



**Callnovo**

Empowering Global Customer Engagement

# Company Profile



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- In 2004, Callnovo was founded in Toronto, Canada.
- Callnovo's American headquarters is located in Canada; the Asian headquarters is located in China.
- Since 2008, Callnovo's been providing services to many global organizations/Fortune 500 companies – such as: US consulates, Canada IRCC, VidaXL, TDC Telecom Group, Lycatel Telecom Group, Panasonic, LVMH, Avanquest, Dow Jones Group, etc.
- Since 2012, Callnovo's been focusing on providing multilingual, omnichannel contact center operations solutions for go-global companies – especially e-Commerce sellers. Callnovo's been serving hundreds of Amazon, Shopify, Walmart, and Alibaba sellers for many years.

**150+****Countries****65+****Languages****1500+****Employees**



### OMNICHANNEL

- ❖ Phone
- ❖ SMS
- ❖ Social Media
- ❖ Live Chat
- ❖ Email
- ❖ In-App Messaging

### 24/7/365

- ❖ Native Speakers
- ❖ Multilingual Teams
- ❖ Cost-Effective Solutions
- ❖ Innovative Technology
- ❖ Tailored Plans



# We Build Your Outsourced Global CX Solutions



## Global Footprint – 15 Operations Centers (1/2)



# Global Footprint – Delivery Locations' Facilities & Infrastructures (2/2)

## Our Key Factors for Site Selection :

- native language skills and cost efficiency,
- public safety and transportation,
- level of education,
- political stability,
- ISP and power system stability,
- service culture, etc.

China



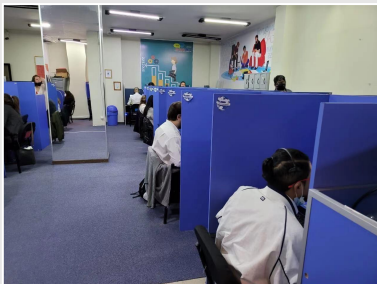
Philippines



Thailand



Vietnam



Korea



Eastern Europe



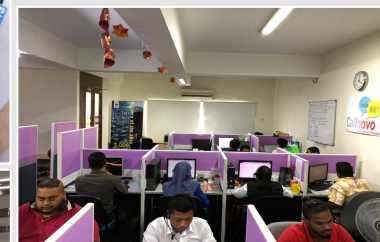
South America



Indonesia



Malaysia



Africa



04

## Global Team



**Pablo Peñaloza**  
Bolivia Operation Director



**Vince Lupe**  
Client Success Manager



**Fenscha Manusama**  
Indonesia Operation Director



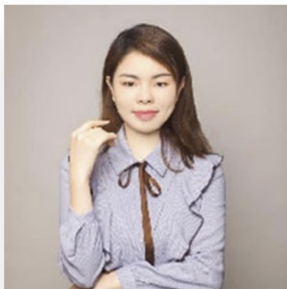
**Nhật Lê**  
Vietnam Operation Director



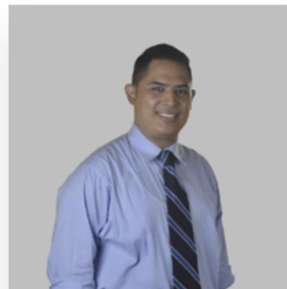
**Peter Wang**  
China IT Director



**Anita Lee**  
Marketing and Sales Director



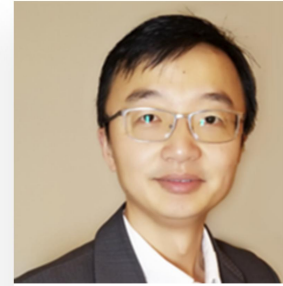
**Emily Gong**  
HR Manager



**David Tijerino**  
Central America Operation Director



**Jackie Xu**  
CEO & Founder



**Manny Xu**  
CTO



**Denise Chan**  
Senior Account Manager



**Eileen Wu**  
Guangzhou Operation Director



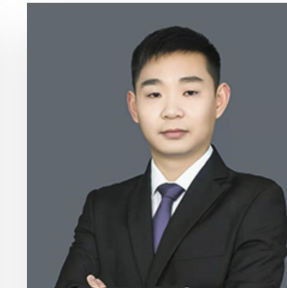
**Joanna Zhong**  
HR Manager(Global)



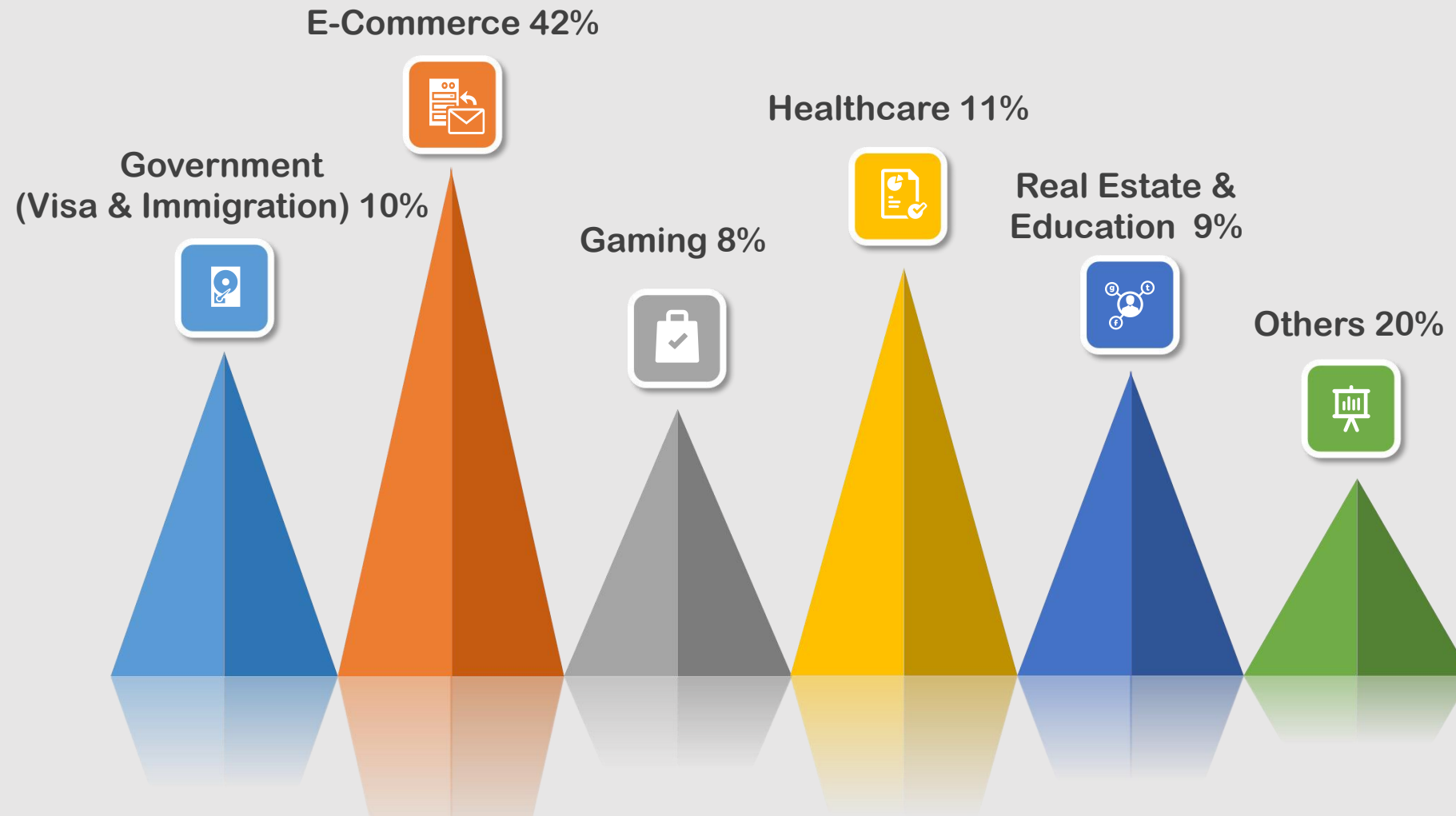
**Kasumi Wu**  
Senior Account Manager



**Jenalyn Valler**  
Philippine Site Operation Director



**Zeki Zeng**  
Software Development Team Leader





## Global Cloud Based CRM & Communication Technology

A SaaS platform that integrates 800 toll-free numbers, inbound & outbound calling, SMS, email, Facebook, Amazon, Shopify, attendance management, KPI management, training, etc.

03

01

02

## Global Coverage in 65+ Languages

- Native Speakers
- Coverage in 150+ Countries
- Serving 5 Billion People

## Seamless Service

From business negotiation and technology integration – to long-term successful operations management – Callnovo's global team will provide considerate and efficient service for you.







- ✓ English
- ✓ French
- ✓ German
- ✓ Swedish
- ✓ Spanish
- ✓ Portuguese
- ✓ Italian
- ✓ Turkish

- ✓ Thai
- ✓ Bahasa Indonesia
- ✓ Bahasa Malaysia
- ✓ Vietnamese
- ✓ Khmer
- ✓ Laos
- ✓ Tagalog

- ✓ Dutch
- ✓ Czech
- ✓ Greek
- ✓ Russian
- ✓ Ukrainian
- ✓ Hungarian
- ✓ Hebrew

- ✓ Mandarin
- ✓ Cantonese
- ✓ Korean
- ✓ Japanese
- ✓ Mongolian
- ✓ Hmong

- ✓ Romanian
- ✓ Bulgarian
- ✓ Albanian
- ✓ Arabic
- ✓ Swahili
- ✓ Hindi





## Pre-Sales

- Product Information
- Sales Inquiries
- Meeting Invitations
- Market Survey
- Appointment Setting
- Hotel Booking
- Sales Follow-Ups

- Order Tracking
- Shipment Tracking
- COD Order Confirmation
- Funds Collection
- Upselling
- Cross-selling

## Sales



## After-Sales

- Troubleshooting
- Replacements
- Refunds
- Account Top-Ups
- Complaint Handling
- Satisfaction Surveys
- Welcome Calls
- Testimonial Requests
- Other Online Communications & Interactions

- Personal Background Checks & Verification
- Feedback Collection
- Game Testing & Bug Reporting
- Debt Collection
- Fraud Prevention
- Content Moderation

## Other Services





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# Main Customer Service Channels & Service Volume



## Phone 45%

Inbound & Outbound Calling:  
28000 Calls /Day

## Live Video 2%

800 Sessions /Day

## Email & Live Chat 35%

Email: 12000 Emails /Day  
Live Chat: 8000 Live Chats /Day  
SMS: 4000 SMS Messages /Day

## Social Media 8%

In-App Messaging: 4000 Messages /Day  
Web Form: 2400 Messages /Day  
Forum: 2400 Messages /Day



# SLA Comparison with Industry Standards

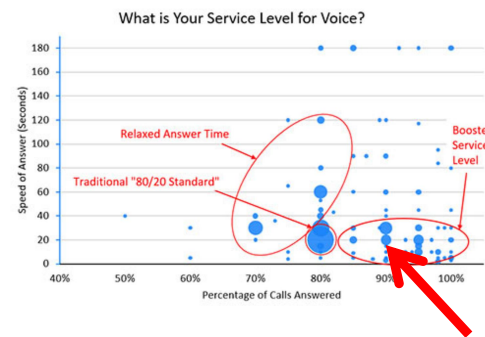
## Phone, Email, Live Chat & Social Media

- ✓ **Phone: 90% of Calls Answered Within 20 Seconds**
- ✓ **Email: 99% of Emails Answered Within 24 Hours**
- ✓ **Live Chat: 99% of Messages Responded to Within 40 Seconds**
- ✓ **Social Media: 99% of Messages Responded to Within 60 Minutes**

### The Phone: The Industry Average Remains at 80% of Calls Being Answered Within 20 Seconds

It is traditional for contact centres to target the SLA of answering 80% of calls within 20 seconds, and our research suggests many contact centres still stick to this standard.

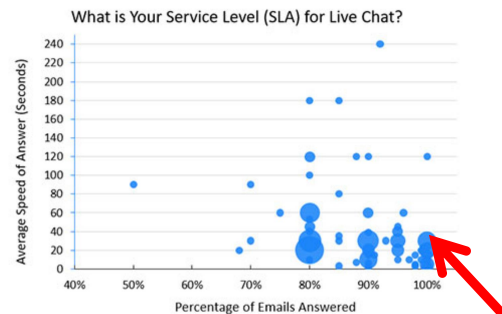
From the bubble graph below, which captures the responses of our 250+ contact centre professionals, we can see that the largest cluster forms around the 80/20 mark.



### Live Chat: The Industry Average Is to Answer 80% of Chats in 20 Seconds

As expected, as live chat is much more modern than the two channels previously discussed, our research fails to highlight a clear industry standard SLA for the channel.

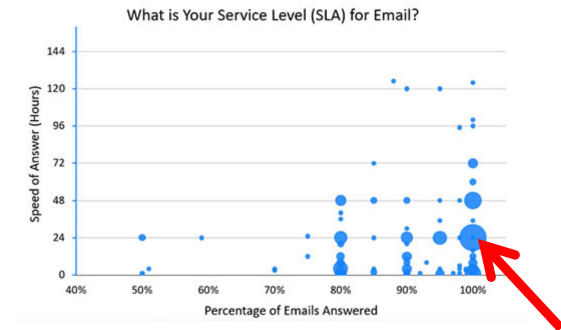
However, the largest “bubble” does seem to form around the data point where 80% of live chats are answered in 20 seconds – with many contact centres applying the traditional industry standard for the phone to live chat.



### Email: The Industry Average Is to Answer 100% of Emails in 24 Hours

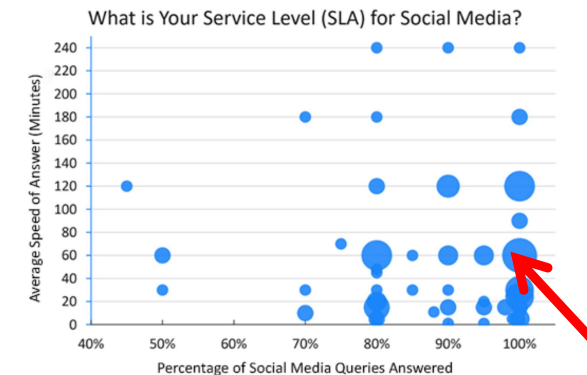
Away from the phone channel, other channels don't have a long-standing “standard” service level that is seen as the traditional option. This is primarily because digital channels haven't been around as long.

However, email is a channel that has been around for long enough so that common SLA options have started to emerge, as highlighted in the bubble graph below.



### Social Media: The Industry Average Is Difficult to Define

The social media channel was the most difficult to make an assumption of the industry average SLA, as the chart below shows a great variance between contact centres.



# Recruitment & Onboarding (1/2)

## How We Effectively Source Required Talent



We recruit, according to clients' requirements, candidates based on level of education, work experience, interests and hobbies, commuting distance, and other aspects; after this process, we then test selected candidates' language skills and soft-skills – then, we select qualified talents based on their expertise, job suitability, and service mindset.

### A Complete, Efficient, High-Quality Recruitment Process

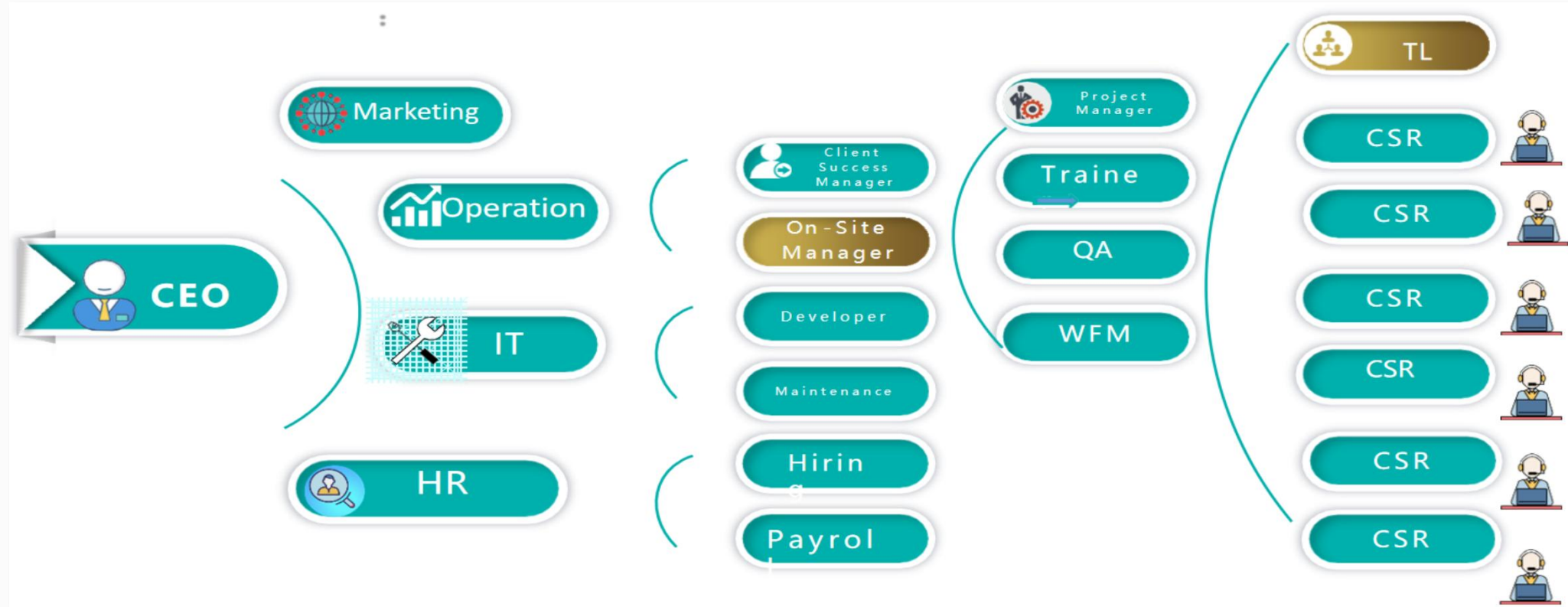
- 15 Global Localized Operations Centers w/ Native Language Talent
- Global Recruitment Website
- Professional Recruitment Team & Candidate Assessment Software
- Strong Internal Recruitment Channels
- Student Internship Resources

# Recruitment & Onboarding (2/2)

## Our Onboarding Process







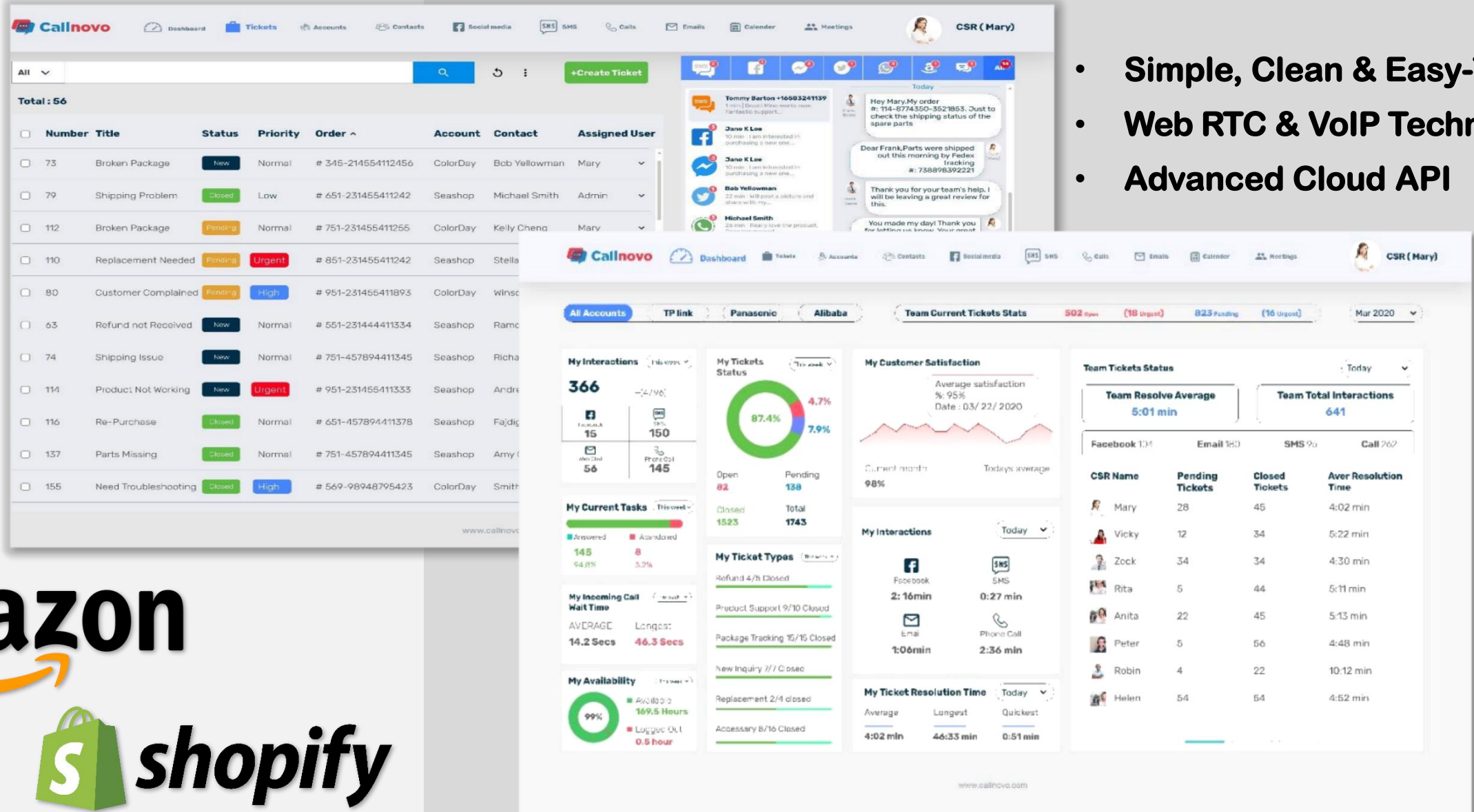
## Typical Operations Team Structure

- 1 TL: per every 5-15 CSRs
- 1 QA Specialist: per every 16-30 CSRs
- 1 Trainer: per every 31-50 CSRs

## WFM

The work shift schedule is calculated via professional WFM software according to the proposed contact volume (phone, live chat, email, etc.), each channel's SLA requirements, and the weekly/monthly contact volume distribution pattern.

## Omnichannel CRM Integration: Phone, Email, Live Chat, and Social Media



The screenshot displays the Callnovo CRM interface, which is designed for omnichannel customer engagement. The top navigation bar includes links to Dashboard, Tickets, Accounts, Contacts, Social media, SMS, Calls, Emails, Calendar, and Meetings. The user profile for CSR (Mary) is visible in the top right corner.

**Tickets List:**

Number	Title	Status	Priority	Order	Account	Contact	Assigned User
73	Broken Package	New	Normal	# 345-214554112456	ColorDay	Bob Yellowman	Mary
79	Shipping Problem	Closed	Low	# 651-231455411242	Seashop	Michael Smith	Admin
112	Broken Package	Pending	Normal	# 751-231455411255	ColorDay	Kelly Cheng	Mary
110	Replacement Needed	Pending	Urgent	# 851-231455411242	Seashop	Stella	
80	Customer Complained	Pending	High	# 951-231455411893	ColorDay	Winston	
63	Refund not Received	New	Normal	# 551-231444411334	Seashop	Ramona	
74	Shipping Issue	New	Normal	# 751-457894411345	Seashop	Richard	
114	Product Not Working	New	Urgent	# 951-231455411333	Seashop	Andrew	
116	Re-Purchase	Closed	Normal	# 651-457894411378	Seashop	Fajdiga	
137	Parts Missing	Closed	Normal	# 751-457894411345	Seashop	Amy	
155	Need Troubleshooting	Closed	High	# 569-98948795423	ColorDay	Smith	

**Dashboard Analytics:**

- My Interactions:** 366 total interactions, with 15 Facebook, 150 SMS, 56 WhatsApp, and 145 Pro Chat.
- My Tickets Status:** 87.4% Open, 4.7% Pending, 7.9% Closed. Total tickets: 1523.
- My Customer Satisfaction:** Average satisfaction 95%, Date: 03/22/2020.
- Team Tickets Status:** Team Resolve Average 5:01 min, Team Total Interactions 641.
- My Current Tasks:** 145 Answered (94.8%), 8 Abandoned (5.2%).
- My Incoming Call Wait Time:** AVERAGE 14.2 Secs, Longest 46.3 Secs.
- My Availability:** 99% Available, 169.5 Hours Logged Out, 0.5 hour Logged Out.
- My Ticket Types:** Refund 4/8 Closed, Product Support 9/10 Closed, Package Tracking 15/15 Closed, New Inquiry 17/17 Closed, Replacement 2/4 closed, Accessory 8/16 Closed.
- My Interactions by Channel:** Facebook 2:16min, SMS 0:27min, Email 1:06min, Phone Call 2:36min.
- My Ticket Resolution Time:** Average 4:02 min, Longest 46:33 min, Quickest 0:51 min.

**Team Performance Table:**

CSR Name	Pending Tickets	Closed Tickets	Aver Resolution Time
Mary	28	45	4:02 min
Vicky	12	34	5:22 min
Zock	34	34	4:30 min
Rita	5	44	5:11 min
Anita	22	45	5:13 min
Peter	5	56	4:48 min
Robin	4	22	10:12 min
Helen	54	54	4:52 min

- Simple, Clean & Easy-To-Use
- Web RTC & VoIP Technology
- Advanced Cloud API

amazon



shopify

- Billed per hour and per FTE (CSR, TL, QA, trainer, etc.).
- One-month deposit & monthly post-pay.
- All-inclusive rate: flat hourly rate – including office space, utilities, internet, call center facilities, employee wages & internal bonuses, social insurance, net profit, etc.





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## | Our Clients

**DOW JONES**



**iBaby®**

**LVMH**  
MOËT HENNESSY · LOUIS VUITTON

**ByteDance**

**Aosom**

**h2o**  
WIRELESS

**Tencent**



**Alibaba.com®**

**vidaxl.com**

**zenhotels**

**dreame**



**Fibernetics**  
CLEC

**iTutorGroup**



**Globalstar**

**tp-link**

**Panasonic**  
Panasonic Avionics Corporation



**Lycamobile**  
Call the world for less



**Callnovo**  
Empowering Global Customer Engagement

# Case Studies



# Case Studies

E-Commerce | Government | Interpretation Services



## Alibaba



## U.S. State Department



## Akorbi



## Service Details

Chinese, English, Spanish & Hindi

Chinese, English, French, Spanish,  
Japanese, Korean, Vietnamese, Thai, etc.  
– total of 14 Languages

Chinese, English, Korean,  
Vietnamese & Thai

24/7/365 Membership  
Registration Follow-Ups

U.S. Immigration/Non-immigration Visa  
Policy Information, Visa Interview  
Appointment Setting, Inbound Calls,  
Email, Live Chat, and Visa Status Check

Interpretation Services, Appointment  
Setting for Parent School Visits, and  
Community / Social Service Planning



## Starboard Cruise Services LVMH

Starboard Cruise Services – a LVMH-owned cruise retailer – is the largest, dominant cruise retailer in the world, creating a unique retail environment where guests are inspired to indulge in a memory of their dream vacation. Callnovo's Chinese team has been serving as LVMH's principal customer service outsourcing partner since 2014, supporting Chinese Starboard Cruise Services' customers via inbound phone calls and email. Callnovo's tailored Chinese outsourcing solution that ensures high-class customer satisfaction experiences is highly appreciated by the client.



### Service Languages

Chinese & English



### Service Schedule

8 Hours /Day, 5 Days /Week



### Service Activities

Diamond Warranty Policy Information,  
Diamond Care & Cleaning Instruction,  
Product Replacements & Refunds

# Case Studies

## Medical Devices

**Mindray**



Mindray is a leading China-based high-tech medical device manufacturer and a leader in medical device innovation. Founded in 1991, Mindray has been leading the medical industry globally with its medical devices and solutions, having expanded global sales to 190+ countries and territories. To ensure better customer engagement between its headquarters and its customers, Mindray decided to outsource its after-sales and satisfaction survey needs to Callnovo for the provision of support within the United States, European, and the Middle Eastern markets.



### Service Languages

Arabic, English, Spanish & Russian



### Service Schedule

12 Hours /Day, 7 Days /Week



### Service Activities

After-Sales Service & Satisfaction Surveys

# Case Studies

## Outdoor Cooking Gear

## Mr. Bar-B-Q

Founded in 1972, Mr. Bar-B-Q – a leading outdoor cooking gear provider in the U.S. - has been providing superior quality products to consumers at an excellent value; offering “Everything for the Grill,” their expansive product line of outdoor cooking products ensures American consumers can fully enjoy outdoor grilling effortlessly on any occasion. Since the Spring of 2021, Callnovo’s Philippines-based customer service team’s been providing product troubleshooting and product maintenance support to consumers in the English language via inbound calls, email, live chat, and social media, ensuring consumers have the satisfactory customer support they need.



### Service Languages

English



### Service Schedule

12 Hours /Day, 5 Days /Week

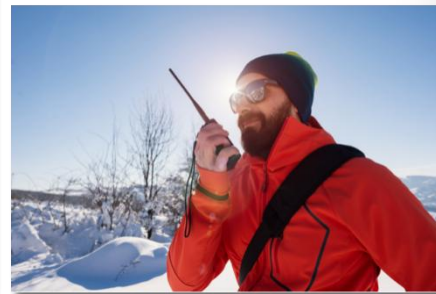
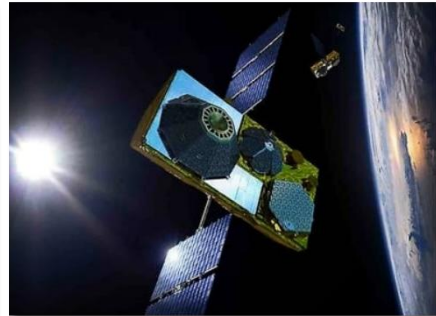


### Service Activities

24/7/365 Troubleshooting and  
Maintenance, Inbound Calls, Email, Live  
Chat, Social Media



The leading satellite solutions provider, Globalstar, is proudly committed to sustaining reliable communication services by offering mobile voice / data communications beyond cellular service coverage, ensuring worldwide consumers can communicate without any lapse in service. Since January 2021, Callnovo's been providing sound customer support in Portuguese / Spanish to Globalstar's customers via inbound/outbound calling, handling satellite phone shipment inquiries, tech support requests, service activation, and guidance on how to operate satellite phone equipment, ensuring high customer satisfaction.



## Service Languages

Portuguese & Spanish

## Service Schedule

24 Hours /Day, 7 Days /Week

## Service Activities

24/7/365 Tech. Support, Satellite Phone Shipment Inquiries, Service Activation. Product Usage Inquiries, Inbound and Outbound Calls

# Case Studies

## Home Health Services

**Xincon**

Xincon improves quality of life for NYC and its metropolitan areas' elderly communities; their commitment to home healthcare services follows a “treat patients like family” perspective, ensuring quality service that assists the elderly to live a safe, independent life. Callnovo meets Xincon's elderly's healthcare needs 24/7 with caring front desk phone support / SMS customer service in English, Spanish, Mandarin, and Cantonese, informing personnel regarding background billing processes, soliciting relevant information, maintaining accounts, and checking medical reports, patient information, medical leaves / shifts to ensure genuine service that improves vitality.



### Service Languages

English, Spanish, Mandarin & Cantonese



### Service Schedule

24 Hours /Day, 7 Days /Week



### Service Activities

24/7/365 Front Desk Support, SMS Customer Service, Billing Process Information, Account Maintenance, Medical Report Information



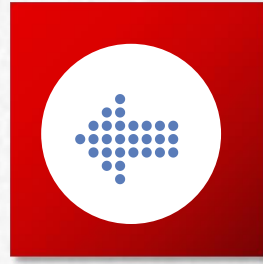
# The Main E-Commerce Products We Service

## Consumer Electronics

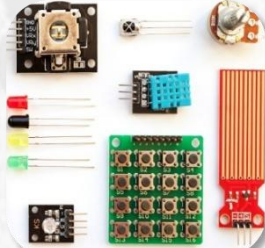
- ✧ Waterproof Telescopes
- ✧ Metal Detectors
- ✧ Portable Power Stations
- ✧ Smoke Alarms
- ✧ Bluetooth Headsets
- ✧ Electronic Components
- ✧ Speakerphones
- ✧ Smart Locks



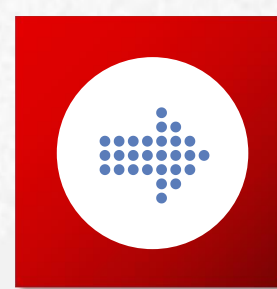
- ✧ Portable Displays
- ✧ Laptops
- ✧ Wireless Routers
- ✧ Smart Homes & Appliances



- ✧ Projectors
- ✧ Robot Vacuum Cleaners
- ✧ Hotel Restaurant Robots
- ✧ Security Cameras
- ✧ Training Collars



- ✧ Drones
- ✧ Electrical Switches & Dimmers
- ✧ Cooling & Heating Fans
- ✧ Kitchen Fryers
- ✧ Camera & Smartphone Stabilizers





# The Main E-Commerce Products We Service



- ◇ Office Supplies
- ◇ Cosmetics
- ◇ Mom & Baby Products
- ◇ Toys

- ◇ Kitchen Tools
- ◇ Garden Tool Sets
- ◇ Furniture
- ◇ Household Products
- ◇ Everyday Items
- ◇ Others





**Thank You!**

**[www.callnovo.com](http://www.callnovo.com)**

