

Executive Summary

Western Communication: Western Communication is a customer support service company that was established on May 01, 2023. Western Communication is a call center based in Sylhet, Bangladesh, that specializes in providing customer support services for taxicab companies. Our main focus is on ensuring a seamless experience for customers when it comes to taxi bookings and any related issues.

One of the key services offered by Western Communication is the facilitation of taxi bookings. We have a dedicated team of agents who handle incoming calls and assist customers in booking taxis based on their requirements. These agents are trained to efficiently manage the booking process, ensuring accurate information is collected and conveyed to the taxi company for prompt service.

Additionally, Western Communication prides itself on providing taxis on time and maintaining a strict time frame. We understand the importance of punctuality for taxi customers, and therefore, actively track and monitor the status of booked taxis to ensure that they arrive at the customer's location on time.

Inevitably, problems may arise during the booking process or while using the taxi service. Western Communication is equipped to handle these situations and provide quick and effective solutions. Our agents are trained to address customer concerns and complaints, offering timely resolutions and ensuring that any issues are resolved to the customer's satisfaction.

Overall, Western Communication plays a crucial role in enhancing customer experience in the taxicab industry. Through our call center operations, we streamline the booking process, monitor timeliness, and offer effective solutions to customer problems. Our services not only benefit customers but also contribute to the success and reputation of the taxicab companies we support.

About the Industry

The taxicab customer support service industry, represented by companies like Western Communication, plays a vital role in ensuring customer satisfaction and smooth operations for taxicab companies. These call centers specialize in handling taxi bookings, tracking and monitoring taxis for timeliness, and resolving customer concerns and complaints. Their services enhance the overall customer experience and contribute to the success of the taxicab companies they support.

Company Policy

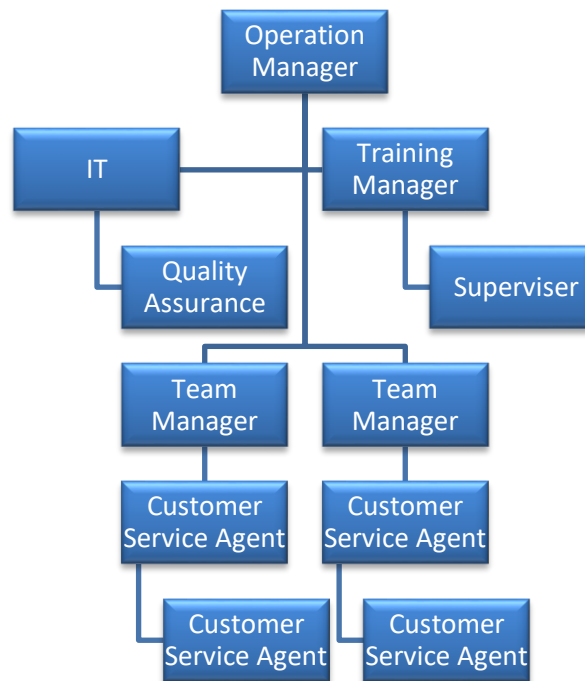
Employee Training: Western Communication places great emphasis on employee training and development. It believes that well-trained employees are crucial in delivering exceptional customer service. Thus, the company invests in comprehensive training programs to equip its employees with the necessary skills and knowledge to handle customer queries and provide effective solutions.

Quality Assurance: Western Communication also ensures the quality of its services by implementing strict quality assurance measures. It has a dedicated quality assurance team that monitors and evaluates the performance of its employees on a regular basis. This enables the company to identify and address any

issues or areas of improvement in order to meet customer expectations and maintain high standards of service delivery.

Company Organogram

The Organogram of a call center in Western Communication typically includes a hierarchy of positions, ranging from agents and team leaders to managers and higher-level executives. Each position has its own set of responsibilities and plays a crucial role in ensuring the smooth operation of the call center.



Services Offered

Western Communication offers a range of services as a call center. Some of these services include-

Answering calls: Western Communication has a team of call center agents who are trained to handle incoming calls from customers. They are responsible for answering calls promptly and professionally, addressing any inquiries or concerns that the customers may have.

Booking taxis: Western Communication also offers a service where customers can call in to book taxis. The call center agents will take the necessary details from the customers, such as their location and destination, and then make the booking on their behalf. This saves customers the hassle of having to call multiple taxi companies to find a ride.

Providing taxis on time: Once a taxi has been booked, Western Communication ensures that the taxi arrives on time to pick up the customer. They have systems in place to track the location of the taxis and

monitor their arrival times. This helps to minimize any delays and ensure that customers are not kept waiting.

Customer complaint solution: In the event that a customer has a complaint or issue, Western Communication strives to resolve it promptly. Their call center agents are trained to handle customer complaints and find a suitable solution. This may involve escalating the issue to the relevant department or providing compensation to the customer, depending on the nature of the complaint. The goal is to ensure customer satisfaction and maintain a positive relationship with their clients.

Standard Operating Procedure

Western Communication follows a standardized approach to ensure consistency and efficiency in its service delivery. It has well-defined processes and guidelines that outline how various tasks and activities should be executed. These procedures are regularly reviewed and updated to adapt to changing customer needs and industry trends.

Call Handling Process: We will develop a comprehensive call handling process specifically tailored to meet the requirements of your cab providing service company. Our agents will handle customer queries, complaints, and other interactions competently and in a timely manner, ensuring customer satisfaction and loyalty.

Team Collaboration: Our call center operates on a collaborative approach, encouraging teamwork, sharing of knowledge, and continuous improvement. We will assign dedicated teams to your project, led by experienced supervisors who will oversee their performance and provide necessary guidance.

Technology Integration: Western Communication prides itself on its investment in cutting-edge technologies and software platforms. We will seamlessly integrate our systems with your cab providing service company's infrastructure to ensure efficient handling of customer inquiries, real-time tracking, and problem resolution.

Data Security: We understand the sensitivity and confidentiality of customer data. Therefore, we have implemented strict data security measures, including firewalls, secure servers, and adherence to international data protection standards such as ISO 27001, to safeguard the privacy of your customers.

Company Impact in Bangladesh

Establishing a call center industry in Bangladesh can have a significant impact on the country's economy. Here are some of the ways in which the Western Communication can contribute to the economy:

Job Creation: Western Communication have the potential to create a large number of jobs, particularly for the country's youth. Bangladesh has a large population of young people, many of whom are looking for employment opportunities. The call center industry can provide these individuals with job opportunities, thus reducing unemployment rates and improving the overall economic situation.

Foreign Exchange Earnings: Western Communication typically cater to international clients, which means that they earn foreign exchange for the country. The revenue generated from the call center industry can contribute to the country's foreign exchange reserves, which in turn helps stabilize the economy and maintain a favorable balance of payments.

Technology Transfer: Developing a call center industry like Western Communication requires the adoption and implementation of advanced technology and communication systems. This can lead to technology transfer and the development of local technology capabilities. Local IT companies can benefit from providing services and support to the call center industry, thus fostering the growth of the technology sector in Bangladesh.

Skill Development: Working in the call center industry requires certain skills, such as language proficiency, communication skills, and customer service skills. As the call center industry grows, there will be a demand for individuals with these skills. This can lead to the development and improvement of the country's human capital, providing individuals with valuable skills that can be applied in other sectors as well.

Ancillary Services: Western Communication relies on support services, especially in transportation. The company can adopt other services in the near future. These ancillary services can provide employment opportunities and contribute to the growth of other sectors of the economy.

Economic Growth: The growth of the Western Communication can have a multiplier effect on the economy. As the industry expands, it can generate more opportunities, boost domestic consumption, earn more foreign remittances and stimulate other sectors of the economy. This can lead to overall economic growth and development.

Financial Analysis

1. Set up cost

Please see the following table for the initial costing

Name of Equipments	No. of Units	Price (BDT)	Sub-total
License fees	1	15000	15000
Agent Computers	6	25000	1,50,000
Administrative Computer	2	35000	70,000
Table	8	10,000	80,000
Chair	8	12,000	96,000
Decoration	1	30,000	30,000
Air Conditioner	2	50,000	100,000
Networking cost	2	15,000	30,000
		Total	5,71,000

1.2. Call Centre Solution Package Details

Name of Equipment	No. of Unit	Price (BDT)	Sub-Total
Predictive Dialer	8	10,000	80,000
Router	3	3,000	9,000
10 ports series switch	1	10,000	10,000
Headphone	8	1500	12,000
Network cabling	10	1000	10,000
Electricity Cabling	10	1000	10,000
		Total	1,31,000

2. Monthly Operational Cost

Name of Equipment	No. of Unit	Price (BDT)	Sub-Total
Agent Salary	13	25,000	300,000
Team Leader	3	50,000	150,000
Office Rent	1	25,000	10,000
Utility Bill	1	1,000	12,000
Internet Bill	3	2,000	6,000
Electricity	1	10,000	10,000
Miscellaneous	1	5,000	5,000
		Total	4,93,000

Revenue Projection

Western Communication Network Diagram
