

Bangladesh BPO News

March
2023

The BACCO Newsletter

Solopreneur to Entrepreneur

Providing Graphics Designs,
Back-end Office Operation
Services Globally

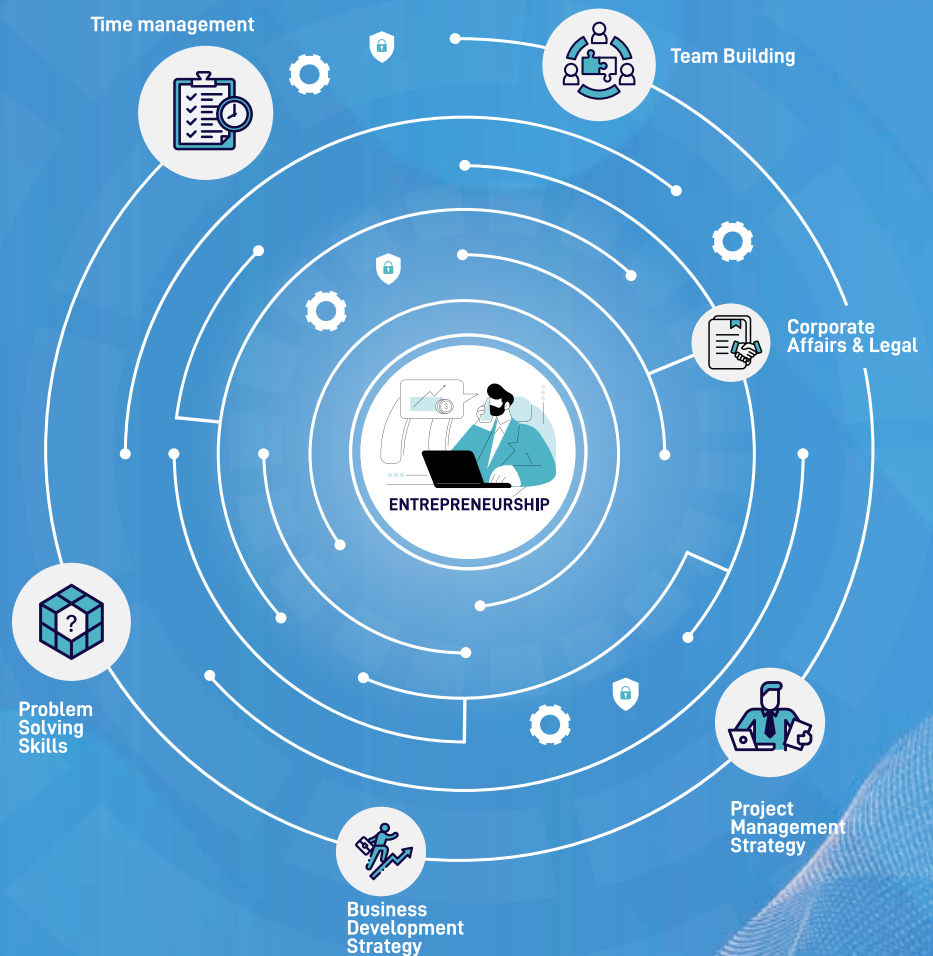
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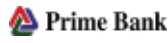
HOTELS & RESORTS



TOURS & TRAVELS



BANK & NON-BANK FINANCIAL INSTITUTION





Wahid Sharif

PRESIDENT

Bangladesh Association of Contact
Center & Outsourcing (BACCO)



FROM PRESIDENT'S DESK

The concept of 'Entrepreneurship' is not neoteric at all as it dates back to those primeval, ancient times when tribal societies started to learn about trading goods and commodities; leading up to the essential invention of money as a medium of economic exchange! From then onwards, the concept kept on evolving with the passage of time and exploration of new trade routes, invention of machines & modern technologies, industrial revolution-gradually opened innumerable doors of opportunities for it while making the theory more nuanced.

In order to cope with the everchanging world scenario, the notion of entrepreneurship got adapted in a variety of ways. The concept of "Solopreneurship" is also one of those variations, which started gaining popularity since the beginning of 2010. It is basically a portmanteau of the words- 'solo' and 'entrepreneurship' and basically refers to the art of running business solitarily! Mostly, successful solopreneurs end up becoming established entrepreneurs in the long run if they care to take the right decisions and right steps at the right time for scaling up their businesses. Hence, it is safe to say that, 'Solopreneurship' is the first step on the stairway to 'Entrepreneurship'; but the stairway is definitely elusive and it takes a lot of effort, blood, sweat and tears to reach the peak!

Freelancing has gained much popularity lately in Bangladesh as more and more youths are entering into this field leaving traditional 9-5 desk jobs behind. Moreover, the "New-Normal" post-pandemic period encouraged thousands of people to undertake freelancing as a means of earning bread and butter because people doing conventional, corporate, private jobs had to face much job-related uncertainty during the time of the outbreak. Nonetheless, freelancing is still stigmatized in our country as normal people fail to perceive the idea of earning money from home, working in front of a computer all day. Some even consider it all to be some kind of hoax! Hence, freelancers are basically warriors who are continuously fighting against all the societal taboos, odds and toxic norms. And as birds of a feather should flock together, our freelancers and this emerging online professional community should stick together in a holistic way too!

Bangladesh Association of Contact Center & Outsourcing (BACCO) has always believed in collaboration, alliance, in the strength of unity and we saw potential in the thriving freelancers'

community who are doing wonders in the ICT & BPO sector while drawing a prodigious amount of revenues from the international market for the country. And so, we felt the necessity to create a platform for the online professionals and all the freelancers out there! As the central and solitary trade body for the BPO/outsourcing industry of Bangladesh; BACCO has always been a devoted ally to the online professional community in here. So, on October 2020, BACCO Online Professionals' Forum (BOPF) was launched with a view to creating that necessary core platform for the freelancers in Bangladesh that we have already forethought. BOPF aims to encourage collaboration and knowledge-sharing activities among the freelancers while helping solopreneurs transform into entrepreneurs!

Moreover, in order to develop freelancers' technical skills and to allocate them into a proper organizational infrastructure, BACCO launched a training project titled as "Freelancer to Entrepreneur: The Shift in Mindset" in association with Business Promotion Council (BPC) on 8th January, 2022. Under this project, a total of 106 Bangladeshi freelancers had been trained and certified. BOPF is looking forward to arrange further training projects for the freelancers in the upcoming year too.

As the President of BACCO, I am hereby taking great pride to declare that, we are dedicating our "BACCO Newsletter 2022" to those freelancers, solopreneurs and unsung online professional heroes who are on their way to become successful entrepreneurial tycoons in the near future, by means of their competency, perseverance, grit and constant hard work. BACCO stands for them, works for them and will always keep assisting them on their glorious journeys to become "Entrepreneurs" from mere solopreneurs for the coming days as well!



Towhid Hossain

SECRETARY GENERAL
Bangladesh Association of Contact
Center & Outsourcing (BACCO)

FROM SECRETARY GENERAL'S DESK

Entrepreneurs are considered to be assets for their respective countries as they play vital roles in improving thousands of individual lives along with the communities; while contributing significantly towards the national economy through their businesses. Moreover, entrepreneurs are accredited to be the quintessential inventors and idea generators for the world as innovation is an integral part of entrepreneurship! BACCO has always been a devoted companion to the entrepreneurs and freelancers in Bangladesh through various endeavors. We ventured out to create the much-needed 'BACCO Online Professionals' Forum (BOPF)' as well, with a view to strengthening the freelancers' community. Through our Newsletter this year, BACCO is glad to project and exhibit our unanimous support for the online professionals, solopreneurs and freelancers out there who are looking forward to transforming into entrepreneurs who add value to the society and nation in every way.

"2022" has been an eventful year for BACCO and we have been successful to participate in two of the most prestigious international events this year! A total of 7 member organizations from BACCO took part in the 22nd edition of the "India Soft International ICT Exhibition & Conference" on April whereas, an efficient team consisting of ten delegates from BACCO represented our country in the ICTWEEK Uzbekistan, 2022 on October. At these events, visitors and clients from all around the world got illuminated on the prospects and potentials of Bangladesh through us. Thus, participating in international events like these carries a great deal of weight as these participations contribute to establishing our country as the ultimate fastest growing offshore BPO destination for the world! And we believe, we have already been successful in doing that. Because many of the global investors showed interest in the BPO market of Bangladesh after the events.

Moreover, BACCO organized B2B sessions with Japan & Uzbekistan this year where members of BACCO had the opportunity to connect and share mutual views with the respected delegates. These sessions were heavily focused on exploring scopes of bilateral collaboration, exchange and business dealings with Japan & Uzbekistan.

We have also been successful in representing our country for the 7th edition of the 'CX Summit' series in 16-17th November, 2022 at Petaling Jaya, Malaysia; arranged by 'Contact Centre Association of Malaysia (CCAM)'. This summit was targeted for all CCAM Members, Associates and all CX/CS/Contact Centre Practitioners

in the Asia Pacific region and was themed on "CX – The Return, The Reshuffle" with storyboard focus on transformation via digital, talent, business processes and customer centricity. BACCO participated in this event with a view to exploring business opportunities in Malaysia and showcasing our aptitude through real case studies & success stories while networking with like-minded international CX leaders at the same time.

The most remarkable achievement we unlocked this year is getting "ISO 9001: 2015 (Quality Management Systems)" certification on 10th December from UNICERT Bangladesh (United Certification Services Limited). As we all know, ISO 9001 refers to the international standard that specifies requirements for a quality management system (QMS) within an organization. Availing this prestigious certificate definitely indicates towards BACCO's ability to consistently provide products and services that meet organizational, customer, statutory and regulatory requirements while maintaining an international standard simultaneously!

As the Secretary General of BACCO, I am certainly ecstatic about all our achievements this year and would also like to fondly look forward to an even more happening time ahead of us! Gratitude to the present government for always supporting BACCO and the BPO sector of Bangladesh in every sphere! And thanks to all our precious members for sticking by our side at all times! Let's all keep up the good work and continue flourishing the BPO industry of Bangladesh together!



Tanvir Ibrahim

VICE PRESIDENT

Bangladesh Association of Contact Center & Outsourcing (BACCO)

FROM EDITOR'S DESK

Solopreneur to Entrepreneur"- denotes the most phenomenal journey a gutsy business enthusiast can embark on ever in life! But without proper guidance and assistance, this journey might turn sour soon; leaving the solopreneurs lost in the middle of nowhere, overwhelmed, overworked and frustrated! To become invincibly successful entrepreneurs, solopreneurs have to undergo life-altering experiences or a "Metamorphosis" to be precise! BACCO, as a dedicated association for the BPO/Outsourcing industry in Bangladesh, has always been ready to go the extra mile in order to support the online professionals' community and has stood by them while they go through different stages of their "Entrepreneurial Metamorphosis", empowering them along the way to hit the jackpot in the end!

As an editor, I am all hyped up about this year's rendition of our Newsletter as I think this might come in handy for the aspiring solopreneurs out there and would help nerve themselves to give "Entrepreneurship" a shot! Moreover, as a Vice-President I am equally excited to publish this Newsletter along with our new identity! On that account, I must mention the epochal moment for our association- the moment when we became "Bangladesh Association of Contact Center & Outsourcing" from "Bangladesh Association of Call Center & Outsourcing"! We changed our name this year on April just after the official anointing of our new Executive Committee (2022-2024). This change must be considered monumental as with it, our scope of work has also expanded. And as we all know, with great power comes great responsibility! Thus, it is needless to mention that the responsibilities that have been bestowed upon us have multiplied. But BACCO has always believed in collaboration, unity and interconnectedness and thus, we believe, we would be able to accomplish anything and overcome any obstacle that comes in our way if we stay united. Because- unity is the key!

This year BACCO has taken several initiatives to build up rapport and create relationships based on alliance and collaboration with various international bodies, authorities, embassies while focusing on market expansion for our members. BACCO Executive Committee has met several embassies including Switzerland, Canada, Netherland, High Commission of Australia etc. with a view to exploring more ways to probe deeper into the international BPO market. The embassies have also responded positively and we are hopeful of broadening our horizons while unlocking even more business opportunities for the industry with all these new connections.

BACCO has also been successful in contacting the agency under the 'Ministry of Communications and Digital' in Malaysia known as- "Malaysia Digital Economy Corporation (MDEC)" this year. Malaysia is one of the largest foreign investors in Bangladesh and a lot of companies are now running their businesses in here. The number has risen in recent years due to the continuous economic growth in the past decade and huge business potential. BACCO Executive Committee had the opportunity to have meeting with MDEC where collaboration and business opportunities with Malaysia in the BPO sector were explored. And the good news is- MDEC has showed great keenness in collaborating with BACCO to shape up the BPO industries of these two countries unitedly. We are thus looking forward to working together in the coming days.

Organizationally, BACCO is constantly striving to get more agile, adaptive and internationally relevant. To boost up the processes, we have formed eight different sub-committees which deal with various aspects of the BPO industry. The goal is to enrich the emerging BPO industry of our country while meeting the challenges of the Fourth Industrial Revolution at the same time. The sub-committees have already been able to manifest great progress in their activities while building relationships with various national and international bodies on different issues. But most importantly, our sub-committees have become great platforms for our members to render effective contribution to the betterment of the BPO industry.

BACCO is hopeful on keeping up the good work in the coming years too and as I am about to conclude, I would like to convey my best regards to all our revered members, well-wishers and fellow industry soldiers for their eternal love and support. It wouldn't have been possible without you all! We have made it so far altogether and will surely keep moving forward if we work hand in hand to fulfill greater purposes for the BPO industry of Bangladesh!

Skills for Employment Investment Program (SEIP) Project



SEIP-BACCO PROJECT

has successfully trained 20,567 trainees through 'Skills for Employment Investment Program (SEIP)' project with the help of 20 Training Institute of which 13,208 trainees have been placed with employment.

The Bangladesh Skills for Employment Investment Program (SEIP) has been drawn up by the Government of Bangladesh headed for skill improvement among the technical workforce of various occupations. SEIP envisions improvement of job focused skills and up-skilling of the existing workforce toward ensuring availability of 'required skills to industry standards'. The program has been designed to provide for market responsive inclusive skills training activities among the selected training providers in the country. These training providers will thus be able to work with industry and help facilitate industry growth and increased employment of skilled workforce. While pursuing its assigned skill enhancement activities, SEIP also envisages engaging in the process through the apex policy making body, the National Skills Development Council (NSDC), various local industry associations and internationally recognized employer associations with substantial membership coverage of priority economic sectors and formally recognized by the government.

BACCO has taken a dynamic initiative among others to train thousands of unemployed graduates/diploma holders of the country of ages 18 to 40 in Business Process Outsourcing (BPO) such as; Call Centers, Data Entry, Accounting, HR, Healthcare, Legal Process, etc. and place them on jobs under this program. This special project is run jointly by Skills Development Coordination and Monitoring Unit (SDCMU) of Finance Division under Ministry of Finance, Government of the People's Republic of Bangladesh and BACCO. SDCMU is providing necessary financial support to BACCO which is basically provided by the Asian Development Bank (ADB) as loan to the Government of Bangladesh to provide assistance to 1.25 million youth by 2024 in the focus sectors.

Skills development is much needed in this 21st century and the skills that mostly required are-

- Different skills to overcome experience requirement
- Presenting yourself efficiently to the potential employers
- Good Communication Skills
- Great Computing Skills
- Making a good CV and preparing for the interview board

Objectives of SEIP-BACCO Skills Development Program:

Train 1.25 million people by 2014-2024

To ensure required skills for industry

SEIP-BACCO Offered Courses:

Professional Customer Service (PCS)

Professional Back office Services (PBS)

Professional Digital Content Management (PDCM)

Advanced Customer Service

BPO Operation Management

In BPO, there's no qualification more powerful than a BACCO credential as we are the country's first & most preferred pan-domain qualification benchmarks for BPO roles and positions. BACCO certified professionals enjoy "preferred talent" status because of knowledge and professional competence tested on BACCO's rigorous standards and assessment systems. A graduate/diploma qualified jobless person who is interested to join in SEIP training can receive detailed information regarding the project, benefits of training under this project, admission procedure in details and employment related information by calling the nearest BACCO Institute.

Bangladesh Government Initiative

SEIP-BACCO

Skills Development Program

For Contact:
seip-fd.gov.bd



Prof. Khondaker Abdullah Al Mamun, PhD

FOUNDER
CMED Health Ltd.

Solopreneur to Entrepreneur

Humans are as big as their dreams. Many people have strong ambition of becoming entrepreneurs someday. But the reality is- there are a lot of factors we need to take into consideration first. We have to question ourselves, are we ready to take the challenge of the outside world? Not everyone is capable of acquiring the determination, innovation and creativity needed to become a successful entrepreneur. The individual must have a positive mindset to accept the duty on their own, have a set of rules to meet their goals and seize the opportunity when it is available. An average person relies on a weekly paycheck, while entrepreneurs will take risks and don't have time to calculate the amount of their own income rather, they keep expanding their domain.

The world is going through an economic crisis. All businesses are trying to survive this and keep going anyhow! Some competitive strategies and advantages are needed to be implemented which will empower them. An entrepreneur needs to act quickly according to the market changes and master negotiation and other skills that will make a difference in a competitive market. There are also some questions that you need to ask yourself to determine if you are ready to take the next step. Are you able to think of innovative ideas? Do you have the ability to solve real world problems? The transition from solopreneur to entrepreneur requires creative thinking to overcome the challenges. If you have ideas, learn to take advantage of new opportunities. You are your own boss- which means that you are responsible for making difficult decisions all by yourself. The business world has a close relationship with uncertainty! If you are not confident enough to face it, then entrepreneurship is not the best option for you.

Now, a question may arise- how is an entrepreneur different from you? Well, they are not! If something makes them different from you is their uniqueness in innovating ideas and implementation process. 'Square Group' is a good example which helps us to understand that, if you think out of the box the company will keep growing due to the new and innovative business ideas and models. It is now a group that deals with not just pharmaceuticals; but also with toiletries, garments, textile, information technology, health products, food products, hospital etc. having an annual turnover of more than Tk 6,000 crore and around 33,000 employees.

An entrepreneur should always evolve himself/herself while maintaining a positive attitude. There is no alternative to learning which is also a key to success and no matter which profession you are in, there is always a room for improvement. If you are always eager to learn and know more, it will definitely benefit you one day. It is very necessary for everyone to conduct a market analysis and research on current trends about the marketplace and society before embarking on a business. For example, if you are planning to start a software business, then you must act accordingly to the users' demands and needs. Prepare a survey questionnaire which will help your business to grow. You can simply put a feature on your website like a public poll or review and that will help your business in the long run to study user behavior & trends. Trust is the biggest key which is needed to get to the next level. New entrepreneurs lose their way because of lacking trust and

confidence. Try to overcome it because there may not be a single person out there to praise you or recognize your work until and unless you are successful. This is a competitive era and only you can help yourself if you want to rise to the top. Trust yourself and only then you will be able to do it. A positive attitude converts into positive powers. Other important thing is to discipline yourself. It doesn't matter if it is your own business or of others, you have the power to implement your ideas into reality if you really believe in it. I myself, an entrepreneur, have established CMED with the help of co-founder Dr. Farhana Sarker, Moinul H Chowdhury and Md. Ashraf Dawood after conducting six years of comprehensive research on the existing healthcare system; identifying core problems and structuring framework for solutions. Now my startup is a house of 60 employees including medical experts, engineers and software developers who are responsible of ensuring digital health inclusion in Bangladesh by implementing comprehensive primary and preventive healthcare. By incorporating data-driven health monitoring and referral systems in the healthcare infrastructure, we are working to create accountability in the country's healthcare sector. We take the healthcare service to doorsteps with AI and IoT-driven smart health kit. Keeping our goals aligned with the vision of a Digital Bangladesh, we aim to incorporate digital health inclusion within this decade of 2021-2030. At first, we started with very few people and gradually it transformed into one big organization. So, those who want to be an entrepreneur from solopreneur, need adaptability, resilience and determination to make a forward leap. While chasing your dreams, you might fail repeatedly, but do not give up! Learn from those mistakes and correct yourself to ascend higher. There are lot of entrepreneurs who started with being solopreneurs at first and with their hard work and dedication they are now known to the world like Mark Zuckerberg, Bill gates, Jack Ma and the list goes on! To become a successful businessman, one should have a business secret. Try finding yours!

You need to believe in your own ideas because people do not take new things easily! Once they get accustomed to it, they will invite your ideas with open arms. Try to focus and improve your ideas from time to time. Your self-confidence will take you to the next level. Try to learn new things and improve your skills; make an environment to learn from everyone because no one is small! Even a junior can teach you and help you to grow further. Keep a positive attitude and this will definitely make you successful in the long run.



Emrazina Islam

OWNER & FOUNDER
Emrazina Technologies

“Providing Graphics Designs, Back-end Office Operation Services Globally Since 2014.”

It was in 2014, after I've been a solopreneur for 3+ years, I first realized the importance of working with a team.

My journey to become an entrepreneur came with a lot of new realizations.

Everywhere I looked, I saw working women, not just in our freelance community but everywhere else, forced to leave their jobs and projects. Whether it was because they were physically unable to continue or some new responsibility at home made them unable, working women left perfectly budding careers to concentrate on their homes and family.

Some women I knew also had to leave successful jobs because they couldn't face the internal politics at their workplaces or felt unsafe at work. Their family members, too, didn't feel safe sending the female members of their families into unfamiliar workplaces. When I co-founded “Emrazina Technologies” in 2014, these were the issues I wanted to address for working women.

99% of my employees are female and feel completely safe in the office space I have created for them. Not just that, my employees can work from home if they don't want to leave their young children at home. As long as they meet the deadline and give their best to the job, they can choose where, when, and how they work.

Of course, I had another motivation behind my decision to become an entrepreneur; i.e. - I wanted to create an income source for not just myself, but dozens of other women around me. It wasn't just about me earning more through my company, it was about creating employment and enabling other women to earn.

I also see entrepreneurship as a means to stop women from leaving a successful career they've built up with hard work and patience. Most women, in my knowledge, stop working because their time and effort are needed elsewhere, i.e., at home. They quit because they simply don't have enough time for their careers. If these successful women, instead of being workers can transform into entrepreneurs, it will solve half the problems. If they had a team to support them in those times, people they could rely on, they wouldn't have to leave their careers behind.

Everything that I've learned on my solopreneur journey as a Freelance Graphic Designer, I was able to implement in my company. All my experiences with dozens of clients came to help me in my new role. In many ways, my solopreneur journey has helped me become the entrepreneur I am today.

Being an entrepreneur for the last eight years, I haven't just made a difference in my life, but I was also lucky enough to help others and their families.

When I started working as a freelance Graphics Designer in January 2011, I hadn't planned very far ahead in my life. I was quite happy working with clients whom I served alone. I enjoyed the variety of works that my clients used to provide. By the Grace of Allah, I had enough work to keep me busy for a few years, too.

Being a solopreneur, working by yourself, is a risky endeavor in today's world. Being an entrepreneur might be even harder because there are a lot of other people who are depending on you. But there's an African proverb that I wholeheartedly believe: “If you want to go quickly, go alone. But if you want to go far, go together.”

I want to go far, and go there with my team, with a group of people I can rely on and whose lives I can better. I don't want to rise above all but rise with all. As a human being and a woman, I believe in the power of working together and entrepreneurship. Working with a team allows me to create employment for others and contribute to my country's economy. It makes me responsible for my society and grateful that I can help others in my own minimal way.

It's much easier to work by ourselves in Bangladesh and be a solopreneur compared to what it takes to be an entrepreneur. Thousands of people make the transition to entrepreneurship and then go back to being a solopreneur because it is extremely hard to create an efficient team.

For this, I blame our society's lack of adequate guidelines. While hundreds of experienced workers and agencies can teach you to be a freelance worker, there's almost no training available to make the transition to entrepreneurship.

It is not very difficult to create a team or to procure work for your team, but what's different is to know how to make your team give you their best work efficiently.

Ordering your team around is not enough; you need to motivate them. You have to create a workplace and a work environment that will automatically inspire your team to work well. I believe in creating extra benefits for my workers in any way I can so they feel as comfortable working for me as they do in their homes. Yes, all these benefits cost me more money - money that could have been a part of my profit. Instead, I have happier workers who give my clients and me their best. In exchange for just a little less profit, I now have loyal and happy workers. It's exactly how I have always envisioned my organization to be.

These, I believe, are the secrets behind successful entrepreneurship. Not many people know them, or at least they don't know the importance of these little secrets. This is one of the reasons that we see so many solopreneurs in our country and very few entrepreneurs.

I personally believe that we need more training and guidelines in this matter so that the number of entrepreneurs in our country can increase.



Jahangir Arif

MANAGING DIRECTOR
Uppercase Delta Limited



Need Revolution, Don't Wait for Evolution!

The biggest challenge for most member companies of BACCO is getting new projects regularly. Our predecessor garments industry resolved this problem by setting up buying houses – where a group of people arranged orders and the other group could perform those orders. The same model based on division of labor can be replicated here in BPO industry to reduce the number of futile marketing efforts. Otherwise, this industry would not be able to flourish at the desired level, when its potential for growth is much higher than that of the garments industry.

Having a population of about 180 million means having a huge local market and enormous opportunities for business growth. More digitization of existing systems and habituating more people in using digital tools mean greater scope for businesses. Relying on the Government's initiatives only is not an intelligent idea. Rather, initiatives from the bigger business concerns on infrastructural development for BPO industry and the introduction of revolutionary technology and management ideas can bring drastic changes to the current scenario. Thus, relatively smaller concerns could also be part of the revolution. The IT sector is growing exponentially and at a much higher rate than any other technology. Hence, waiting for evolutionary changes in systems and waiting for business opportunities will not be wise. Initiatives for revolutionary changes are required to be taken in order to change the total scenario.

Right now, labor incentive projects are rendering good outcomes and high growth, but relying on those will not be wise as automation in the industry will obsolete the need for those projects quickly. Therefore, the time has come to focus on knowledge processing projects. As nothing comes on a silver plate, so it is better to strive to develop our own brand, products, and standard of services. Let the world rely on the brand named 'Bangladesh'.



Dr. Shreekant Vijaykar

DIRECTOR
Asia Operations at COPC Inc.

The Changing Face of Customer Experience

CHANGES IN CUSTOMER EXPECTATIONS

In the last ten years, there has been a huge increase in the number of different contact channels available for consumers to use. We have seen the introduction of new self-service technologies (such as AI-powered chatbots) as well as a wide implementation of video chat, webchat, and asynchronous messaging systems. Specifically, the last couple of years have seen changes in the way customers interact with brands, and there are more digital interactions than physical.

Our 2022 Global Benchmarking Series of studies indicates that close to 1 in 3 customers (34%) have changed their preferred channel in recent years. Proportionally, the channel with the largest change in preferences is Webchat, with a 2.5x increase. Yet, phone and email continue to dominate as the top channels in the mind of South Asian consumers.

Our research also indicates that South Asian consumers are less committed to using these new channels than the industry believes them to be. 31% of consumers would like the businesses to work on improving the quality of services, a number that is more than double of the number of customers who would like businesses to develop self-service solutions or implement new technologies for customer interaction. What this means is that the focus should be more on "processes" than on "technology" within organizations servicing customers.

CHANGES IN TECHNOLOGY.

A proliferation of technology channels for customer interaction means a lot more choice to consumers. This is good, if it focuses on customer service, and not just self-service to reduce cost for the business. Our studies show that organisations are forcing customers into channels they don't necessarily like (e.g., self-service) and then they are having to switch channels to get their issues resolved.

In fact, 87% of South Asian consumers told us they had to use multiple channels just to get their last issue fixed. Customers who "channel-hop" say that they are forced to switch to due to either the complexity of their enquiry or due to poor customer service processes. The distinction between "choosing" a technology and "forcing" a technology is important, because consumers who are forced to switch channels are less satisfied with their experience than those who choose to switch channels, even if the issue is finally resolved.

CHANGES IN INTERNAL WORK ENVIRONMENTS.

The last four years have seen a huge change in the workplaces too, especially in business process management (BPM) industry. Companies have adopted work-from-home (WFH) models with varying degrees, and this is likely to continue in future. Almost half the companies we interviewed in the last year say that they will slightly decrease the proportion of contact centre staff working at home and bring them back to brick-and-mortar offices, but they will continue to have a sizable proportion of WFH staff.

With the forthcoming event for customer experience in Bangladesh, I thought it might be interesting and useful to explore what the data from research tells us about the changes in recent year in terms of customer experience and what these new trends mean to businesses and leaders.

Physical distancing between team members leads to changes to internal business processes of coaching, training staff, and performance management. Companies have adopted various technology solutions like visual knowledgebases, collaborative platforms, AI-based internal support and escalation agents, and faster decision-making tools that help contact centre staff in customer interactions. But the journey has just begun for these technologies to become mainstream and for companies to leverage these WFH or hybrid working opportunities for better efficiency and effectiveness.

This requires a structured approach and coordination among functions within organizations, for their leadership, planning, processes, people, and performance. The COPC Customer Experience (CX) Standards provides a platform that has been tried and tested for over 26 years globally for contact centres and customer service operations to make it easy, make it quick, and make it work.

IMPLICATIONS OF THESE CHANGES TO CUSTOMERS, TECHNOLOGY, AND WORKPLACE.

What the changes in customers, technology, and workplaces mean is that we are seeing in future a hybrid workspace, with different working environments for different staff, handling a variety of channels of customer interaction, including several digitally enabled and technologically advanced platforms, for consumers that are more aware of their choices and overall service journey, i.e., the end-to-end path they have taken with the brand to get their issue resolved.

This makes the customer experience domain volatile, vulnerable, and yet highly interesting. As the risks rise, so grow the rewards. Customers whose issues are resolved to their satisfaction and with minimal effort are 7 times more likely to recommend your brand to others than those who have not interacted with your brand in recent times.

The research tells us that to deliver a better customer experience and to improve performance in all metrics associated with the customer experience (e.g., customer satisfaction, Net Promoter Score or Customer Effort Score) companies need to develop processes that allow customers to have their issues resolved with as few contacts as possible. First contact resolution (no matter which technology or channel the customer's service journey starts in) is the key to delivering really high levels of satisfaction and every additional step the customer has to take has a negative impact on the customer experience.

Each customer interaction is thus an opportunity to boost the level of customer loyalty and advocacy, and contact centres globally play a dominant role in turning customers of brands they support into 'raving fanatics', and not just passive consumers of products and services.



Engr. Md. Mamunur Rahman

CEO
Net Bangla Limited

Major Challenges Faced by the BPO Industry

NEVER-ENDING CUSTOMER EXPECTATIONS

Providing customers with complete satisfaction has always been a difficult task for all BPO companies. Various social media channels and increased competition in the market has resulted in increasing customer expectations. Meeting customer demands properly is particularly difficult for outsourcing companies that are new to the industry. They would compete with existing firms by either lowering the cost of their products or reducing profit margins to improve service efficiency by recruiting top talents.

CUSTOMER ATTRITION AND CURTAILING BUDGETS

At some point of the project, the client may just terminate the project and hand over the project to your competitor for different reasons. The cost of such sudden deal expiry can be huge and can affect most BPO companies to a large extent. One of the major challenges faced by the BPO industry is the budget. Most of the times outsourcing companies are expected to deliver the best results with minimal cost. They are forced to make the most out of their limited resources.

REPEATED DISRUPTIONS

Call traffic management, unavailability of high-speed internet with low latency, scarcity of data & dialer, noisy phone lines, frequent power shutdowns, rising cost of devices, lack of knowledge in project management, political uncertainty etc. may disrupt the regular processes. BPO companies usually work in 7x24 schedules and are expected to remain available at all times. Such disruptions can cost the companies a lot and can be very challenging!

HIGH RATES OF EMPLOYEE ATTRITION

The employee attrition rate in the BPO industry is pretty high. The companies are not able to effectively retain their employees for a long time and thereby suffer huge losses every time they have to train up new employees. Attrition results not only in the loss of talent, but also means significant costs have to be incurred in the training of new employees. Multiple factors behind this attrition are- high-stress levels, the monotonous nature of the work, lack of potential career growth, unusual workhours, societal stigma etc. The leaving employees also do not add any value to brand equity.

SHORTAGE OF TALENT

One of the major challenges in BPO recruitment is to find the right workforce to work with! Many outbound international contact centers in Bangladesh fail to find qualified, fluent English-speaking workforce in right time. The lack of English-speaking workforce is still a major setback for the industry. Another challenge is the night working shifts for women in contact centers due to safety issues.

Business Process Outsourcing involves contracting out your business or technical processes to some third-party either at domestic or international organizations. Right now, BPO industry is one of the fastest growing sectors. Lower costs, improved productivity, faster turnaround, quality assurance, and more flexible recruitments make outsourcing even more appealing. The massive growth of the industry and high level of competition in this arena comes with its own set of challenges for the management of BPO companies in Bangladesh.

ISSUES OF HEALTH AND SAFETY

Most of the outsourcing companies has to deal with different time zones, hence the resources may work ceaselessly, night and day following a roster. This can cause major health hazards among the employees and reduce their overall efficiency. Moreover, there are some common health issues associated with this line of work such as- hearing problems or migraine.

LANGUAGE BARRIERS AND COMMUNICATION CHANNELS

When working together, workers tend to discuss stuffs and have a clear understanding of what needs to be done. However, this gets impossible when the remote workers are sitting oceans apart. The number of communication channels has increased significantly over the past decade. People have moved on to social media based omni-channels to send messages apart from the usual calls and mails. This proves to be quite challenging for the BPO companies to decide which channel to concentrate on when interacting with their clients.

INTELLECTUAL PROPERTY AND DATA SECURITY

Outsourcing comes with a risk of losing intellectual properties such as business plans, trade secrets, etc. Moreover, there is a risk of data breach. If it is not handled properly, one might lose developed application or its rights. BPO service providers should comply with the General Data Protection Regulation (GDPR), Payment Card Industry Data Security Standard (PCI DSS), Not generating nuisance calls (OFCOM compliance), Protecting Hearing Loss (Noise at work regulations), Health Insurance Portability and Accountability Act (HIPAA) and others work specific compliances. Meeting all types of compliances is also a challenge for the BPO industry in Bangladesh.

POLITICAL UNREST AND ECONOMIC TURMOIL

Political and economic situations in regions of America and Europe can affect the BPO industry harshly. Citizen protests, civil-wars, sudden economic hazard etc. can force the Governments to pass certain bills or laws which hamper the outsourcing industry. This can have a major effect on the BPO companies in our Asian regions.



Author – David Lester

GROUP LEARNING SERVICES DIRECTOR
Nisai Group

Improving English Levels to Upskill Employees

Improve Productivity and Reduce Costs

"A well-written document is a critical business tool: it can demonstrate expertise and knowledge; influence decision making; win new business and help to build a brand. Words are a highly usable tool." - Emphasis Training Ltd U.K.

Common writing mistakes can cost time and money with the most common mistakes being:

- Typos, poor punctuation and grammatical errors
- Industry or company buzz words
- Forgetting the audience
- Long words, complex sentence and too much text
- Failing to make an impression, vague
- Audience not understanding
- Abbreviations/Acronyms

It is important to consider that across the world around 1.5 billion people speak English. It is therefore a useful language to have to allow for common communication. By making writing, proof reading and communication easier can improve productivity and reduce costs. Being able to craft a well worded email or letter or hold a work-related conversation in English can for example improve the levels of customer service provided by a Call Centre or BPO organisation.

The organisations Nisai, Quillsoft and Units of Sound have over 100 cumulative years' experience of supporting learners in the development of skills and competency in English. Our experience over time with learners of all ages with learning differences has led us to a position where we believe in Intelligent Assistance - technology supporting the learner to learn, the teacher to teach, and to create a richer learning environment. The approach to learning English for the workplace needs to be very different to the way children learn English in school. Employees need to learn English as a language that is relevant to the workplace, where it is contextualised to everyday use. It is an impactful, personalised approach to teaching English as a language rather than a subject and in addition to gaining knowledge, learners will develop skills and confidence to become life-long learners.

At a time where skills shortage is a global issue in the labour market, Nisai Professional Development Institute is supporting employees of all levels in various sectors. Organisations in the public and private sectors are exploring ways to upskill employees, reduce recruitment and training costs, improve employee retention and ultimately create loyal staff who will have extended lengths of service. With a focus on increased levels of English supporting organisations to sustain their market position and expand in to new markets, it's important to understand the consequences of and solutions to poor levels of English.

A FEW KEY AREAS TO ADDRESS TO SUPPORT IN THIS DEVELOPMENT ARE:

Improve Communication and Productivity

On demand, in context word prediction (using Professional multi-disciplinary vocabulary) which reduces typos and grammatical errors by being an active participant in the writing process. On demand (Speech-to-text) use speak and select (word or phrase) to continuous dictation.

Reduce Misinterpretation

Industry specific topic words created by business' employees and approved by their management will create a constant and standardised approach to responses. Rather than using buzz words and industry specific acronyms it's better to use the full wording, that can be done in a way that saves

Nisai is playing their part in this by supporting companies and public organisations through the provision of quality assured training to develop skills needed in the workplace for now and well in to the 21st century. With a focus on the improvement of levels of English plus the ability to access leadership programmes to improve productivity.

Whilst work-based English is not sector specific, the BPO sector in Bangladesh is supporting companies and their customers worldwide. The Nisai offer, provides benefits in the workplace by improving English to answer the key areas to address. Supporting organisations in becoming global rather than local entities.

THIS IS OUR HALF YEARLY LEGAL WRITINGS KNOWN AS "LEGAL INSIGHT", A PART OF OUR LEGAL INITIATIVE. WE HAVE ANALYSED THE MAJOR EVENTS AND CHANGES IN LAWS TOOK PLACE IN THE LAST SIX MONTHS IN BANGLADESH OR GLOBALLY HAVING IMPACT ON BANGLADESH. WE COVER DIFFERENT AREAS UNDER 9 HEADINGS WHICH ARE RELATED TO OUR 31 [practice areas](#), ORGANISED UNDER NINE PRACTICE DEPARTMENTS. FOR, WE HAVE PREPARED THIS EXTENDED VERSION (SPECIAL EDITION) OF INFORMATION TECHNOLOGY LAW PART FOR BACCO ONLY.

INFORMATION TECHNOLOGY LAW

ARTIFICIAL INTELLIGENCE

Companies are now wanting to put data to work, not just store data, by driving real-world business decisions via analytics and, more recently, artificial intelligence. Artificial intelligence is also transforming our daily life for example urban people are now habituated with navigational app like google map. Although very slowly, AI enable machines in manufacturing sector improving production, supply chain, warehouse management in Bangladesh. As predicted by National Strategy for AI 2019-2024, it can significantly improve healthcare, finance, agriculture, education, transport sector. In the more developed market AI is bringing significant changes e.g., capital market trading house function in few places are now fully automated as the task is almost entirely carried out by the machines. Importing AI enabled machines often pose a challenge as determination of HS code, valuation etc. seems complex requiring expert assistance. HS codes and operation manuals are required to be updated to ease the customs process.

DIGITAL SIGNATURE

Banker Books Evidence Act 2021 is now promulgated by the National Parliament replacing the old statute of 1891. The new act allowed bankers to produce copy of the document with digital signature subject to some information disclosure. The act also secure privacy of banks' customers' information by imposing limitations and restrictions. However, admissibility of evidence issues is generally not properly handled or challenged in the lower courts in Bangladesh, in particular, Artha Rin cases. This may give rise to several new categories of litigations.

CYBER SECURITY

Seems now Cybersecurity agency needs to work with cloud, cyber and telecom companies to combat hacking involving crypto and crypto exchange. Legal requirements often lag technology, and they rarely keep pace with technological harm, which tends to affect critical information infrastructure etc. A global comprehensive treaty is now lacking to counter cybercrime. As proposed by Russia at United Nations, negotiations will begin early next year. While EU and USA joined Paris Calls for Trust and Security in Cyber Space affirming "international law, including the United Nations Charter in its entirety, international humanitarian law and customary international law is applicable to the use of information and communication technologies (ICT) by States".

FINTECH

It is encouraging to see that for the very first time a commercial bank is enabling disbursement of small loans using digital payment system. On the other hand, digital payment system came under questions due to the cheating and fraudulent embezzlement of funds by e-valley, e-orange, e-dhamaka. The problem was addressed by the Ministry of Commerce and Bangladesh Bank by holding the advance payment until consumers receive the purchased items. Similar security issues are witnessed globally involving payment by crypto currency. However, payment with crypto currency is not legal in Bangladesh and may violate the provisions of Foreign Exchange Regulations Act 1947, Prevention of Money Laundering Act 2012. Genuine e-commerce platforms are required to be very much vigilant and compliant.

OUTSOURCING

Tesla is bringing information technology to automobiles by offering digital subscriptions for what it calls "Premium Connectivity". Market is driven by innovations demanding software engineers and professional from diverse background who are geographically distributed. Hence scope of outsourcing market may also rapidly transform keeping pace with the innovations. Poorly drafted contracts are contributing towards failure to settle disputes between outsourcing employers and service providers. Non availability of suitable dispute resolution clause often results in inability to recover payment, termination of contracts etc.



Edited by

Mohammed Forrukh Rahman

HEAD OF CHAMBERS

Barrister-at-Law | LL.M. (International Dispute Resolution) (London)
PGDipLaw (Maritime) | PGCertLaw (Commercial & Corporate)
FHKIArb | Panel Arbitrator, SAARC Arbitration Council | MSIArb
Member, NYSBA, USA | Member, SCMA, Singapore
CEDR Accredited Mediator | Advocate, Supreme Court of Bangladesh

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SUCCESS STORIES



Ershadul Haque

FOUNDER AND CEO

Riseup Labs

Riseup Labs is an ISO certified leading software development, technology solutions, and services provider company providing software, mobile apps, web design, XR, Simulator, and technology services in more than 20 countries worldwide.

The global technology advancement in October 2009 inspired tech enthusiast Ershadul Haque to form Riseup Labs as a software company. He is the founder and CEO of this creative company. In a very short period, Ershadul took Riseup Labs to a unique height as a successful and promising platform in the software and game industry. It quickly became one of the best software companies in Bangladesh through various creative development works.

Riseup Labs won the National Mobile Application Award 2014 for "Tap Tap Ants: Battlefield," a mobile game app in the Entertainment and Lifestyle category organized by the ICT Division, Ministry of Posts, Telecommunications, and Information Technology of Bangladesh. It was the first time in the history of Bangladesh for this type of technology-based event.

Not only that, there are more stories of Riseup Labs' success. For example, UNICEF's 'Meena Game' for Children's Rights, 'Fun Basket' game for BBC Media Action for Life Skills-Based Education (LSBE) Awareness for Adolescents, 'Treasure War' Game, a Real-Time Multiplayer Battle game for Robi Axiata Ltd. was created by the skilled and dedicated developers of Riseup Labs.

Riseup Labs has developed the most popular Augmented Reality app, "1952", the Language Movement of Bangladesh, and a VR experience based on the historic "7th March Speech" of Bangabandhu Sheikh Mujibur Rahman in 1971 at the Racecourse Ground.

Riseup Labs is not only a successful software manufacturer and services provider. Also, it is empowering a large portion of the country's youth through providing IT and ITES training. Now, the company is focusing on developing high-end technologies such as IoT (Internet of Things) and AI (Artificial Intelligence).



Nahid Hasan

MANAGER, OPERATIONS

Digicon Technologies Limited

My success story is not only a story of my achievements, but it is also an inextricable part of the success of Digicon and my team members. The idea of writing my own success story seems bizarre. Yet, I have discovered that an honest story about one's success can inspire readers and boost business.

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In my corporate career defining success is simple- a salary increase, more people working under me, a step up the career ladder and a sense of happiness as well as contentment. At Digicon, I am extremely happy and content. How did I achieve the success with happiness and contentment? This has happened because of a number of reasons. Digicon's culture and attitude makes me feel as if I am a part of an amazing family where I feel energized, get help, share ideas, and have a voice.

It has been ten years since I began working for Digicon. I joined as a Team Leader under Operations Department, moved on to being an Assistant Manager and then was given the post of Deputy Manager and today I am a Manager. This journey was not easy, but it was educational. With my knowledge and skills, today I am looking after several projects of Digicon from different verticals like Automobiles, Healthcare, Bank and Financial Services, Consumer Products and Electronics, and also different Government or Public Services. This was possible because of the trainings and also because of the day-to-day guidance I received from my superiors who not only inspired me but also taught me not to be afraid of my own vulnerabilities. They also shared their knowledge and made me the successful person that I am today.

This is how a success story of an individual builds over time.

SUCCESS STORIES



Badshah Fahad Hossain
MANAGING DIRECTOR
Sales Manager Pvt. Limited

BPO – it's perfect for those who want to be creative and do "corporate" business side by side. We've always shied away from traditional business concepts, preferring to come up with something that is both trendy among the youth and adheres to the principles of our forefathers. So, keeping those in mind, we came up with Sales Manager Pvt. Limited in January 2019. With just one employee, we started our Digital Marketing sector. The next month, with three agents, we began our Telemarketing journey with an Australian company as our first client.

But little did we know that dreams are not easy to attain as we were facing the most challenging of times that we could have ever imagined - the pandemic! The struggle was real for a 2-months-old company to survive, but with our employees' sheer will and determination, we managed to get through it.

The trust and support of our clients for us worked like an energy booster amidst the pandemic, so we gave our all and worked day and night to move forward and tried our best to satisfy our clients and sustain the faith they had in us. Our company has the best of both worlds- the Telemarketing and Digital Marketing arena, where these two compliments each other and make work both fun and challenging at the same time; thus, giving our employees that adrenaline rush to explore work and unleash the best out of it!

These two years were more of a roller coaster; nonetheless, we came this far, and by the grace of Almighty, we now have 60+ employees and a few consistent clients. We plan on dedicating ourselves and providing services such as Digital Marketing, Call Center, and IT Backend Support to our clients and accomplish our goal of creating a presence in the BPO industry.

Thus, this is just the story of us gearing up and moving truly towards our success. And someday, when we will be able to finally achieve our goals, our success will speak for itself.



Faisal Ahmed
MANAGING PARTNER
M/s. Fire & Safety Management

The BPO sector is known for providing large-scale IT solutions and for being one of the vital remittance sources for the economy of Bangladesh. Thereof, BPO shall sustain its operation by following local Jurisdictions in terms of Safety and Fire protection requirement. In the light of this and also being a compliant, the Digicon Technologies Ltd. is one of the BPO member companies which has appointed 'Fire & Safety Management' to support their business safety requirement through physical training and guidance by conducting emergency evacuation drill, carried by the Digicon employees to know specific dos and don'ts during mock drill and in the real emergency scenarios (if any).

Fire & Safety Management is one of the proud members of BACCO that felt delighted by the appointment and being given the opportunity to provide services for the BPO members, ensuring their Safety at work. We have also obtained customer appreciation letter with remarks of highest service satisfactions.

As our business is related to Safety, Fire and Emergency Response and we are capable of providing services to make the BPO sector sustain with safety excellence, it is exciting to share our successful business story with you all. We have always supported BPO members so that others can get inspired from us to set similar examples further.

SUCCESS STORIES



Sagor Costa

CEO & FOUNDER

24/7 Virtual Assistants

This is Sagor Costa, CEO & Founder of 24/7 Virtual Assistants. We are licensed by the Bangladesh Telecommunication Regulatory Commission (BTRC) and an active taxpayer of the Bangladesh government to operate an international and domestic call center as well as an IT firm. 24/7 Virtual Assistants is also a proud member of Bangladesh Association of Software & Information Services (BASIS) and Bangladesh Association of Contact Center & Outsourcing (BACCO).

Our Mission and Vision:

No matter what, we trust in productivity. Our in-house trained virtual assistants are very much confident about any projects. We have been dealing with real estate, insurance, real estate funding and small business financing since we started. But we are ready to take on more challenges. We also give support for back office and digital marketing (website designing, Android and iOS app, SEO etc), data scraping & lead generation related tasks too.

Our 6-D Proces, which is our key towards the success

Discover

Driven by Innovation. We are a licensed BPO Company combining world-class Marketers with innovative workers and Data Scientists to deliver incredible.

Define

Service quality measures how well a service is delivered, compared to customer expectations. And we are trying to give high service quality.

Design

The 24/7 VA family is your partner to help you achieve your dreams and your goals! Together, let's design your dreams with your ideas and personalities.

Develop

Regardless of which stage you are at; our hub is an environment where you can grow and develop your business.

Deploy

Our team works with you to diagram your business interactions and design efficient processes.

Deliver

Reliable Delivery for Your Business, trusted by 300+ Businesses, we deliver US business services at the right time.

BACCO & 24/7 Virtual Assistants

During the pandemic of Covid-19, BACCO has been always beside all call centers and IT Firms. They helped all of us get the permission of movement with our official vehicles to pick and drop colleagues. Through BACCO, 24/7 Virtual Assistants has got much popularity and everyone at BACCO has been very helpful throughout the year. BACCO has made the 10% incentive process easier for us on the export of our BPO services.

Our Journey

I worked in around 4 international call centers during 2014 and 2016. Then I started freelancing with a computer and a friend of mine. Eventually we hired more people and took an office. We have finished working with 94 clients in the USA, exported our services to US small businesses and brought over 300,000 US dollars till 2021 in our country. We have formed a US company and we have been preparing to file taxes in the USA too.

This Year's Success

We earned 60+ positive reviews by US clients and '24/7 Virtual Assistants' has received the 'Global Fame Awards 2021' from Kolkata, India.

We are not limited to only international projects. We have designed an iOS app, an android app and a few e-commerce websites for - Foodgarden, Elevator International School, Flash Fashion House etc.

In a nutshell, I would like to mention that BACCO has created a friendly relationship with all the companies under it and we feel, BACCO is our family.

BACCO EVENTS 2022

TRAININGS & WORKSHOPS

Inauguration of "Freelancer to Entrepreneur: The Shift in Mindset" Training Project



BACCO launched a training project titled as "Freelancer to Entrepreneur: The Shift in Mindset" in association with Business Promotion Council (BPC), which got inaugurated on 8th January, 2022.

Workshop on "4th Industrial Revolution in BPO Industry"



To illuminate members on the necessary guidelines to meet the challenge of 4th Industrial Revolution, a daylong workshop titled as "4th Industrial Revolution in BPO Industry" was organized by BACCO on 8th June, 2022.

Workshop on "Overview of Government Procurement System for Services"



To create awareness regarding the "Government Process Outsourcing" and procurement system in Bangladesh; a workshop titled as "Overview of Government Procurement System for Services" was organized by BACCO on 18th June, 2022.

Workshop on "Accounting Process Outsourcing"



In order to train our members on various types of 'Accounting Outsourcing'; a workshop titled as "Accounting Process Outsourcing" was organized by BACCO on 22nd June, 2022.

Workshop on "Digital Marketing: Reaching the Real Buyers"



With a view to training our members on various aspects of market expansion through Digital Marketing; a workshop titled as "Digital Marketing: Reaching the Real Buyers" was organized by BACCO on 25th June, 2022.

Workshop on "Labor Rules & Compliance Guidance for the BPO Industry"



To create awareness regarding the existing labor laws, rules & regulations and compliance among the members; a workshop titled as "Labor Rules & Compliance Guidance for the BPO Industry" was organized by BACCO on 7th November, 2022.

Workshop on “Government Procurement System for Services”



In an effort to illuminate our members on the pros & cons and various aspects of the “Government Procurement System”; a three-day long professional development workshop on “Government Procurement System for Services” was conducted by BACCO in association with IBPC on 21-23rd January, 2023.

Certificate Giving Ceremony for “Freelancer to Entrepreneur: The Shift in Mindset” workshop participants



On 13th March, 2022 a certificate giving ceremony was arranged by BACCO for the participants at the workshop titled as “Freelancer to Entrepreneur: The Shift in Mindset”

Inauguration of BACCO Executive Committee (2022-2024), Official Name Changing & Iftar Mahfil



BACCO arranged an official Inauguration Ceremony for the new Executive Committee (2022-2024) & Iftar Mahfil on 13th April, 2022. The new executive committee members were officially anointed and the name- ‘Bangladesh Association of Call Center & Outsourcing’ was officially changed into ‘Bangladesh Association of Contact Center & Outsourcing’.

BACCO Participating in a Post- Budget Reaction Press Conference at Jatiya Press Club



BACCO, along with other important stakeholders of the ICT industry took part in a Post- Budget Reaction Press Conference at Jatiya Press Club on 14 June, 2022.

“Thanksgiving Ceremony” for the BACCO Executive Committee (2022-2024)



BACCO organized an official “Thanksgiving Ceremony” on 2nd March, 2022 to express gratitude and acknowledge the matchless contributions of the current Executive Committee (2022-2024) towards the development of the BPO industry in Bangladesh.



BACCO stands for Humanity during the 'Sylhet Flash Flood'



During the 'Sylhet Flash Flood' on June, BACCO stood still by the affected people in Sylhet by sending aids and reliefs into the flooded areas.

New Members' Orientation Programs



In an attempt to welcome the new members on board, as well as strengthen mutual relationships with them; two "New Members' Orientation Program" was held consecutively on 19 & 20 September, 2022 at BACCO Office.

BACCO Participating in a seminar on "Digital & Cyber Security" organized by ESSAB



On 26th November, 2022, BACCO General Secretary Mr. Towhid Hossain attended a seminar titled as "Digital & Cyber Security" organized by ESSAB, as a revered speaker.

B2B Matchmaking Session titled as -"Collaboration for Business Growth: Bangladesh BPO Industry & IT Park, Uzbekistan"



BACCO organized a B2B Matchmaking Session on 8th December 2022 at a conference hall in Gulshan, Dhaka, titled as-"Collaboration for Business Growth: Bangladesh BPO Industry & IT Park, Uzbekistan"

MoU Signing with Long Beach



On 12th December, 2022, an MoU was signed between BACCO & Long Beach Hotel, Cox's Bazar at BACCO office.

11th BACCO AGM & Picnic 2022



"11th BACCO Annual General Meeting (AGM) & Picnic 2022" took place on 17th December, 2022 at CCULB Hotel & Resorts. A total of 115 BACCO member companies participated at the AGM. The picnic was lavishly celebrated and was attended by BACCO members, their families, invited guests and ICT journalists.

MoU Signing with COPC



A 'Knowledge Partnership MoU (Memorandum of Understanding)' was signed between "BACCO", the central and solitary trade body for the BPO industry in Bangladesh and "COPC India Private Limited", a subsidiary of "COPC Inc.", the privately held management consulting company that provides consulting, training, certification, benchmarking and research for operations that support the customer experience. The signing took place on January, 2023 and from now on, COPC will work jointly with BACCO as a 'Knowledge Partner' with a view to enhancing customer experience in the IT-ITES and BPO sectors of Bangladesh.

Observing 'National Mourning Day'



The 'National Mourning Day-2022' and the 47th Anniversary of Martyrdom of the Father of the Nation Bangabandhu Sheikh Mujibur Rahman was observed on 15th August, 2022 by Bangladesh Association of Contact Center and Outsourcing (BACCO), with due solemnity and deep respect.

BACCO's Participation in "Job Fair for People with Disabilities" organized by Bangladesh Computer Council (BCC)



Bangladesh Computer Council (BCC) under the leadership of the ICT department; organized a job fair for People with disabilities on 20th March, 2022. BACCO and a total of 12 member companies of BACCO participated at the job fair.

BACCO Participating in "Road Show" & Seminar organized by BTRC



BACCO participated in the "Road Show" organized by BTRC on 29th May, 2022 due to the occasion of "World Telecommunication and Information Society Day". BACCO Joint General Secretary Mr. Md Tanzirul Basher participated in a seminar based on the theme "Digital technologies for Older Persons and Healthy Ageing" later on that day.

Digital Bangladesh Day Celebration



BACCO started the day through paying homage to the sculpture of the Father of the Nation at ICT Tower. Later that day, BACCO Executive Committee and several BACCO members took part in the "Opening & Award Giving Ceremony" at Bangabandhu International Conference Centre (BICC).

BACCO's Participation in "Digital Bangladesh Mela 2023"



BACCO participated in the "Digital Bangladesh Mela 2023", the largest exhibition to showcase Internet Services, Software, E-commerce, 5G, AI, Robotics, IOT, ITES and ICT solutions in Bangladesh arranged by 'Posts and Telecommunications Division (PTD)' in collaboration with 'ISP Association of Bangladesh (ISPAB)' on 25-28th January, 2023. Four precious members of BACCO participated at the event from BACCO's pavilion.

Farewell Reception for the Senior Secretary to the ICT Division



On 2nd February, 2023- the final working day of his illustrious career at office, BACCO bids farewell to Mr. N M Zeaul Alam PAA, honorable Senior Secretary to the ICT Division of Bangladesh. At the farewell reception, BACCO Secretary General Mr. Towhid Hossain and Joint Secretary General Mr. Tanzirul Basher expressed their heartiest gratitude to the leaving Senior Secretary in recognition of his outstanding contribution to the development of the BPO industry in Bangladesh.

BACCO's Participation in the 22nd edition of the "India Soft International ICT Exhibition & Conference"



BACCO & a total of 7 member organizations of BACCO took part in the 22nd edition of the "India Soft International ICT Exhibition & Conference", held at Pragati Maidan in New Delhi from March 23 to 24, 2022.

BACCO's Participation in "CX Summit 2022"



The President and Secretary General of BACCO represented our country at the 7th edition of the CX Summit 2022.

BACCO's Participation in 'ICTWEEK Uzbekistan, 2022'



In an effort to bolster the alliance with Uzbekistan, a delegation team consisted of 10 members from BACCO flew to Uzbekistan with a view to representing our country in ICTWEEK Uzbekistan, 2022 with pride and honor. The event took place on 24-27 October, 2022 at Congress Tower, Samarkand.

First Meeting of the "Youth & Women Empowerment Sub-committee"



The very first meeting of the "Youth & Women Empowerment" Sub-committee took place on 11th June, 2022.

Meeting with the Chairman of BTRC



BACCO Executive Committee paid a courtesy visit to the office of Mr. Shyam Sunder Sikder, Chairman (Senior Secretary), BTRC on 12th June, 2022.

First Meeting of the “Global Market Development Sub-committee”



The first meeting of the “Global Market Development Sub-committee” took place on 13th June, 2022.

Meeting on “Determining Ways to End the Power Crisis & Ensure Uninterrupted Customer Service”



BACCO arranged a meeting titled as “Determining Ways to End the Power Crisis & Ensure Uninterrupted Customer Service” to discuss the loadshedding & power shortage problem in the country on 20th July, 2022.

Meeting With the Honorable Managing Director of Hi-Tech Park Authority



In order to discuss various initiatives of BACCO to expand and enrich the BPO industry of Bangladesh, a meeting with Mr. Bikarna Kumar Ghosh, Managing Director, Bangladesh Hi-Tech Park Authority took place on 4th August, 2022.

Meeting with Department of Inspection for Factories & Establishments (DIFE)



In order to share mutual views on the execution of labor laws, rules & regulations in the BPO industry of Bangladesh, a meeting between Department of Inspection for Factories & Establishments (DIFE) and BACCO took place on 8th August, 2022.

Meeting with the High Commission of Canada



A meeting between the High Commission of Canada and BACCO took place on 25th August, 2022

Meeting with the Embassy of Switzerland



With a view to having a discussion on business opportunities between the BPO industry of Bangladesh and Switzerland; the much-anticipated meeting with the Embassy of Switzerland took place on 29th August, 2022.

BACCO Sub-committee Strategic Planning & Discussion



In an effort to facilitate fruitful and effective co-ordination among the sub-committees, "BACCO Sub-committee Strategic Planning & Discussion" was arranged on 3rd September, 2022

Meeting with the Embassy of Netherlands



In an effort to espouse BACCO's eternal focus on alliance and collaboration; a meeting between the Embassy of the Kingdom of Netherlands and BACCO took place on 5th September, 2022

Meeting on the Upcoming "BPO Summit 2023" organized by BACCO



With a view to determining BACCO's goal and formulating a workplan for actualizing the upcoming "BPO Summit 2023" successfully, a meeting took place at BACCO office on 5th November, 2022

Felicitating the newly appointed Vice-Chairman of BTRC



Mr. Engr. Md. Mohiuddin Ahmed, the newly appointed Vice-Chairman of BTRC was felicitated by BACCO Executive Committee on 6th November, 2022.

Felicitating the Chairman of BTRC for bagging 'ASOCIO Tech Excellence Award 2022'



On 13th November, 2022 BACCO Executive Committee felicitated the BTRC Chairman Mr. Shyam Sunder Sikder at his office for winning ASOCIO Award.

Meeting With the Honorable Vice Chairman of 'Export Promotion Bureau (EPB)'



On 15th November, 2022, a meeting between BACCO and Mr. A. H. M. Ahsan, honorable Vice Chairman of Export Promotion Bureau (EPB) took place

"BACCO Japan Desk" Meets "Global Ride Inc.", Japan



BACCO organized a meeting on 14th November, 2022 with "Global Ride Inc.", the renowned ITES company of Japan! The aim of the meeting was to facilitating exports of Bangladesh ICT products and service in the Japan market.

Felicitating the newly elected Executive Committee of BIJF



BACCO participated at the 'Inauguration Ceremony' of the newly elected Executive Committee for Bangladesh ICT Journalist Forum (BIJF) on 24th November, 2022. The new EC committee of BIJF was warmly felicitated by the EC committee of BACCO.

Recognition for BACCO's contribution to BCC's 'Job Fair for People with Disabilities'



In respect of BACCO's active participation in the 'Job Fair for People with Disabilities' arranged by Bangladesh Computer Council (BCC) and contribution to creating job opportunities for the differently-abled people; BACCO received a 'Certification of Appreciation' from BCC on 26th January, 2023.

BACCO Annual Employee Award Night



With a view to acknowledging the relentless and salient services of the 'BACCO Secretariat' officially, the Executive Committee of BACCO rewarded the Secretariat Team on "BACCO Annual Employee Award Night" in 26th January, 2023. This year, the "Employee of the Year" title was awarded to Mr. Tanvir Ahamed, Executive, Member Services, BACCO.

BACCO Member Digicon wins 'The Daily Star ICT Awards'



Digicon Technologies Ltd, one of our most precious member organizations, has bagged the prestigious 'ICT Solution Provider of the Year 2022 (Local Market Focus) Award' on 28th January, 2023 at the seventh edition of 'The Daily Star ICT Awards'; for their outstanding roles in taking the sector forward.

BACCO Member FIFOTech bags 'Posts & Telecommunications Award-2023'



In recognition of the outstanding contributions and dedicated services to the development of the 'Contact Center' field from the BPO sector of the country and for playing significant role in the establishment of a "Digital Bangladesh"; FIFOTech, which is one of the leading organizations in the BPO scenario of Bangladesh and a precious BACCO member, bagged the prestigious 'Posts & Telecommunications Award-2023' on 28th January, 2023. On behalf of the company, the award was received by Mr. Towhid Hossain, Managing Director & CEO to FIFOTech.

BACCO in "Tech Ventures Talk"



BACCO Finance Secretary Mr. Md. Aminul Hoque appeared in Techshohor.com's show "Tech Ventures Talk" on 31st July; where he talked about the immense potentialities of the BPO industry in Bangladesh.



BACCO Research & Development Sub-committee Chairman Mr. Khandoker Atiqur Rahman appeared in the same show on 11th September; where he shed light on the opportunities available in the international BPO market.

"9 Minutes with BACCO"



The 7th episode of "9 Minutes with BACCO" came with an exclusive discussion with Mirza Afreen Fatima Lusha, who is a pioneer to work as a woman in the IT industry.



The 8th episode of "9 Minutes with BACCO" presented Mr. Musnad E Ahmed, the CEO & Founder of Sky Tech Solutions; and delved into his impeccable journey of becoming a successful entrepreneur from scratch.

BACCO Making Headlines Throughout The Year



BACCO kept hitting headlines throughout the year on various types of print media, online newspapers and portals. We have been featured in the media on several occasions for various issues; such as- new endeavors being undertaken by the association, successful completion of events or for achievements that should be celebrated!

"BACCO-SEIP Career Expo & Job Fair 2022"



A daylong "BACCO-SEIP Career Expo & Job Fair" organized by BACCO & supported by Skills for Employment Investment Program (SEIP) from the Ministry of Finance was held on 28th September, 2022



Our Services



Contact Center



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Virtual Assistance



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Moving forward with more than 7 Years of experience in the Call-center & Other IT-related services, Imprint Dhaka Ltd. is a leading name in Bangladesh. Its corporate office is located in Banani, Dhaka. The beauty of Imprint Dhaka Ltd. is that its representatives are not only trained to do Inbound / Outbound Calls but also are well tutored to perform vast categories of operations such as production scheduling, Tracking orders, Design preparations, Web development, etc.

Imprint Dhaka Ltd. is continuously working for our Nation and also for the Youths of Bangladesh. As one of its main visions is to provide the best platform for our Youths to accumulate with the current Corporate world and the global advancements, Imprint Dhaka Ltd. nurtures and develops its talent to deliver its services through an entrepreneurial and progressive work culture in an innovation & learning-focused environment.

Imprint Dhaka Ltd's main purpose is to make Bangladesh's ITeS (Information Technology enabled services) industry a better place to create future leaders for the upcoming global events. Also, one of its main missions is to create more Job opportunities for the youths of this nation, assisting our Country to progress towards its major goals as "the youth of today are the leaders of tomorrow".

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iTracker is an application that allows you to track products, services, sales and internal communications in one place.



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iDialer is a unified communication management solution with open-software based architecture which allows seamless integration with existing systems of client for enhancing customer service to the next level.



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Our team of IT professionals will develop a mobile-optimized, conversion-focused eCommerce website which will be designed to help our clients to sell online and support various promotional campaigns on time to time basis.



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iOMS is an order management system used in several industries for order entry and processing. A perfect order means fulfilling a sales order to the customer's specifications, delivering goods as promised at the time of sale.

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SK IT CENTRE



SK IT CENTRE was established back in 2017, when the founder Mr. Shamim Sarker started work alone by himself with the work from home services for an American client. The journey of him entering into the outsourcing industry is to be esteemed as the success of this idea now becomes conquered by obstructing in layers of struggles. Began an international business at the mere age of 22. As a young entrepreneur he faced many obstacles due to lack of advice, proper guidance and lacked the facilities of an international payment system, which has yet not developed then in our country. However his hard work attempts allowed him to achieve & build a strong team.

In 2018 when the company's revenue started surpassing more than 1 crore taka per annum, he planned to expand and hire more employees in the team. SK IT CENTRE stands with two categorized business in their business model one they operate business with B2B clients and other they have clients operate business B2C. The B2B venture started in New York in the USA by acquiring a small company whose plan is to build working coverage as an agent for national companies which provide work at multiple states in USA. SK IT CENTRE works with multiple numbers of clients in the USA and provides back office support, data entry, invoicing, payroll services which are categorized as a B2C business process. Mainly they work with real estate home owners, investors, bank agents, realtors, professionals or specialists in the USA market. We deeply believe that the size of this business sector have the greatest potential in growth quickly and safely by investment in the real-estate sector in the USA rather than focusing on other sectors as the real estate market size was estimated at USD 3.69 trillion in 2021 and is expected to reach USD 3.81 trillion in 2022. Working as an agent or middle man with lot of vendors and clients could be recognized as fin tech services as because the companies its only responsible for receiving funds from their respected clients and having accessible for payment of their vendors to serve the tasks or delivering supplies on time. Taking a percentage from portion of payments has stood the business now in a good position as because of clients and vendors are being involved more in their platform where they getting easy to connect and reducing time, operation cost for both parties rather they had to go in manually for book keeping or tracking their payments. We have establish a designed cloud base software to integrate regular

accounting and book keeping for clients and vendors weekly, monthly invoices which is a very efficient platform to track or claim their payment on time. Although we are a Bangladeshi company but working in the USA market we have been able to promote our brand value over there. We feel it thrilled in mind because it representing our country to the most developed country USA when you are working from here leading the people whose are living there. It really brings us in respect as well as remittance for the country. Our vision for 2025 we will be a team of 100+ employees in BD and create work opportunities around 1000+ vendors in USA



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 - ☐ Log-net (Cargo Wise)
 - ☐ ISF
 - ☐ AMS
- Reporting
 - ☐ Daily Shipment Report (DSR)
 - ☐ Weekly Shipment Report (WSR)
 - ☐ Monthly Shipment Report (MSR)
- Market Research & Promotional Activities
 - ☐ Sales Lead
 - ☐ Introducing New Product to client
 - ☐ Email Marketing
 - ☐ Digital marketing
- Key Account Manager Activities
 - ☐ Weekly Virtual meeting Client
 - ☐ Identify new challenges and solution
 - ☐ Customize products to meet client Requirements
- Clockwise System Update/Milestone Triggering reflective real time status to customer
 - ☐ Estimated Time of Departure (ETD)
 - ☐ Estimated Time of Arrival (ETA)
 - ☐ Last Free Date (LFD)
 - ☐ Demurrage/Detention Free Date
- Sales Support/Rate Quotation for Air & Ocean Shipments
 - ☐ Weekly Air Rate
 - ☐ Monthly/Bi- Monthly Ocean rate
 - ☐ Spot Rate Quotation (Air & Ocean)
 - ☐ Monthly Vessel Schedule
- In-Land Functions
 - ☐ Trucking Service
 - ☐ Warehouse Facilities
 - ☐ Proof Of Delivery (POD)

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- Payroll & Treasury Management
- Financial data analysis & Reporting
- Invoicing, Debit Note, Credit Note

Other Operation Services

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- Appointments Scheduling and dispatching
- Supply Chain Management





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Outcomes

Consistent delivery of training across multiple sites within an organisation

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Sector specific wording and topic lists e.g. government, medical, energy, fintech

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Increase staff retention and staff effectiveness

Improvement in written and verbal internal and external communications

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Best Employment Provider Award

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office@bacco.org.bd
www.bacco.org.bd



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