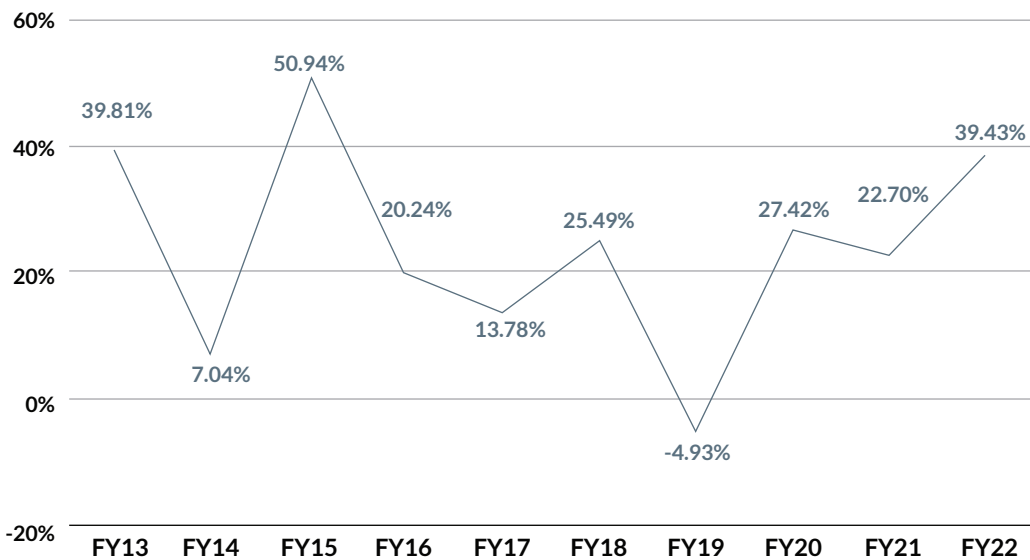
Growth in Call Center Exports



Source: State Bank of Pakistan

The growth trajectory has been consistently steep over the past 10 years, with the exception of FY19 when it slid slightly by 4.93%. For the most part, it has hovered in high double digits.

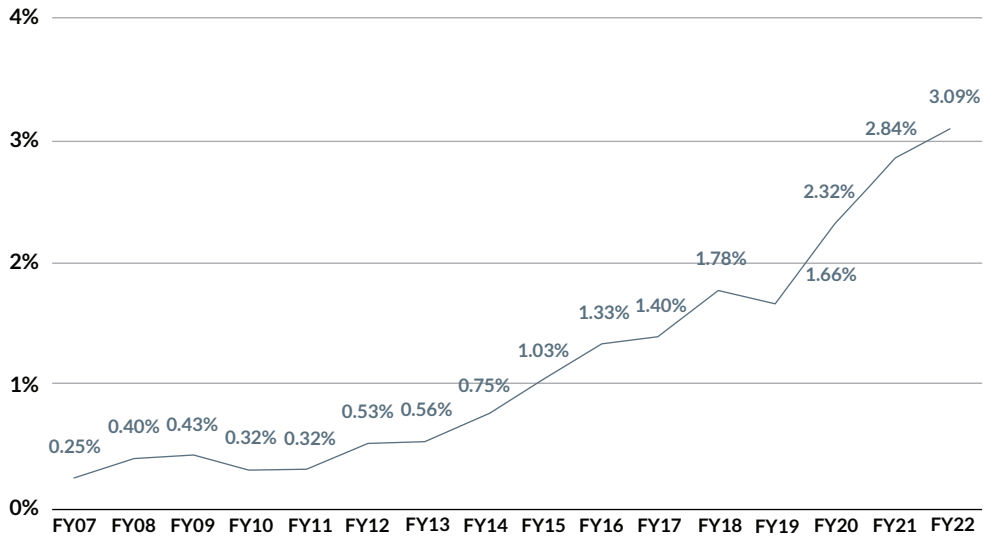
YoY Growth in Call Center Exports



Source: SBP

As a result of this impressive performance, the share of call center proceeds in Pakistan’s total services exports has consistently risen, increasing from just 0.25% in FY07 to reach to 3.09% in FY22.

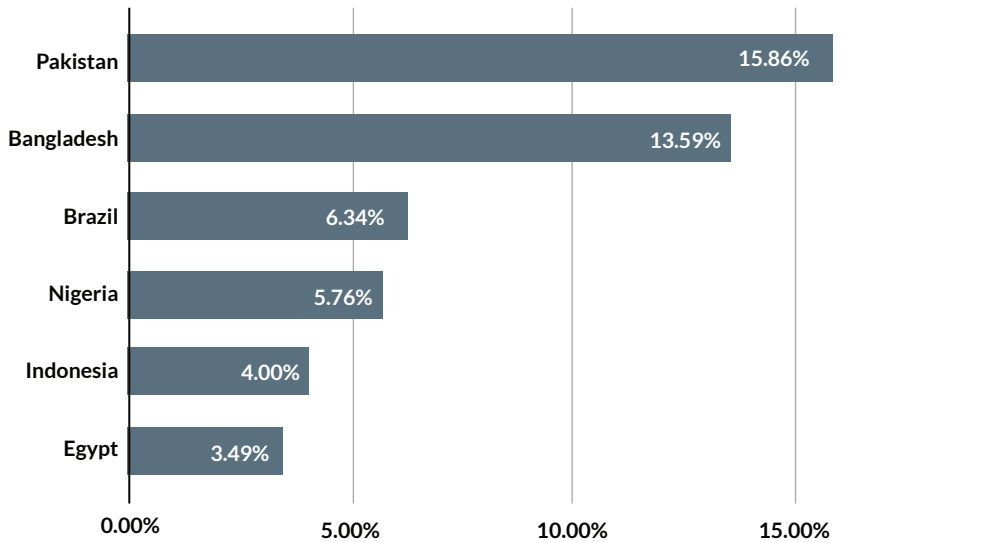
Call Center Share in Tootal Services Exports



Source: SBP

This also puts Pakistan comfortably ahead of comparable countries in terms of the contribution of overall Information and Communication Technology exports to the service exports at 15.86%.

Share of ICT in Total Service Exports



Source: World Integrated Trade Solution (2017)

Beyond exports too, the market for call centers and the broader customer service technology is growing – attracting a number of new players to this space. For example, Lahore-based Intellicon builds omnichannel software that helps customer service teams to better manage their operations and has amassed a major clientele among startups for this. Leading names like TRG have also onboarded local clients, hinting at the growing popularity of outsourcing as a way to better utilize costs.

Leading Call Center Players from Pakistan



Tribe Consulting

One of the largest service providers in the field of Business Process Outsourcing (BPO) and Business Process Management (BPM) in Pakistan. It is one of the fastest-growing providers of outsourced contact solutions, partnering globally with organizations in the retail, healthcare, telecommunications, and public sectors.³



TRG

The Resource Group Pakistan, known as TRG Pakistan, is a Pakistani venture capital company which invests in business process outsourcing companies and is based in Karachi, Pakistan. It was founded in 2002. It has a presence in more than seven countries. The company has more than 20,000 employees in 26 sites.⁴



Onyx Communications

Onyx Communications (OC) is an integrated marketing consulting firm based in Scottsdale, AZ. They offer a range of marketing and public relations services tailored to meet the needs of their discerning clients. From initial market research and strategic planning to brand development, digital marketing, public relations, event planning, and social media strategy, they've got you covered.⁷



MindBridge

MindBridge is the world's most cost-effective English language-based outsourcing company and specializes in the management of customer care services and back office processes for global leaders in the domains of technical support, banking, telecom, transportation, and retail.⁵



Techlogix

Techlogix – an IT services, consulting, and business solutions company – has helped clients achieve enterprise transformation by using innovation and emerging technologies.⁶



NetSol

Netsol has been proudly serving the world's top asset finance and leasing companies with smart software technology for over four decades. With its rich history of innovation, NETSOL Technologies is a dynamic leader and has been able to accumulate a wealth of experience in the global asset finance and leasing industry.⁸

³<https://tc-bpo.com/about-us/>

⁴https://en.wikipedia.org/wiki/TRG_Pakistan

⁵<https://mindbridge.net/>

⁶<https://www.techlogix.com/about/>

⁷<https://www.onyx-communications.com/>

⁸<https://netsoltech.com/>

systems Systems Ltd

Systems Limited is a globally recognized IT software solution company offering state-of-the-art professional services and BPO offerings in the technology landscape. Systems Limited understands the importance of remaining current through frequent self-reinvention. They accomplish this by continually attracting the brightest minds in modern digital paradigms and platforms.¹⁰



e-Planet Communications

ePlanet Communications Inc. is celebrating over a decade of BPO service excellence. For over 13 years we have served top brands across 5 continents in more than 15 countries and 7 different languages. Maintaining a strong focus on delivering exceptional customer service experience backed by state-of-the-art infrastructure, in-house technology experts and consultants.¹¹



Intellicom Solutions

Intellicon is an intelligent contact center platform especially created for organizations that are striving for tangible results in their customer care, sales and marketing initiatives and have an urge to make informed decisions based on the real life data gathered from their customers. They have a valuable set of features and functionalities which are backed by years of in-depth industry experience and research on customer care.¹²



Sybrid

Sybrid (Pvt.) Ltd. is a Lakson Group company that stands among the premier business process outsourcing (BPO) companies maintaining its origin in Pakistan. Delivering superior customer services for over 8 years, Sybrid is a business process outsourcing offering an integrated suite of services that supports an expansive array of customer facing solutions. Sybrid launched in 2008 and is currently serving in three countries; Pakistan, UAE, USA.¹³



Apex Call Centers

APEX is a ISO9001:2015 certified PCI and HIPAA Compliant company founded to provide businesses of all kinds a full-service center where they can have all of their needs met. With over 6 strategic locations and qualified and trained employees, they strive to create a partnership with their clients built on expertise and trust.¹⁴

⁹<https://www.linkedin.com/company/systems-limited/about/>

¹⁰<https://www.systemsltd.com/>

¹¹<https://www.linkedin.com/company/eplanet-communications-inc/>

¹²<https://www.linkedin.com/company/intellicon.io/>

¹³<https://www.linkedin.com/company/sybrid-private-limited/>

¹⁴<https://www.linkedin.com/company/apexcallcenter/about/>



NextAge Technologies

NextAge Technologies has been providing Internet and software solutions for small and large businesses alike since 2006. With unparalleled expertise, personalized customer service and cutting edge solutions, NextAge Technologies is focused on the delivery of business-driven Internet solutions and an excellent client experience. Their services are driven by direct client feedback and changing market forces. Their goal is to offer the best value for business-driven Internet development.¹⁵

SYNERGY-IT

Synergy IT

Synergy-IT was founded in 2013, building on 15+ years' experience in IT offshoring and a vision to challenge the existing models of global collaboration. The result is a uniquely creative and collaborative company that helps drive innovation, growth, and competitive advantage for its clients.¹⁶



Fliegen Technologies

Fliegen Technologies is a IT Solutions, Website Development, Website Design and Internet Marketing Company serving small and mid-range businesses. They specialize in Web Design, Web Development and Mobile Applications (Android/ iOS) and Ecommerce Solutions.¹⁷



SPEAK LINKS

Speak Links

Speak Links was founded in 2012 by Mr. Muhammad Umar as a call center service provider and now Speak links has grown into a large-scale call center and customer relationship management service provider. They are committed to providing professional and customized inbound and outbound contact center services and solutions to clients. They utilize modern IT technology and advanced service and management concepts to create a unique company culture, and are growing steadily and healthily.¹⁸



Zeropoint

Zeropoint is an international company with a global focus, built on respect, openness and reliability. Zeropoint was founded by two volunteer engineers working together in the aftermath of the devastating 2005 earthquake in Kashmir. Zeropoint has managed remote teams since 2007, an experience yielding invaluable knowledge and insights. As an IT HR specialist, Zeropoint maintains a roster of A-list talent, well versed in a broad set of current technologies. They source the highest caliber of talent and are only happy when they can create an environment in which people can work to surpass even their own expectations of themselves.¹⁹

¹⁵<https://www.nextagetech.com/>

¹⁶<https://www.synergy-it.com/about/>

¹⁷<http://fliгентech.com/services-detail/bpo-services>

¹⁸<https://speaklinks.net/>

¹⁹<https://zeropoint.hr/>

Touchstone Communications

Touchstone Communications was built in 2002 on the philosophy of hiring educated, motivated talent and then providing them with the best training and management to achieve their clients' goals. Touchstone Communications is an end-to-end provider of customer services. Whether you're looking for a turnkey managed strategy in sales, qualified lead, or direct sale, their experience and approach are sure to prove to be a valuable asset.



NDC-BPO
Business Process Outsourcing

NDC BPO

NDC-BPO was formed in 2005 as a Software Solutions Company with a vision to provide Innovative, Quality, High performance, and Reliable IT Solutions. NDC-BPO has a capacity of 300 seats which can host a maximum of 900 operational seats in a day and is available with modern infrastructure capable of operating continuously meeting 24x7 operations requirements.²⁰

²⁰<https://www.ndcbpo.com/>



Calltronics

Calltronics is being led by Professionals with experience, from some of the world's leading organizations. Their presence in the UK, US, Canada, Pakistan and in UAE makes it a global organization and gives them the capability, flexibility and opportunity to provide the Outsource Call Center facility in most countries around the world through any of their offices.²¹



Digitech Outsourcing Solution

Digitech Outsourcing Solution LLC was founded in 2010 with a prime mission to deliver BPO services all over the world to ease administrative hassle at affordable rates and increase profitability for its prestigious clients. They are a global corporation offering outsourcing solutions, including Live Chat, Phone, Email Support, and Virtual Assistant.²²

²¹<http://www.calltronics.net/contact/>

²²<https://digitechoutsourcingsolution.com/>



Celebex Communications

Celebex Communications is a telemarketing Company that has been serving the Customer Support and Telemarketing needs of their Domestic and International clients since November of 2014. Celebex is a call center with extensive industry coverage and in-depth call center and customer relationship management knowledge.²³



Orion Call Center

The Orion Call Center has been created to provide a variety of outsourcing solutions to optimize your business's performance. They deal with inbound telephone calls on behalf of UK customers and now also provide services such as, Dispatchers, Operators, Receptionists / Admin Assistants, Accounting Assistants, Data Entry / Analysis, Web Development.²⁴



CallNova

CallNova

CallNova is an exciting, fast growing BPO company with a friendly atmosphere. Their services are a direct reflection of capabilities; experience and hard work of their employees which help them build long lasting client relationships that are mutually rewarding. They cultivate each client relationship with great care and their 100% client retention rate is a clear indicator of customer satisfaction.²⁵



The Telaxy

Employing over 200 people, The Telaxy Call Center Pvt Ltd is an established and highly successful outsourced BPO call center present all over Pakistan. They provide managed services for companies that require their inbound and outbound sales expertise and those needing customer support.²⁶

²³<https://celebexcommunication.com/>

²⁴<https://www.linkedin.com/company/orion-callcentre/>

²⁵<https://callnova.com/>

²⁶<https://thetelaxy.com/contact-us/>



Call Box Bpo (CBB)

CALL BOX BPO (CBB), is a Business Process Outsourcing (BPO) company with over sixteen years of relevant experience in the call center industry. They possess expertise in outbound call center services. CBB is a service provider of customized outsourcing solutions to various businesses, industries and functions for USA, Canada and UK markets. Its operations began in March 2015.²⁷



First Call Solutions

First Call Solutions provides strategic support, placement of personnel with the expertise to deliver call center services such as inbound, outbound, customer service, concierge services, reservation and customer support services. They have highly competent people from their offices in Pakistan and the USA along with the latest technology to provide the best call center services (BPO) in the entire call center industry.²⁸



HATSOL

HATSOL is a diversified outsourcing company that focuses on the provision of a variety of services to their clients, including Telemarketing, Digital Marketing and high quality Business Development.²⁹



²⁷<https://www.callboxbpo.com/>

²⁸<https://firstcallsolutionsbpo.com/>

²⁹<https://hatsol.pk/>



BlueCross business solution

BlueCross business solution was established in 2018. Their company is registered in the USA as well. They have over 100 colleagues working on different verticals that include Auto Insurance, Medicare Supplement Home Insurance, Home Improvement etc.³⁰



Pi Bytes Technology

Pi Bytes Technology is a software development company that creates cost-effective custom solutions based on technical expertise. They are a services and technologies intention company delivering state of the art solutions to our clients.³¹



Tech Bridge Consultancy

Tech Bridge Consultancy is a leading provider of technology services and solutions with a global presence in North America, Europe and Asia. Since their inception in 2005, they have built a strong reputation as a technology leader, by partnering with their clients to engineer high quality solutions which out-perform expectations.³²

³⁰<https://bluecrossbpo.com/>

³¹<https://pibytetestechology.com/>

³²<https://techbridgeconsultancy.com/>



Voicezilla Communications

Voicezilla communications is the #1, fastest growing outsourced contact center in the BPO industry. Voicezilla communications was founded in 2010 on the belief that they could do it better.³³



Wraxi Calls

Wraxi Calls is a team of professional and experienced agents that have full hold over call center services and more importantly customer services. Arising as the product of a private cab company in the city of Berkshire, UK, Wraxi calls have the mixed flavors of amazing professionalized techniques.³⁴

CONEXION Conexion

Conexion is a dynamic leading call center and BPO outsourcing company specializing in inbound, outbound and e-commerce telemarketing, customer service and customer relationship management. Conexion setup its operations in Karachi in 2009 by establishing a contact center with employees. Conexion has successfully managed growth without sacrificing quality or attention to detail.³⁵



³³<https://voicezillacommunications.com/services/>

³⁴<https://wraxicalls.com/>

³⁵<https://www.conexion.com.pk/>

TALK TO US



**DO YOU RUN A BUSINESS IN THE
CALL CENTERS INDUSTRY?**

GET IN TOUCH WITH YOUR DETAILS NOW AT

MKT@PSEB.ORG.PK

AND WE'LL TAKE IT FROM THERE.

**ALSO EMAIL US FOR ANY COMMENTS, SUGGESTIONS
OR ERRORS IN THIS WHITEPAPER.**

**FOR MORE INFORMATION ON
REGISTERED COMPANIES, PLEASE VISIT**

[HTTPS://TECHDESTINATION.COM](https://techdestination.com)

ABOUT THIS INDUSTRY ROUNDUP

Pakistan Software Export Board developed this paper by hiring services of independent consulting firms to prepare this roundup on Call Center Industry. The paper focuses on Pakistan-based companies in this vertical and apprises the reader of the expertise available in Pakistan in the Call Center domain.

DISCLAIMER

All the information provided in this roundup is compiled by the consulting firm and based on the material provided by the companies covered in this roundup. Coverage in this industry roundup document is not an endorsement by Pakistan Software Export Board (PSEB), Ministry of Information Technology and Telecommunication (MoITT) or the Government of Pakistan (GOP). The Pakistan Software Export Board, Ministry of Information Technology and Telecommunication, or the Government of Pakistan assumes no commercial financial or legal liability accruing from any transactions with the firms featured in this Industry roundup document.

A product of **TECH destiNATION Media**

Comissioned by:



Developed by:

