ROUTE 2 SHINE

ROUTE 2 SHINE (P) LTD.

A LEADING CONTACT CENTER SERVICE PROVIDER

Transforming Business
Challenges into Opportunities

ROUTE 2 SHINE

A LEADING CONTACT CENTER SERVICE PROVIDER

COMPANY OVERVIEW

Founded : **2019**

Head Office : **Noida, India**

Team Size: **130**

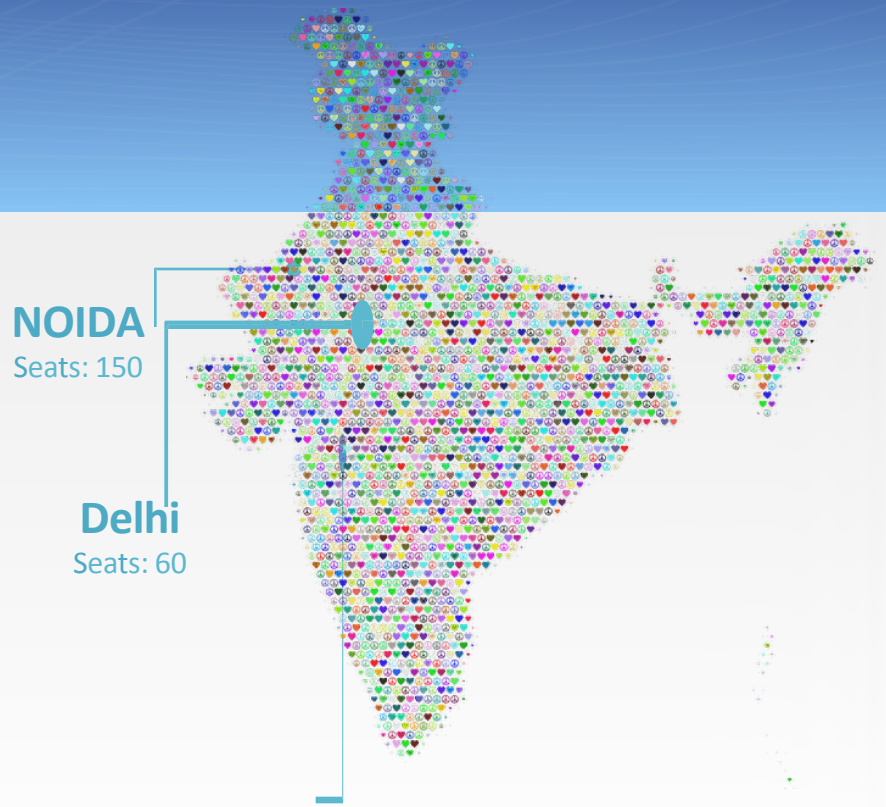
Service Delivery: **3** Cities, **3** Sites

Languages: **5**

Clients: **8**

Seats Count: **310**

Website: https://www.route2shine.com



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ABOUT US,

Reliable

- ROUTE 2 SHINE established in the year of 2019 with the vision of leading contact center services across the country, We are into in providing best in class services & Stability to our Valued clients.

Solutions

- We endeavor to offer best solutions in order to acquire maximum satisfaction of our respective clients. We Produce measurable business outcomes backed by best process expertise and software capabilities.

Experience

- **The Group** brings in operational excellence & deep domain expertise. **The controlling team** has a core experience of managing contact center services more than 20 years.

Affordable

- ROUTE 2 SHINE best in quality support services help to our respective clients to improve their bottom-line by offering cost effective contact Centre & back-office support services.

OUR MISSION & VISION

OUR MISSION, is to become the most successful ITES company in India by delivering the best Contact Center and digital marketing Solutions in our Segmented market.

We meet customer expectations of highest quality by providing best business continuity planning through:

- Best Human Resource & Staff Relocating Planning.
- Latest Technology & Recovery Planning.
- Competitive Pricing & Crisis Management Planning.
- Individual and Company Accountability.
- Flexible Customization Capability
- Financial Stability & Site Recovery Planning.

OUR VISION, is to become the most admired and premium choice of our clients and customers, with a dedicated , disciplined and clear focus on strengthening business relationship through accurate reliable and quality services.

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A LEADING CONTACT CENTER SERVICE PROVIDER

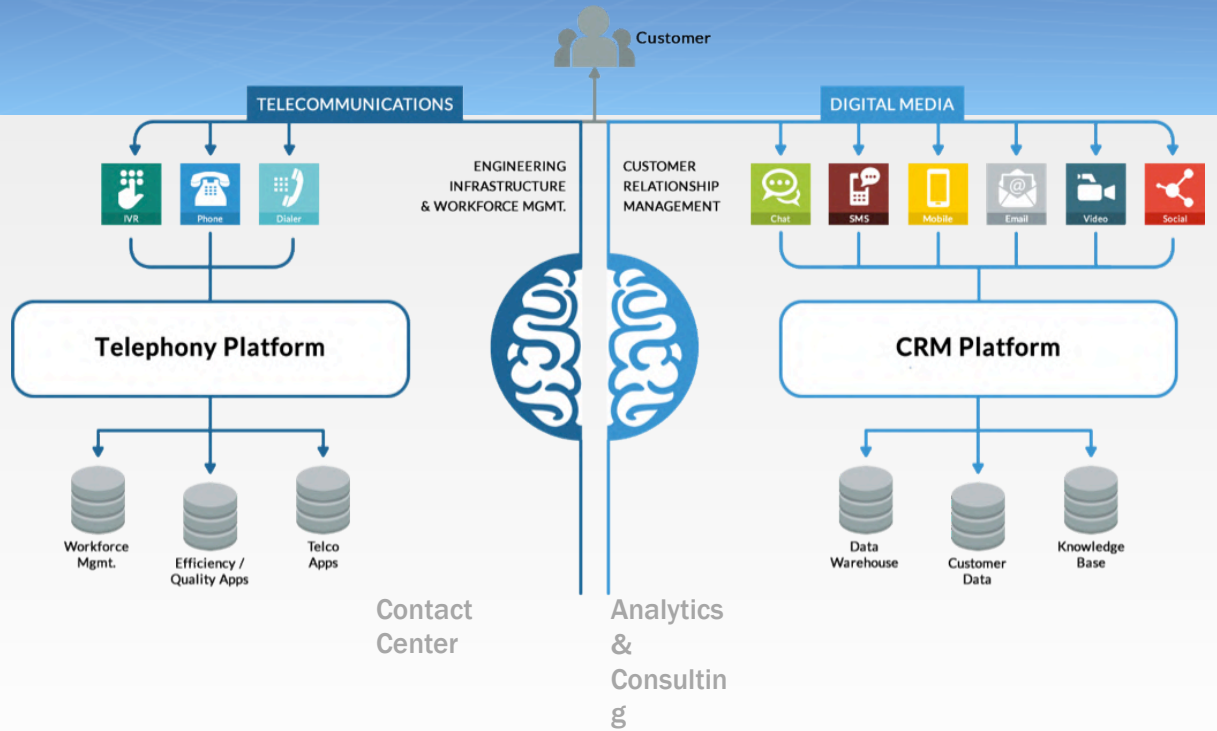
AN OMNI CX FOCUSED COMPANY

Chabot's
Transaction Processing E-mail responses Smart IVRs
Consulting Quality Check

Back Office

Contact Center

Up-selling
Customer Lifecycle Management
Customer Complaints & Inquiries
Business Analytics
Partner Support



Cost Optimization

Sales Expansion

Catalogue Management Logistics Management Conversion Rate Optimization
Loyalty Programs
Return & Refund Management
Sales Analytics

E Commerce Solutions

Digital Marketing

Digital Strategy & Click Marketing
Email Marketing
Content Marketing
Online Reputation Management
Search Engine Optimization

Omni Channel Capabilities enable COINOMIC to be a One Stop Shop for all client's CX needs

ROUTE 2 SHINE

PERFORMANCE METRICS

Lead Generation / Sale Closure

Our goal is to convert the inquires in to the potential lead ,we are expertise in lead conversion in various domain like Edu tech & bank products.

First Call Resolution

We strive for high first call resolution rates, ensuring efficient problem-solving and customer satisfaction.

Response Time

Our goal is to respond promptly to customer inquiries, reducing wait times and improving the customer experience.

Service Level

We maintain SLA as per industry standards, SLA in a key KPI in operational compass, We ensuring timely responses and maintaining service excellence.".

Quality Assurance

We maintain rigorous quality assurance measures to uphold service excellence and adherence to operational standards.

Customer Feedback

We actively collect and analyze customer feedback to identify areas of improvement and enhance our services.

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A LEADING CONTACT CENTER SERVICE PROVIDER

CERTIFICATE'S

Certificate of Registration

This is to certify that Quality Management System of

ROUTE 2 SHINE PRIVATE LIMITED

A-51, SECTOR-57, NOIDA, GAUTAM BUDDHA NAGAR, UTTAR PRADESH-201301, INDIA

is in accordance with the requirements of the following standard

ISO 9001:2015
(Quality Management System)

SCOPE

CONTACT CENTRE SERVICES, CALL CENTRE SERVICES, IT SERVICES INCLUDING APPS DEVELOPMENTS, WEB DESIGNING, SOFTWARE DEVELOPMENTS, GRAPHIC DESIGNING, SEO, SME, SEM AND DIGITAL MARKETING SUPPORT SERVICES

Certificate Number : SCK/01/RSP/23/91/3382

Initial Registration Date : 10-Jun-2023
1st Surveillance Date : 10-May-2024
2nd Surveillance Date : 10-May-2025
Certificate Expiry Date : 09-Jun-2026

To verify certificate, visit at :
www.sckcerts.com
www.iafcertsearch.org

Issued by SCK Certifications Pvt. Ltd.

Director

MSCB -244

Accreditation Board : 3060, Saturn Street, Suite 100, Brea, California 92821-1732, USA

This certificate remains the property of SCK and must be returned to SCK on Cancellation or Suspension of the certificate Validity of the certificate is subject to successful completion of surveillance audits. Further clarification regarding the scope of this certificate and the applicability of standard may be obtained by consulting the Organisation on info@sckcerts.com

AN
ISO, STARTUP AND MSME
CERTIFIED COMPANY

CERTIFICATE NO:
DIPP136011

Government of India
Ministry of Commerce & Industry
Department for Promotion of Industry and Internal Trade

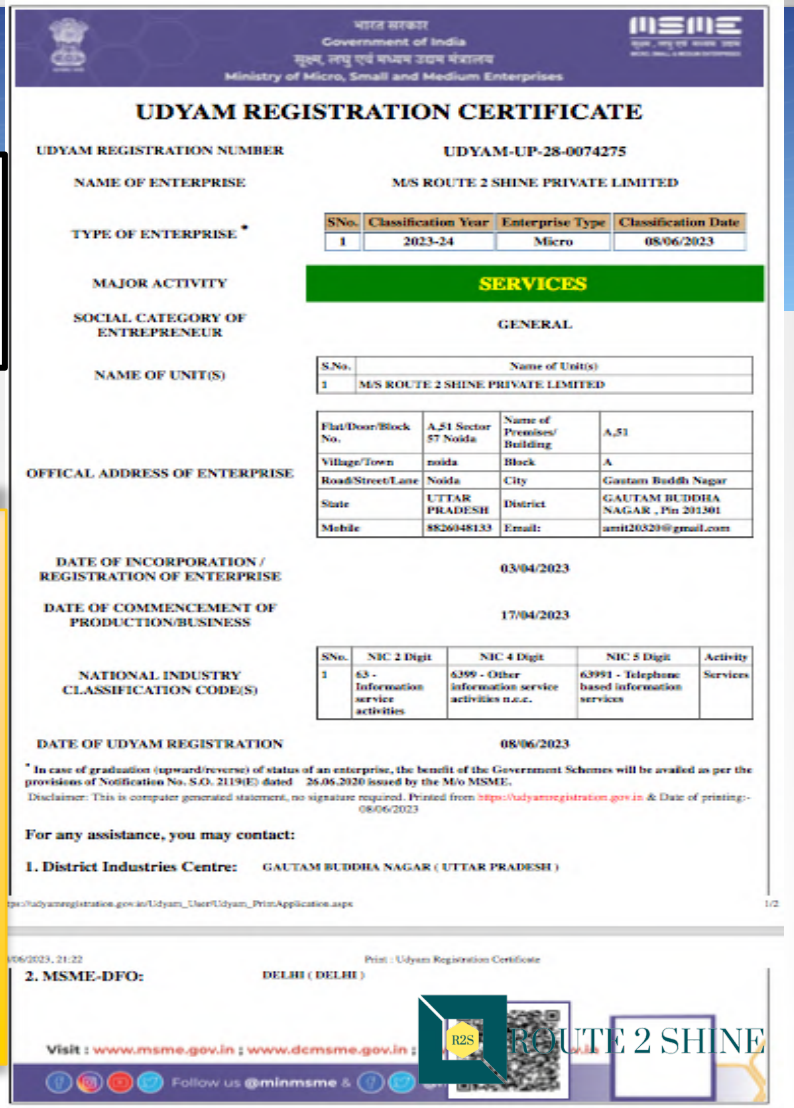
#startupindia

CERTIFICATE OF RECOGNITION

This is to certify that ***ROUTE 2 SHINE PRIVATE LIMITED*** *incorporated as a* ***Private Limited Company*** *on* ***03-04-2023****, is recognized as a startup by the Department for Promotion of Industry and Internal Trade. The startup is working in 'Marketing' Industry and 'Sales' sector as self-certified by them.*

This certificate shall only be valid for the Entity up to Ten years from the date of its incorporation only if its turnover for any of the financial years has not extended ₹ 100 Cr.

16-06-2023 — DATE OF ISSUE
02-04-2033 — VALID UPTO



भारत सरकार
Government of India
सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय
Ministry of Micro, Small and Medium Enterprises

MSME

UDYAM REGISTRATION CERTIFICATE

UDYAM REGISTRATION NUMBER	UDYAM-UP-28-0074275
NAME OF ENTERPRISE	M/S ROUTE 2 SHINE PRIVATE LIMITED

TYPE OF ENTERPRISE *

S.No.	Classification Year	Enterprise Type	Classification Date
1	2023-24	Micro	08/06/2023

MAJOR ACTIVITY: SERVICES

SOCIAL CATEGORY OF ENTREPRENEUR: GENERAL

NAME OF UNIT(S)

S.No.	Name of Unit(s)
1	M/S ROUTE 2 SHINE PRIVATE LIMITED

OFFICAL ADDRESS OF ENTERPRISE

Flat/Door/Block No.	A,51 Sector 57 Noida	Name of Premises/ Building	A,51
Village/Town	noida	Block	A
Road/Street/Lane	Noida	City	Gautam Buddh Nagar
State	UTTAR PRADESH	District	GAUTAM BUDDHA NAGAR , Pin 201301
Mobile	8826048133	Email:	amit20320@gmail.com

DATE OF INCORPORATION / REGISTRATION OF ENTERPRISE: 03/04/2023

DATE OF COMMENCEMENT OF PRODUCTION/BUSINESS: 17/04/2023

NATIONAL INDUSTRY CLASSIFICATION CODE(S)

SNo.	NIC 2 Digit	NIC 4 Digit	NIC 5 Digit	Activity
1	63 - Information service activities	6399 - Other information service activities n.e.c.	63991 - Telephone based information services	Services

DATE OF UDYAM REGISTRATION: 08/06/2023

* In case of graduation (upward/reverse) of status of an enterprise, the benefit of the Government Schemes will be availed as per the provisions of Notification No. S.O. 2119(E) dated 26.06.2020 issued by the M/o MSME.

Disclaimer: This is computer generated statement, no signature required. Printed from https://udyamregistration.gov.in & Date of printing:- 08/06/2023

For any assistance, you may contact:

1. District Industries Centre: GAUTAM BUDDHA NAGAR (UTTAR PRADESH)

https://udyamregistration.gov.in/Udyam_User/Udyam_PrintApplication.aspx 1/2

8/06/2023, 21:22 Print : Udyam Registration Certificate

2. MSME-DFO: DELHI (DELHI)

Visit : www.msme.gov.in ; www.dcmsme.gov.in ;

Follow us @minmsme &

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KEY CLIENTS

OpenMoney

RenewBuy.com
Smart Tech, Right Advice

Digitas

BML MUNJAL UNIVERSITY
FROM HERE TO THE WORLD

CHEMFILT INDIA

moneyview

AXIS BANK

vestige
wish you wealth

PROPERTY 2X
RERA CERTIFIED PLATFORM

Safex
Caring for you to grow

VIDYAKUL

TATA DIGITAL

Ojaank Gurukul | IAS

upstox

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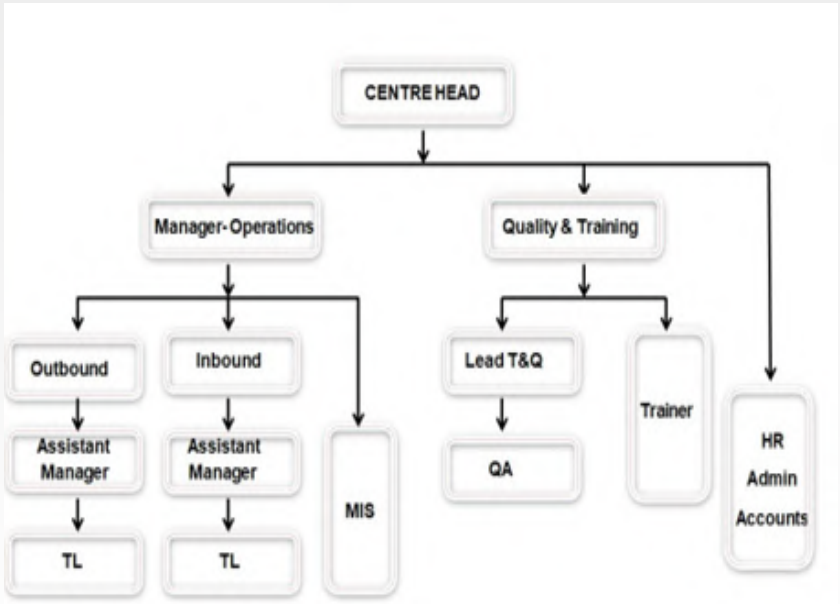
A LEADING CONTACT CENTER SERVICE PROVIDER

TEAM HIERARCHY AND BSUINESS STRATEGY

YOU PLAN, WE WILL DELIVER!!!

BRANCH ORGANIZATIONAL STRUCTURE (Operations)



Planning & Strategy:

First & Initial phase involves detailed planning workshop with client and involves finalization of project plan.

Design & Develop:

In this stage the integrated project plan is developed and thereafter domain, process and technology teams are deployed to address transition.

Test & Deliver:

We test our services for desired output on different standards and norms that meet clients' expectations.

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OUR DIFFERENTIATORS

- **In house Software development and IT Support Team**
  - Employee Management System (EMS) for managing employee life cycle, roster management and grievances
  - Quality Management System (QMS) for transaction monitoring, feedback sharing and TNI management
  - Workflow creation for operational efficiencies and mistake proofing and integrations with client applications
  - CRM and Call enter technology Integrations expertise with a range of CRMs such as MS Dynamics, Salesforce etc.
- **Excellence in HR Manpower Management** – Contact Center services are based on manpower and we have an expertise in Talent accusation to hire the right talent for right position within a very sort time period.
- A 30+ Year of experienced **Board of Advisiory**
- **Background Noise Cancellation Application**
  - Professional voice profile-based application which cuts down the background noise completely
  - Cutting Edge Technology application as unlike headsets it does not add white noise to cut down the noise
  - Equipped with algorithms to overcome packet loss & jitter
  - Can be deployed as a SIP Proxy or SIP Trunk

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TEAM AND CULTURE

With a dynamic organizational structure, we foster a culture of collaboration and innovation. Our teams are comprised of industry experts who bring diverse perspectives and skills to the table.

Diversity

Our call center embraces diversity, fostering a culture of inclusivity and ensuring varied perspectives, which leads to innovative solutions.

Collaboration

We believe in the power of teamwork. Our collaborative environment promotes knowledge sharing, resulting in superior customer service.

Employee Satisfaction

We prioritize the well-being and satisfaction of our employees, who are the heart of our call center's success.

Positive Workplace

We foster a positive work environment that encourages creativity and celebrates achievements, creating a thriving workplace.

Our this team culture enables us to deliver exceptional results and exceed customer expectations.

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1

Understanding of business requirement.

- Creation of JD

2

Sourcing Candidates:

- Recruitment Consultants
- Job Portals
- Internal Movements
- Employee

3

Shortlisting of candidates by HR.

- Base level verification

4

First Interview Round:-

- Voice Quality
- Assessment
- Typing Test

5

Final Round of Screening.

- am
- nte
- e t

6

Job Offer:-

- Issuance of LOI to candidates

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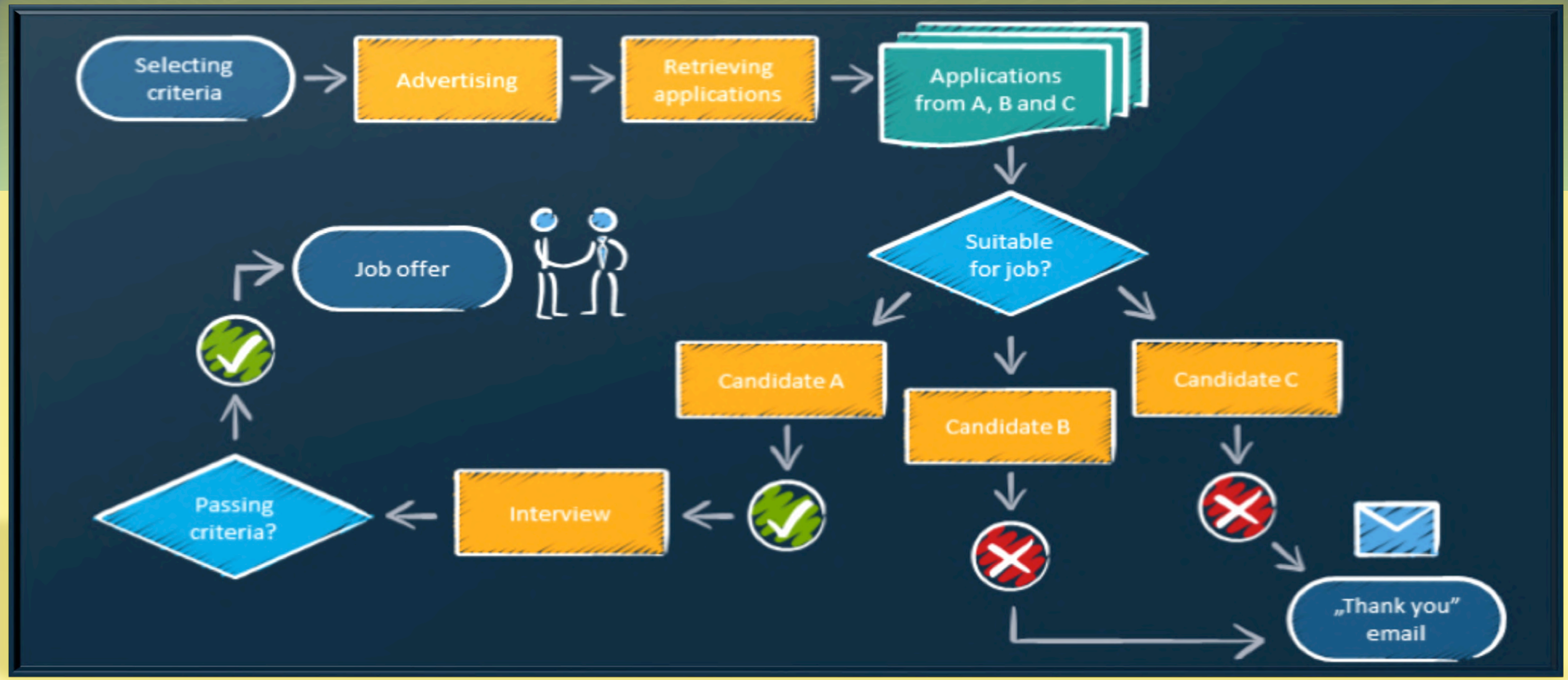
RECRUITMENT PROCESS



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RECRUITMENT SOURCES

RECRUITMENT SOURCES

By utilizing the aforementioned resources, we can hire in large quantities and can easily generate walk-ins of up to 100 every day.

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QUALITY FRAMEWORK

- Randomized/ Stratified Sampling
- Call audit scenarios:
  - Recorded call
  - Live-barge-ins
  - Hygiene audits
  - Super Audit
- Call calibration & Rebuttal handling on the go

- Business Insights & opportunities
- Customer challenges and solutions
- Cross-Partner performance evaluation
- Real time user need based evaluation form modification
- Uniform approach Gage R&R functionality
- Centralized Knowledge Base

- Horizontal deployment capability
- Cloud based solution
- Real time availability of customized analytics, for improved decision making
- Mobile dashboard – real time performance
- Increased process efficiency

Risk

- Risk Based Audits
- Risk/ Fraud Prediction
- Value Chain Optimization, First Time Right & Risk reduction (FMEA)

Cost & Process Efficiency

- Reduced cost per transaction
- Process corrections
- Automated Business Reports
- First Time Right

Business Insights

- Quarterly market analysis
- Industry benchmarking

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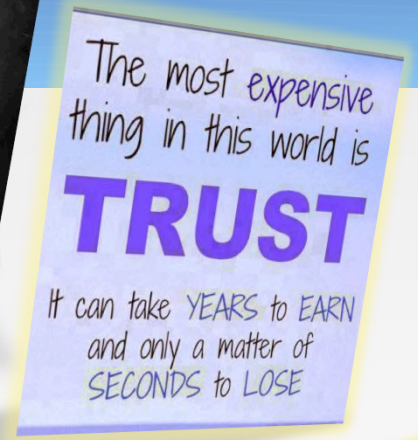
EMPLOYEE RETENTION STRATEGIES



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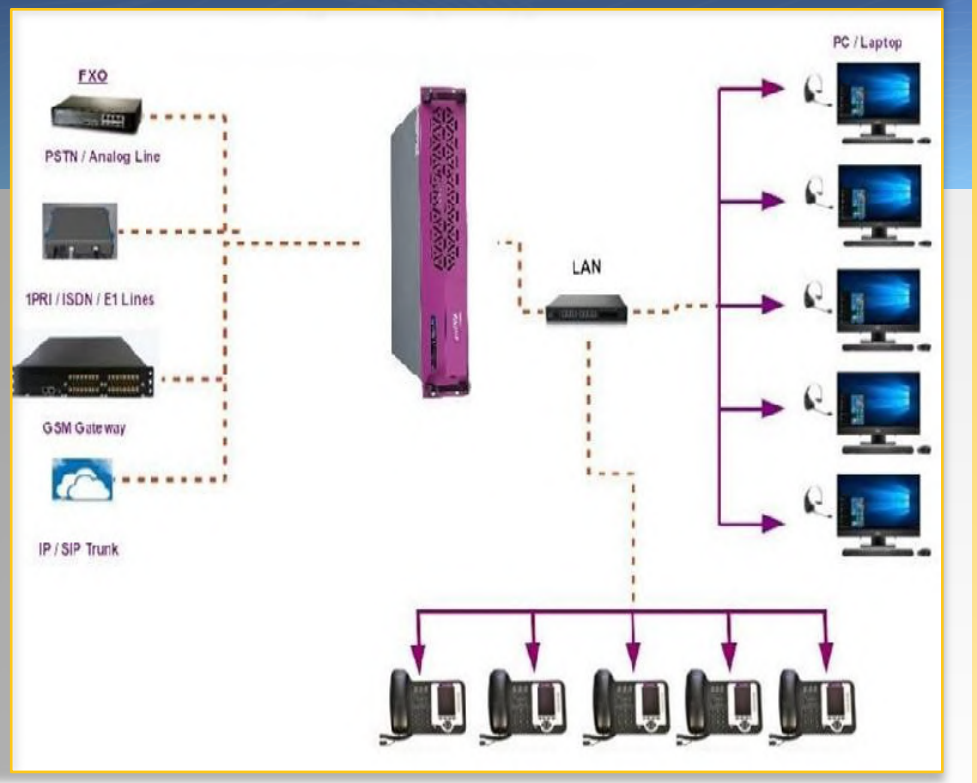
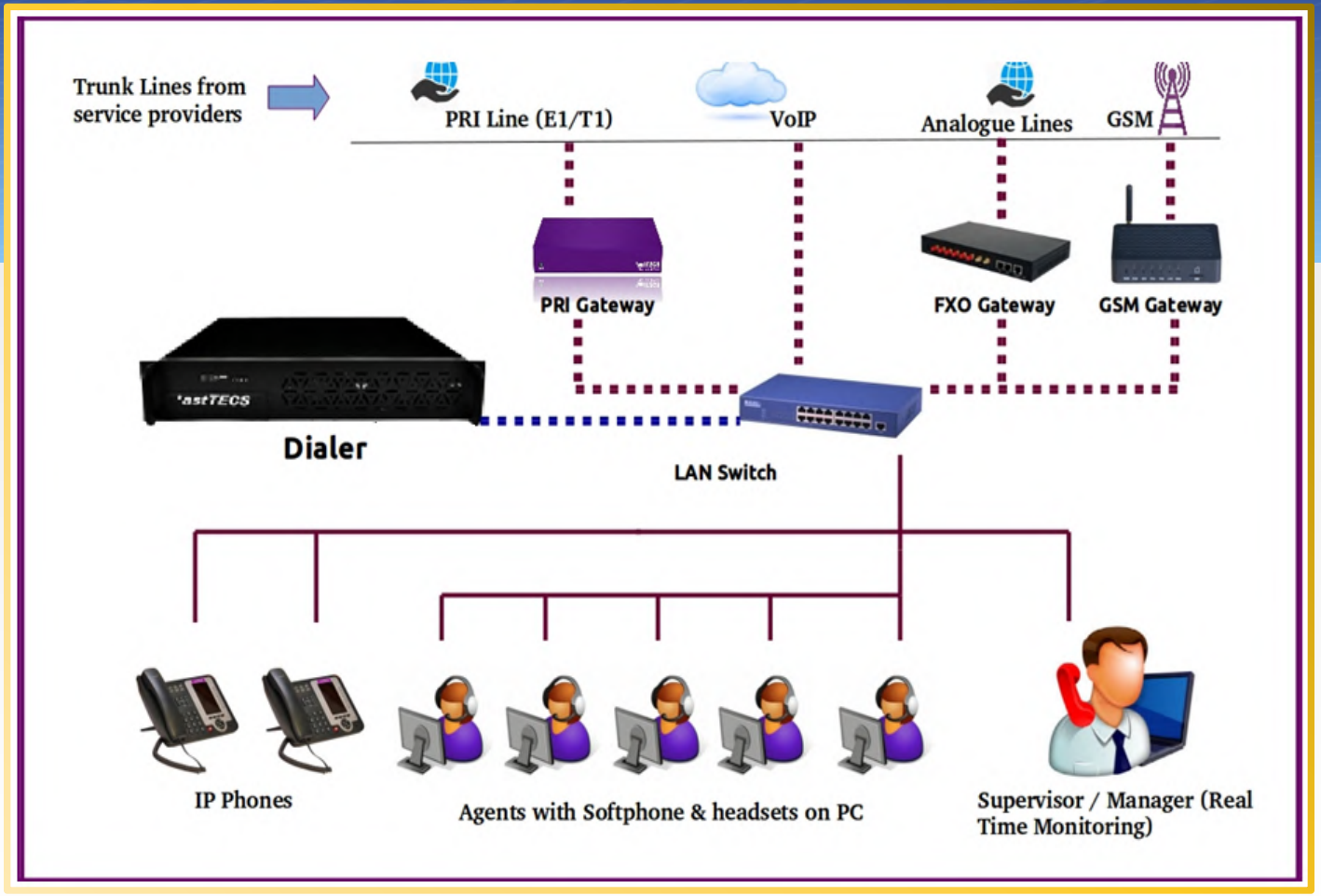
DIALER ARCHITECTURE





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SITE PICTURE's

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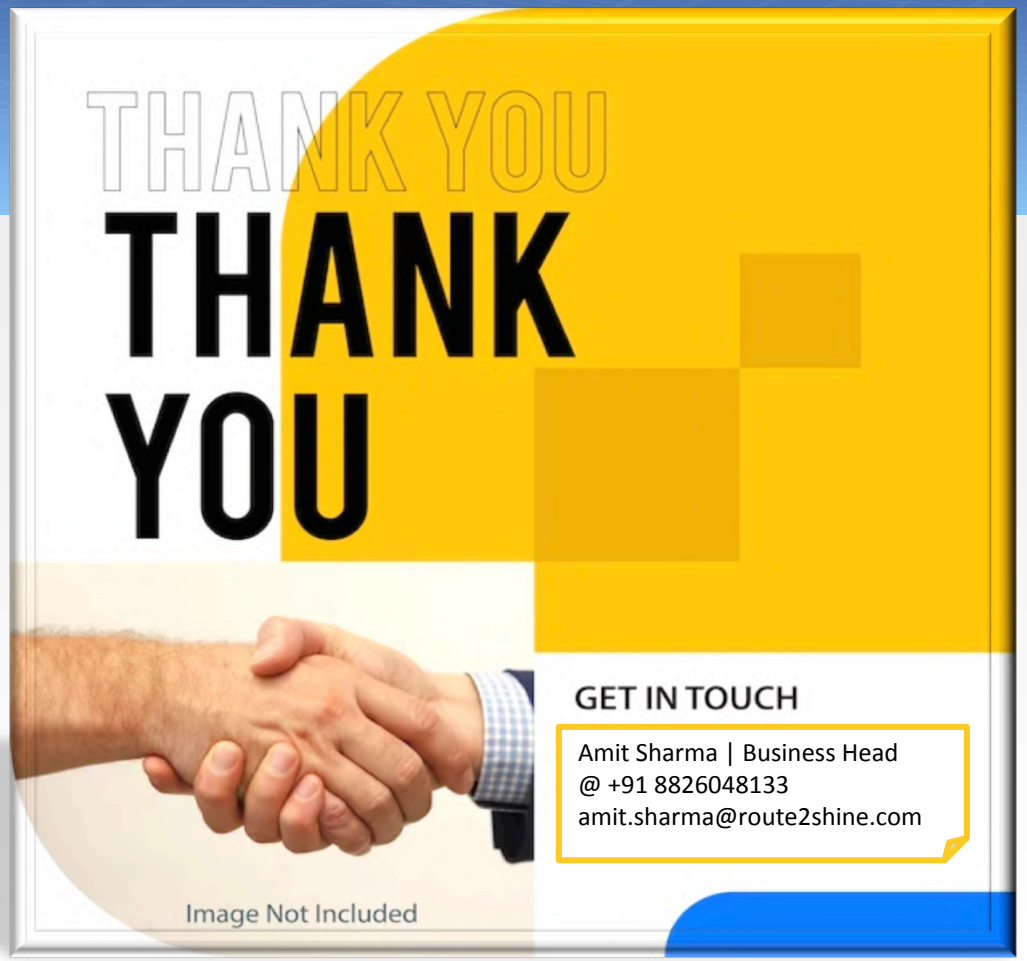
THANK YOU!


THANK YOU
THANK
YOU
GET IN TOUCH
Amit Sharma | Business Head
@ +91 8826048133
amit.sharma@route2shine.com
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