



Prism bpo

We Make a Difference

Bridging Languages from Customer Care to Consulting –
Prism BPO & Lancesoft India Delivering **End-to-End Solutions**



Customer
Experience



Multilingual
Support



Operational
Excellence



Secure &
Compliant



People.
Process. Impact.



ABOUT US

Welcome to **Prism BPO – Lancesoft**



Established in 2009 in the dynamic city of Hyderabad, **Prism BPO** quickly rose to prominence as a leader in outsourcing excellence. Serving a wide range of industries—including Banks, NBFCs, ISPs, Healthcare, Real Estate, and E-commerce—it has built a strong reputation for delivering exceptional services. Supported by seasoned investors from various sectors, Prism BPO is well-positioned for scalable growth and sustained success.



WHY PRISM BPO?

What sets **Prism BPO** apart is our relentless pursuit of excellence in every aspect of our operations. From meticulous process optimisation to fostering a culture of innovation and continuous improvement, we are dedicated to exceeding our clients' expectations and driving tangible results.



OUR JOURNEY

Our journey began with a simple yet powerful vision: to redefine outsourcing standards by seamlessly integrating cutting-edge technology, industry expertise, and unparalleled customer service. Over the years, we have meticulously honed our craft, earning a reputation as a trusted partner for businesses seeking transformative solutions.



LANCESOFT INDIA- Parent Company

Lancesoft India a 24-year-old global IT leader headquartered in the United States, offers cutting-edge expertise in cybersecurity, cloud, digital transformation, and enterprise technology. With a global footprint across 58 cities, Lancesoft ensures reliable and scalable technology support. Prism and Lancesoft operate with a combined seating capacity of over 2,800 seats across key cities in India, including:

Hyderabad, Telangana, Andhra Pradesh, Indore, Vadodara, Bengaluru, Bhubaneswar, Dehradun, Noida, Aligarh, Mohali, Pune, Goa, Madurai, Coimbatore, Mysore



Growth & Aspirations

— - Our Journey - —



Year 2014

Started with 75 employees and 25 field executives



Year 2023

Strengthened to 280 employees serving 12 clients



Year 2026 - 27

Aiming for 1500+ employees and 30+ clients



Year 2009

Started with 5 employees and 5 field executives



Year 2018

Grew to 160 employees with a total of 8 clients



Year 2025

Strengthened to 500 employees serving 10 clients



THE PRISM OF EXCELLENCE

Vision & Mission

MISSION



Our mission is to seamlessly integrate innovative technologies, expert talent, and personalized service to optimize operations, drive growth, and exceed client expectations. With a commitment to collaboration, and continuous improvement

VISION



To be the foremost catalyst in transforming global businesses by delivering agile, scalable, and value driven BPO solutions, driving sustainable growth and prosperity for our partners and communities alike



Empowering Businesses

Driving success through innovative solutions and strategic partnerships.



Multilingual Excellence

Bridging languages, connecting people, and expanding global opportunities.



Seamless Support

Reliable, efficient, and available support when you need it most.



Unmatched Customer Experiences

Delivering exceptional experiences that build trust and long-lasting relationships.







MULTILINGUAL EXPERTISE

A hub of multilingual excellence, Hyderabad delivers seamless customer experiences across India.

- ✓ Strong talent pool across South Indian languages
- ✓ Proven proficiency in Hindi & Marathi
- ✓ Dedicated teams for Oriya, Bengali & Malayalam
- ✓ Ideal city for multilingual contact center operations

हि Hindi

த Tamil

ಕ Kannada

म Marathi

ଓ Oriya

తె Telugu

ગ Gujarati

ع Arabic

অ Bengali

ਮ Punjabi

മ Malayalam



Hyderabad – India's strongest multilingual workforce hub



OUR DELIVERABLES

Delivering measurable results through expertise, innovation, and a commitment to excellence.



17+
Years of
experience



21+
Happy
Clients



9+
Multilingual
Support



100K+
Calls Handled
Per Month



10+
Industries
Served



300+
Skilled
Professionals



OUR CLIENTS

At Prism BPO, we take pride in partnering with diverse clients across industries, delivering tailored solutions that drive efficiency and business growth.

Our commitment to excellence, innovation, and customer-centric service has helped us build strong, long-term relationships with leading organizations. With every collaboration, we strive to exceed expectations by ensuring seamless operations and measurable success.



Transitions & Operations Handled in the Past



QUALITY. SECURITY. TRUST.

Prism BPO is committed to the highest standards of quality and information security.

CERTIFIED FOR EXCELLENCE. ASSURED FOR SECURITY.



ISO 9001:2015

Quality Management System

We are committed to delivering consistent, high-quality services that meet customer requirements and drive continuous improvement across our processes.



Focus Areas:

Customer Satisfaction | Process Excellence
Continuous Improvement



ISO 27001:2022

Information Security Management System

We ensure the confidentiality, integrity and availability of information assets through a robust Information Security Management System (ISMS).



Focus Areas:

Data Security | Risk Management
Access Control | Compliance



VAPT CERTIFIED

Vulnerability Assessment & Penetration Testing

Our environment undergoes regular Vulnerability Assessment and Penetration Testing by certified security experts to identify and mitigate risks proactively.



Focus Areas:

Threat Identification | Vulnerability Management
Enhanced Security Posture



OUR PROMISE TO YOU



Customer-Centric
Approach



Best-in-Class
Processes



Robust Information
Security



Regulatory
Compliance



Continuous Monitoring
& Improvement

Certified Standards. Secure Solutions. Trusted Partnership.



www.prismbpo.in

OUR TECHNOLOGY PARTNERS

We collaborate with industry-leading technology providers to deliver innovative, secure, and scalable solutions that empower our business and drive customer success.

OUR TRUSTED TECHNOLOGY PARTNERS



Empowering productivity
and collaboration

SOPHOS

Next-gen cybersecurity
you can trust



Advanced endpoint
security solutions



AI-powered automation
for smarter business



Cloud contact center
solutions



Reliable connectivity
for a connected world



Healthcare technology
platform



Simplifying supply chain
and distribution



Enterprise-Grade
Security



Operational
Excellence



Continuous
Innovation



Trusted
Partnerships

PARTNERSHIP THAT POWERS OUR GROWTH



INNOVATIVE SOLUTIONS

Leverage cutting-edge technologies
to accelerate growth and efficiency.



SECURE & RELIABLE

Robust security and compliance
to protect what matters most.



SCALABLE & FLEXIBLE

Solutions designed to scale with
your business needs.



STRONG PARTNERSHIPS

Building long-term relationships
for shared success.



OUR TECHNOLOGY CAPABILITY

We leverage advanced technology and intelligent solutions to deliver seamless operations, enhance customer experiences, and drive measurable results.



INTELLIGENT
SOLUTIONS



OPERATIONAL
EXCELLENCE



SEAMLESS
INTEGRATION



DATA DRIVEN
DECISIONS



SECURE &
RELIABLE



Our Case Studies



Real Challenges. Our Solutions. Measurable Impact.



Client Challenges



**Our Approach
& Solutions**



**Measurable
Outcomes**



**Industry
Focus**



**Impact That
Matters**



LENDING NBFC

A scalable, technology-enabled contact center solution that accelerated growth and improved efficiency.



CLIENT OBJECTIVE

To set up a 100-seater multilingual contact center for South India lending:

- ✓ Welcome Calls, Bill Reminders, Due Date Calls
- ✓ Collections (X, Pre-X, Bucket 1–3) with field support



REDUCE STAFF

Goal:

Reduce 1,800+ field staff by 20% while improving efficiency.



- Remaining Staff 80%
- Reduced Staff 20%

CHALLENGES

- 45-day aggressive setup timeline
- Hiring & training multilingual agents
- Technology + Dialer + CRM setup
- Infrastructure, BCP & Ops readiness



OUR SOLUTION

- 4-track transition: Ops, TA, L&D, IT
- 400+ walk-ins → 140 hired → 80% pass rate
- 10-day training + certification
- Fully redundant infrastructure with BCP



OUTCOME

- 110 agents onboarded
- Payments doubled within 90 days
- Zero escalations in first 3 months
- Client scaled from 100 → 300 seats (6m) → 500 seats (12m)
- Field staff reduced from 1,800 to <300

**100-SEATER**

Contact Center Setup

**45-DAY**

Setup Timeline

**2X**

Payments in 90 Days

**1,800 → <300**

Field Staff Reduced



LEADING FINANCIAL SERVICES PLATFORM

A people, process, and technology-driven approach to streamline operations, ensure compliance, and elevate service quality.



CLIENT OBJECTIVE

Manage Investor Support, Compliance, Onboarding, and Back-Office operations while solving manpower, compliance, and service quality issues.

- ✓ Investor Support & Query Resolution
- ✓ Compliance & Regulatory Adherence
- ✓ Onboarding & Back-Office Operations
- ✓ Manpower Optimization & Quality Improvement



CHALLENGES

- High attrition & lack of quality manpower
- KPI failures & SEBI compliance issues
- Rising costs & poor service quality
- Inefficient leadership with high shrinkage



OUR SOLUTION

- Comprehensive process assessment & team evaluation
- Training & skill-building for underperformers
- KPI-driven operations with discipline & accountability
- Employee engagement, retention & career growth plans



OUTCOME

- Improved FCR & faster query resolution
- Secure, compliant communication processes
- Stable operations with low attrition
- Eliminated SEBI penalty risks & improved service quality

**100-SEATER**

Contact Center Setup

**45-DAY**

Setup Timeline

**2X**

Payments in 90 Days

**1,800 → <300**

Field Staff Reduced

GLOBAL PHARMA COMPANY

A patient-centric support model delivered by a trained and compassionate team to improve health outcomes and brand trust.



CLIENT OBJECTIVE

Provide diabetes patient counselling, support Januvia/Janumet therapy, and build a doctor-led lifestyle support center.



Team scaled to
120+
Counsellors &
75+ Field Executives



Patient base grew from
10,000+
to 85,000+



CHALLENGES

- Need B. Pharma-qualified counsellors
- Field support for medicine delivery
- Field support for reports collection
- Doctor-led lifestyle support center setup



OUR SOLUTION

- Deployed 20 Counsellors, 20 Field Executives & 5 Doctors
- Built training & quality framework for empathy-driven interaction
- Scaled operations as patient engagement grew
- Established strong patient-support workflows



OUTCOME

- Team scaled to 120+ Counsellors & 75+ Field Executives
- Patient base grew from 10,000 → 85,000+
- 5 years of continuous successful operations
- Set new benchmarks in chronic care engagement



RETAIL MEDICAL KYC (SOFTWARE COMPANY)

Driving accuracy, speed, and compliance in retailer verification through intelligent processes and real-time visibility.



CLIENT OBJECTIVE

Verify retailer identity & manage inventory across Hyderabad & Telangana with real-time geo-tagging.

- ✓ Accurate retailer identity verification
- ✓ Real-time inventory validation
- ✓ Geo-tagging across target locations
- ✓ End-to-end compliance & audit readiness



Productivity

4-5 → 10+
visits/day



130+
calls per agent
per day



CHALLENGES

- High complexity across PIN codes
- Real-time retailer identity verification
- Real-time inventory validation requirements
- Need for accurate geo-tagging



OUR SOLUTION

- 50+ Field Executives & 10 Helpline Agents deployed
- Field app-based process with backend integration
- Scaled team to 100+ field executives
- Strengthened helpline operations with 25 agents



OUTCOME

- Productivity: 4-5 → 10+ visits/day
- 130+ calls per agent per day
- Seamless inventory visibility within 90 days
- Strong retailer engagement & faster validations



LEADING HOSPITAL CHAIN

Streamlining patient interactions and clinical support through centralized processes and expert care.



CLIENT OBJECTIVE

Centralize patient appointments, enquiries, and clinical services across India.

- ✓ Unified patient engagement across channels
- ✓ Improved access to clinical services
- ✓ Enhanced patient experience
- ✓ Scalable and cost-efficient operations



Transition
completed in
60
days



Revenue: ₹45 lakhs →
₹2.5
crores/month



CHALLENGES

- Fragmented operations across hospitals
- Inconsistent patient support
- Multi-channel handling required (calls/chat/email)
- Strict SLAs for healthcare processes



OUR SOLUTION

- 25-member centralized contact center
- Supported by 3 on-call doctors
- Specialized healthcare-trained agents hired
- Centralized technology & performance monitoring



OUTCOME

- Transition completed in 60 days
- Revenue: ₹45 lakhs → ₹2.5 crores/month
- Enhanced and consistent patient experience
- Unified PAN India clinical support



LARGE HOSPITAL CHAIN

Transforming patient support and operational efficiency through people, process, and technology.



CLIENT OBJECTIVE

Improve patient support quality and revenue by replacing an underperforming in-house center.

- ✓ Enhance patient satisfaction
- ✓ Increase operational efficiency
- ✓ Reduce patient attrition
- ✓ Drive higher revenue impact



Quality improved to
90%



Attrition dropped to
<5%



CHALLENGES

- Attrition at 22%
- Quality only 55%
- High abandon calls
- Revenue limited to ₹80 lakhs/month



OUR SOLUTION

- Skill-based rostering & split shifts
- Healthcare-experienced staff hiring
- Dialer & CRM fixes
- Rewards & recognition to control attrition



OUTCOME

- Quality improved to 90%
- Attrition dropped to <5%
- Revenue grew to ₹3.2 crores in 4 months
- Recognized as Preferred Contact Center Partner



DIAGNOSTIC CHAIN (PAN INDIA)

Revitalizing contact center performance and plugging revenue leaks through data-driven operations and people excellence.



CLIENT OBJECTIVE

Turnaround weak contact center operations and stop revenue leakage.

- ✓ Improve operational efficiency
- ✓ Reduce attrition & improve retention
- ✓ Improve quality & compliance
- ✓ Recover and grow revenue



Attrition reduced to
<8%



Revenue: ₹22 lakhs →
₹60 lakhs
in 90 days



CHALLENGES

- Attrition >20%
- Untrained agents
- High AHT & abandon rates
- Revenue stuck at ₹22 lakhs/month



OUR SOLUTION

- Skill & process gap analysis
- Deployment of experienced manpower
- Real-Time Quality Monitoring (RTQM)
- Continuous training & retention initiatives



OUTCOME

- Attrition reduced to <8%
- Revenue: ₹22 lakhs → ₹60 lakhs in 90 days
- Team scaled 22 → 50 FTEs
- Managed 5,000+ daily calls efficiently



OUR LEADERSHIP & ADVISORY BOARD

Driving Innovation, Operational Excellence & Sustainable Growth

Executive Leadership with Proven Industry Expertise

At Prism BPO, our leadership team combines decades of experience across Healthcare, Business Process Management, Customer Experience, Technology, Information Security, Banking, and Corporate Strategy. Guided by renowned industry advisors and seasoned business leaders, we empower organizations to accelerate growth, enhance operational efficiency, and deliver exceptional customer experiences through innovation, governance, and execution excellence.



Leadership Excellence

Experienced leaders driving operational excellence and business growth.



Healthcare Expertise

Deep domain expertise across hospitals, diagnostics, TPAs, and healthcare operations.



Governance & Compliance

Strong focus on ISMS, cybersecurity, risk management, and regulatory compliance.



Business Transformation

Enabling scalable operations through technology, process optimization, and digital transformation.

STRATEGIC ADVISORS

 150 Years of Expertise



Durga Prasad Madasu

 Founder & CEO
DP Strategede Consulting

 Former CEO &
Board Member



Uma Aysola

 CXO, Director Access Health,
former CEO of Elbit Diagnostics



Vasudevan G

 Advisor on Board
National Head - Equitas Bank



S Murali

 CXO, Ex Business Head
Vodafone South



Deep domain
expertise



Proven leadership
track record



Strategic guidance
& governance



Driving growth
and excellence



OUR LEADERSHIP TEAM

Driving Operational Excellence Across Healthcare, Technology & Business Transformation



Arvind Kumar

Director – Finance

 [LinkedIn Profile](#)



Sainath Scindi

Director – Client
Engagement & New Business

 [LinkedIn Profile](#)



Mayank Mathur

GM- Operations

 [LinkedIn Profile](#)



Prasanth Samal

Director – CISO & Ops

 [LinkedIn Profile](#)



Dr Divya Akula

MD General Medicine

 [LinkedIn Profile](#)



Diverse industry
leadership



Proven track record
of delivering results



Deep functional
expertise



Strong governance
& risk focus



Driving growth
& excellence



Our Contact

We're here to help! Reach out to us for any inquiries or support.



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WE'RE HERE
TO HELP YOU
SUCCEED

