



# THE GOOD CALL

*Engaging conversations across platforms.*

*Analytics to build great insights,  
and make intelligent business decisions.*

*Flexibility and agility, when you need it the most.*

Whatever your business demands, we are the solution.

Every call we make, is a good call for you to take.

Isn't choosing us then, the good call for you?

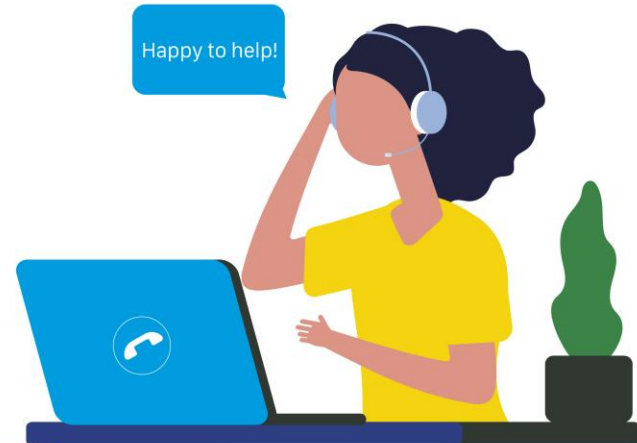


# HELLO

**We're HRH Next – one of South India's leading Domestic Contact Centre Services provider.**

- We offer services to meet the most demanding of business needs – *customer interactions*.
- Through our 360° approach to client requirements, and our OMNI channel platform, we aim to transform every service we offer into delightful customer experiences.
- From identifying prospective customers, to nurturing existing ones to upsell and cross-sell products, we take care of the entire customer lifecycle.

- Our solutions are designed to suit every service requirement in the most cost-effective manner; and we take complete ownership in providing engaging customer experiences.



# LOOK HOW FAR WE'VE COME



**1938**

Incepted as HRH – Hyderabad Radio House. Soon became a pioneer in the Electronics industry.



**1965**

Introduced LPG for the first time in India; today we're the largest commercial gas distributors in the country.



**2002**

Pivoted to enter the fast-growing Telecom industry. Became an award-winning partner soon after.



**2007**

HRH Next was born, to change the way consumers experience customer service, by setting its sights on the Domestic Call Centre space.



**2012**

HRH Next changes track to offer Full Fledged Contact Centre Solutions to industry giants across various sectors.



**2019**

Started operations in **Coimbatore**, to help more clients benefit from our superlative service offerings.



**2021-22**

Spread our wings to **Bengaluru**, enabling us to become a 2,800-member strong Customer Engagement Services Provider.

# A PEOPLE'S COMPANY

**At the heart of everything we do, are people. That's why, we make sure that we only get the best and brightest onboard, and give them a conducive work experience they love coming back to, every day.**

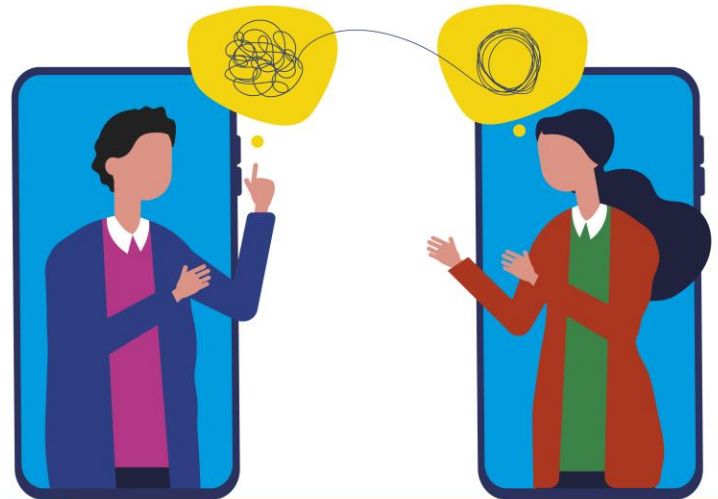
- End-to-end digital hiring – Tie-ups with the top digital consultancies, institutes, colleges, and other catchment avenues
- Industry-specific recruitment teams
- Lowest attrition levels in the industry
- Fostering ambitious teams with a passion to deliver
- Extensive experience in working with gig workers



# SOLUTIONS

As pioneers in the domestic contact centre space, we help businesses move with relative ease in the direction of an omnichannel customer engagement that brings together all the various touchpoints of a customer.

- **Customer Experience Management** – Inbound & outbound voice channels straddling multiple Indian languages
- **Solutions Management** – Resolving customer queries and complaints via e-mail and chat
- **Digital Customer Experience** – Enhancement through social and digital channels



# TECHNOLOGY

**Our highly-dependable technological platform includes diallers, ACDs and customised CRMs, ably supported by a fibre optic digital network and robust IT infrastructure.**

- An ISO 27001-2018 IT-certified organisation
- Redundancy across all infrastructure touchpoints – power, telecom, servers, and the internet
- Three-level, power-backed server rooms with enhanced firewalls and multilevel switches, for seamless connectivity across all floors
- Flexibility to move 100% associates to Work From Home within 24-48 hours, to ensure business continuity

- Customised dialler campaigns, to meet any business requirements
- Easy integration between any Client CRM and diallers, with minimum TAT



# ANALYTICS

Find super-intelligent analytics, on a 'so-simple-to-use' dashboard.

- Real-time statistics on contact centre performance
- Advanced analytics without any of the complexity
- Predictive analysis
- Easy-to-use dashboard
- Team expertise in rolling forecast for key workforce dimensions





# USPs

**Everything you need, to achieve your business goals quicker.**

- The extensive experience of a tenured leadership
- A young, dynamic and easily accessible top management team
- Agility with a quick response rate; primed to meet any challenge
- Sound and decisive contingency plans
- Recruiting to match multilingual and on-time delivery needs
- Expertise in regional-specific conversations



# THE PROJECT LEADERS

**Our stalwart team leads from the front, goes the distance, and consistently delivers high results. All so that you succeed.**

- A team with over 20 years of experience, domain expertise across industries, and an enviable success rate
- Unparalleled decision-making abilities based on high data analytics; the perfect partners to guide you as you progress, while keeping an eye on the bigger picture
- Spirited team, with high project ownership values and the confidence to take on even the most challenging of initiatives

- Goal-oriented; with an innate cost sensitivity to save on unnecessary expenditure



# TRAINING TEAMS, BUILDING PROCESSES

**We start from the ground-up, building & perfecting our teams, and making processes more robust, to suit your specific business needs.**

- A Delivery Team with ample experience and deep subject matter expertise
  - Run value added training solutions to influence organisational objectives (Online LMS)
  - Young Leadership Programme (YLP) – Developing the next generation of leaders through tailor-made, in-house training programmes and workshops
  - Excellence in organisational learning with execution of succession programmes
- Unmatched knowledge of relevant topics, with cross-industry exposure and the ability to determine the learning architecture required to support project specialisations



# QUALITY & DELIVERY

**Great service, that only keeps getting better.**

- Consistent and committed delivery of service
- ISO 9001:2018 – Adherence to well-documented policies and processes
- Continual innovation and improvement to QMS framework
- Regular case studies with ACPT analysis



# THE TEAM

# AT THE HELM

**Ankit Shah**  
Co-founder & CEO



# THE LEADERSHIP



**Rahul Shah**  
Head – Strategy & Operations



**Arvind Kumar A**  
Head – Operations



**Supriya Kshirsagar**  
Head – Service Excellence



**Priya Madhuri Y**  
Head – Human Resource



**Narotham Reddy**  
Head – Information Technology

...And ably supporting the leadership is a **2,800-member** strong, highly-skilled team.





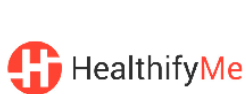
# DIVING DEEP, ACROSS THE BOARD

**Multiple industries have already taken advantage of our Total Customer Lifecycle Management solutions.**

- Telecom
- Foodtech
- New-age E-commerce
- Fintech
- Edutech
- Meditech
- Hospitality
- Productech
- Government Projects



# OUR CLIENTS



# CLIENT TESTIMONIALS

*“HRH Next proves that a business can respond immediately to a problem identified and resolve it with optimal solutions.*”

*I have been HRH Next’s client for over a year now, and the team has always shown expertise that I can leverage from, when looking at the possibility of meeting higher goals. They are very helpful when it comes to meeting business needs, giving uninterrupted solutions even during the pandemic. I must say that the team has always shown a can-do attitude and are a pleasure to work with.”*

**— Phani Kumar**

AGM – Service Operations,  
Vodafone Idea Limited

*“Ankit and his team at HRH Next have been very helpful in managing a part of our call-based operations. What we liked the most was the flexibility shown by them to accommodate our requests. I would certainly recommend HRH Next.”*

**— Rajkishan Udupudi**

General Manager,  
Swiggy

# CLIENT TESTIMONIALS

*“Our partnership with HRH Next has proven invaluable in building lasting relationships with our customers, for today and tomorrow.”*

— **Mathew John**

Sr. Manager – Customer Care,  
Vijaya Diagnostic Centre

*“HRH Next is an organisation where passionate and ambitious people produce the best possible solutions for each and every category of our customer... and they do this with pride. Our association with HRH Next has given us a little extra focus for developing our services and insights to provide excellent customer care. Their analysis and building of case studies completely add value to our business. I am proud to say that HRH Next is a great partner to work with.”*

— **Satyabrat Dutta**

Lead – Customer Delight,  
Kurlon

# ACHIEVEMENTS & RECOGNITIONS

**Accomplishments speak louder than words.**

- Recognised as the **Best Place to Work** and for the **Best Entrepreneur** (2021)
- Endorsed as one of the **Leaders of Tomorrow** (2020)
- Recipient of the **SME Award** for our IT and communication solutions (2020)
- Ranked amongst the **10 Most Promising BPOs** for delivering superior customer service (2019)
- Recognised as one of the **Top 50 Tech Leaders** for our contribution to technology (2019)




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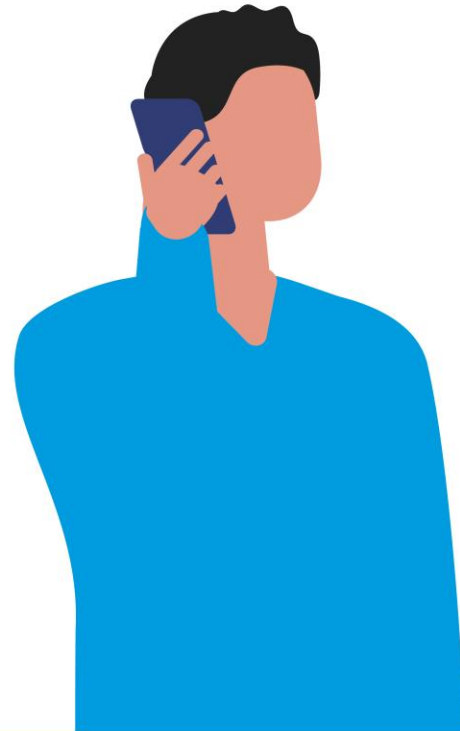
- Recognised as **Telangana's Best Employer Brand** under the BPO Organisation of the Year category (2019)
- Awarded **Company of the Year** for delivering exemplary services and solutions (2019)
- Ranked amongst the **Top 10 Most Promising BPOs** for catering to a global demand for specialised solutions (2018)
- Ranked amongst the **Top 10 Most Promising BPO Service Providers** for providing one-stop solutions that transformed the face of brands (2018)



# MAKE THE GOOD CALL

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**THANK YOU**

