



Business Solutions P Ltd

Serve And Inspire Sustained Employment for Village Advancement

Sai Keerthi
Gokulam, Puttaparthi 515134
Andhra Pradesh, India

Phone 08555 – 286159
<http://www.saiseva.co.in>



About Us

Sai Seva Business Solutions Pvt. Ltd is a pioneering effort to usher in the Business Processing Outsourcing revolution to rural India.

Our vision is to improve the Indian economy and reduce unemployment by effectively leveraging the resources in Indian villages to support the business needs of companies. Our source of inspiration in this venture is the teachings of Bhagawan Sri Sathya Sai Baba.



SAI SEVA is an acronym for **Serve And Inspire Sustained Employment for Village Advancement**.

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The Concept

The rate at which the BPO industry in India is growing has led to high levels of employee attrition. Companies are being forced to increase salary costs as a measure to reduce turnover. These costs which get passed back to the clients have begun to adversely affect the value proposition of India as a low cost provider of services. While there is no dearth of jobs in Indian cities, the picture is just the opposite in Indian villages. Educated youth have no means of livelihood and are forced to migrate to larger cities. We believe that in this problem of extremes, lies an immense opportunity.

Thanks to the technological infrastructure that is steadily connecting the entire country, we can now set up business processing units in villages and small towns, and by moving low skill requirement jobs to these units from cities, we can not only provide employment to deserving village youth, but also keep costs low for our clients.

Sai Seva is also a service venture and the profits generated will be reinvested on village development activities like education, microfinance and infrastructure development.



Board of Directors

Sai Seva is promoted by a group of individuals who have a rich experience in both national and international operations, especially in the BPO space.

The Directors are:

R Sujatha, Managing Director, MMC Group of Companies, Chennai, India
R.Prashanth, CEO, Trayee Business Solutions P Ltd, Chennai, India
CDK Sai Narain, Regional Head of Sales and Distribution, Middle East and North Africa for HSBC
Prasad Ayyagari, Systems Project Manager, Hewlett Packard, Taiwan

Services Offered

Sai Seva is located at Puttaparthi, a small town 4 hours north of Bangalore. We currently provide and have provided the following services to our clients.

- Bank account opening form data capture using dual entry systems
- Telephone based support - Outbound calls to clients, inbound calls to provide status information support.
- Insurance claims processing
- Claim forms receipt, policy compliance, preliminary evaluation of claims amount, online data capture, printing, scanning and archival of data.

Infrastructure

We currently have a capacity of 150 fully done up workstations, which is expandable by an additional 80 at very short notice when required.

The office is equipped with the required technological infrastructure including dedicated broadband connections, dual UPS backup for all systems, 120 KVA genset, CCTV cameras, dedicated server room, biometric access control, etc.

We have the capability to quickly scale up our resources, investing in technology and infrastructure to meet increased clients needs.



The Sai Seva Difference

Customer Delight and Loyalty is our corporate motto.

We see ourselves as key players in helping our clients keep their promises to their customers.

As an outsourcing partner, Sai Seva empowers their clients to focus on core business processes, free up internal resources for strategic projects and reduce unit costs. But what really drives us at Sai Seva, what really sets us apart from our competitors, would be this.

- **Ethics:** One factor that clearly distinguishes us from our competitors is our business ethics. We are proud of it and it is the core ideal around which the organization is built. We're in a business where integrity matters - possibly more than any other singular factor. The trust our clients repose in us is hard-earned and we take a lot of pride in this.
- **Dedication:** At Sai Seva, we don't just provide services to our clients. We sincerely believe we're a part of them. Our complete commitment to our client's business needs is quite simply reflected in our work culture.
- **Standards:** As a group, we now have over **25 years** of experience in the Business Process Outsourcing field and our name in the industry today is testament to our twin values of Integrity and Dedication to our work. Over the last 25 years of our relationship with our clients, we have grown to fully understand and work with their systems, processes, products and most importantly, work culture. Our internal processes, policies as well as infrastructure are all completely compliant with our client's standards as well.
- **Recruitment Policy:** Our recruitment policy is strictly merit based. Applicants are administered a qualifying test that consists of two sections to test their quantitative and verbal abilities. Applicants, who qualify, go through two levels of comprehensive interviews before being selected.
- **Training:** Training is a critical function and to ensure that our employees are equipped with the process knowledge needed. We believe in the first-time-right philosophy and focus all our efforts towards achieving near-zero defects in our processes.
- **Physical Security Policy:** Being in the information transformation business, we pay a lot of attention to maintaining information security. We take utmost care in protecting the data of our clients and have strict rules that govern the access and application of information within the organization.
- **Information Security Policy:** Our information security standards are set very high and we are proud of our track record of not having a single instance of employee fraud.
- **Employee Attrition:** Our employee attrition rate is extremely low and we lose less than 5 employees per month. We have a good rewards and recognition program that helps us retain talent. We take a lot of care in employee welfare and this has a direct bearing on our employee morale and attrition rate.



Performance Assurance

Sai Seva's focus has always been to ensure uncompromising quality, accuracy and speed. We aspire to achieve these goals in the BPO space by dedication, hard work and continuous learning and refinement. We do not wish to be merely a service provider to our clients, but rather a partner in their progress.

Names and Contact Details of Key Personnel

R. Sujatha
Director

+91 98400 85689
sujatha@saiseva.co.in

R. Prashanth
Director

+91 97909 27598
Prashanth@saiseva.co.in