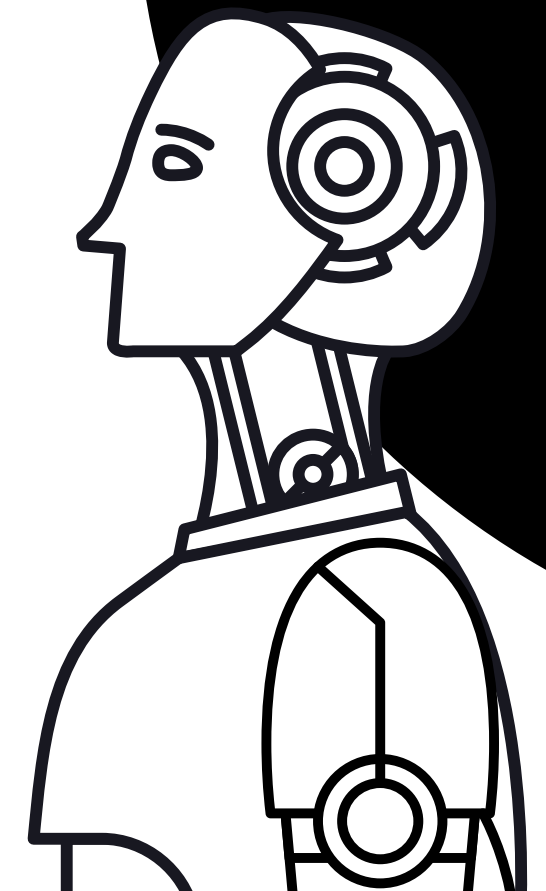
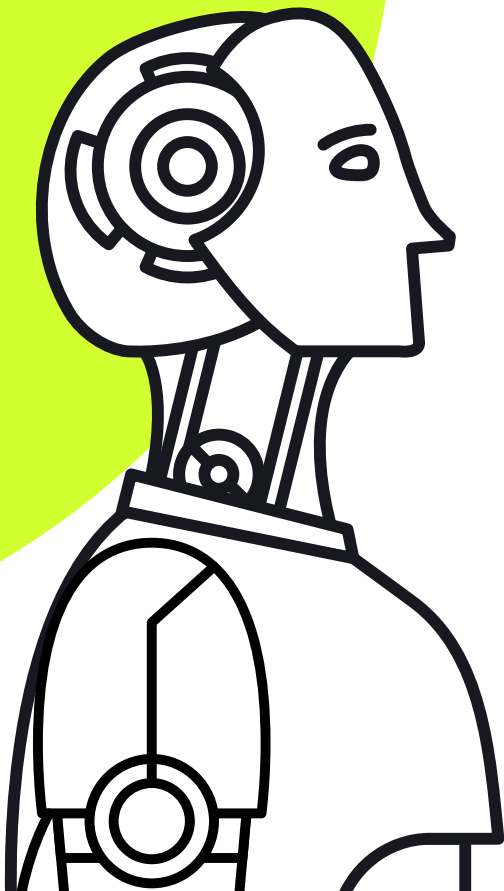




CORPORATE PROFILE

Helmsman Telemarketing CONSULTANCY INC.

We provide outsourced contact center and BPO solutions that leverage industry expertise to deliver fast, accurate, and personalized support, driving long-term customer satisfaction and, consequently, business growth. This is achieved through a combination of advanced technology, rigorous quality assurance processes, and a customer-centric approach, aligning with best practices in customer service outsourcing.



TECHNOLOGY

THROUGH THE AGES

Companies outsource for various reasons, primarily to reduce costs, improve efficiency, and focus on core business operations. Outsourcing involves delegating specific business functions or processes to external providers, allowing companies to access specialized expertise and technologies.

The benefits of outsourcing include cost savings, increased efficiency, and access to cutting-edge technology. According to a Deloitte study, the most common reasons for outsourcing are reducing costs, greater focus on core business, solving capacity issues, improving quality, and accessing a pool of talents and skills.

Outsourcing can also help companies to bridge talent gaps and leverage expertise in areas like cloud computing, cybersecurity, and data analytics. Additionally, outsourcing can enable companies to scale operations quickly and respond to changing market conditions.



WHY OUTSOURCE IN THE PHILIPPINES



Companies primarily outsource to the Philippines due to a compelling combination of:

01

HIGHLY SKILLED AND ENGLISH-PROFICIENT WORKFORCE

The Philippines boasts a vast and diverse talent pool, with a strong educational foundation that produces graduates well-equipped for various industries, including IT, finance, and customer service. Filipino professionals are known for their adaptability, eagerness to upskill, and dedication to precision. Crucially, English is one of the official languages and is widely spoken and understood, serving as a medium of instruction in schools.

02

STRONG CULTURAL AFFINITY AND WORK ETHIC

The Philippines shares a significant cultural affinity with Western countries, particularly the United States, stemming from a long historical relationship. This shared cultural understanding minimizes misunderstandings and fosters smoother business partnerships. Filipino workers are renowned for their strong work ethic, dedication, reliability, and commitment to meeting deadlines. Traits such as hospitality, politeness, empathy, and patience are deeply ingrained in Filipino culture, contributing to productive and harmonious outsourcing relationships.

WHY OUTSOURCE IN THE PHILIPPINES CONTD.

03

TIME ZONE ADVANTAGE AND 24/7 OPERATIONS

The geographical location of the Philippines, spanning multiple time zones, provides a unique advantage for businesses seeking round-the-clock operations. The time difference with Western countries enables continuous service delivery, allowing businesses to serve customers and manage back-office processes even during non-working hours in their home countries.

04

ROBUST GOVERNMENT SUPPORT AND INDUSTRY MATURITY

The Philippine government actively supports the growth of the BPO industry through various incentives and initiatives. Programs like the Special Economic Zone Act (PEZA) attract foreign investors with fiscal benefits and streamlined processes. This continuous government backing, coupled with significant investments in infrastructure, including transportation networks and telecommunications, creates a conducive environment for outsourcing. The BPO sector is a major contributor to the Philippine economy, making up over 10% of the country's Gross Domestic Product (GDP) and employing over 1.44 million full-time employees as of 2021. The industry's maturity is evident in its large market share, with the Philippines comprising 13% to 15% of the global BPO market.

05

EXCEPTIONAL COST EFFICIENCY

One of the primary drivers for outsourcing to the Philippines is the substantial cost savings it offers. Businesses can reduce labor costs by up to 60% and overall operating expenses by up to 50% compared to Western countries like the U.S. For instance, the average hourly rate for BPO vendors in the Philippines ranges from \$12 to \$14, significantly lower than the U.S. average of \$24 to \$28. This cost advantage is largely due to the lower cost of living and favourable exchange rates, allowing companies to access high-quality services at a fraction of the price.

SERVICES YOU CAN **OUTSOURCE** TO US

CALL CENTER SERVICES

Our call center service provides efficient, responsive support, ensuring your customers receive timely and accurate assistance. We focus on enhancing customer satisfaction and streamlining communication to drive business success.

The importance of efficient call center services cannot be overstated, as they directly impact customer satisfaction and loyalty. Studies have shown that responsive support is crucial in building trust with customers and resolving issues promptly. By outsourcing call center services, businesses can improve their overall customer experience and reduce the workload on their internal teams.

Moreover, streamlined communication is essential for businesses to stay competitive in today's fast-paced market. Effective call center services enable companies to manage a high volume of customer inquiries and provide personalized support, leading to increased customer retention and loyalty.



OUTBOUND CALL CENTER SERVICE AND CUSTOMER ENGAGEMENT

Our outbound call center service drives proactive customer engagement through various strategies, including lead generation, follow-ups, and market research, ultimately helping businesses build strong customer relationships. Effective customer engagement is crucial in today's competitive market, as it leads to increased customer loyalty and retention.

Outbound call centers play a significant role in proactive customer engagement by allowing businesses to reach out to customers directly. This direct interaction enables companies to provide timely support, address customer concerns, and offer personalized solutions, thereby enhancing the overall customer experience.

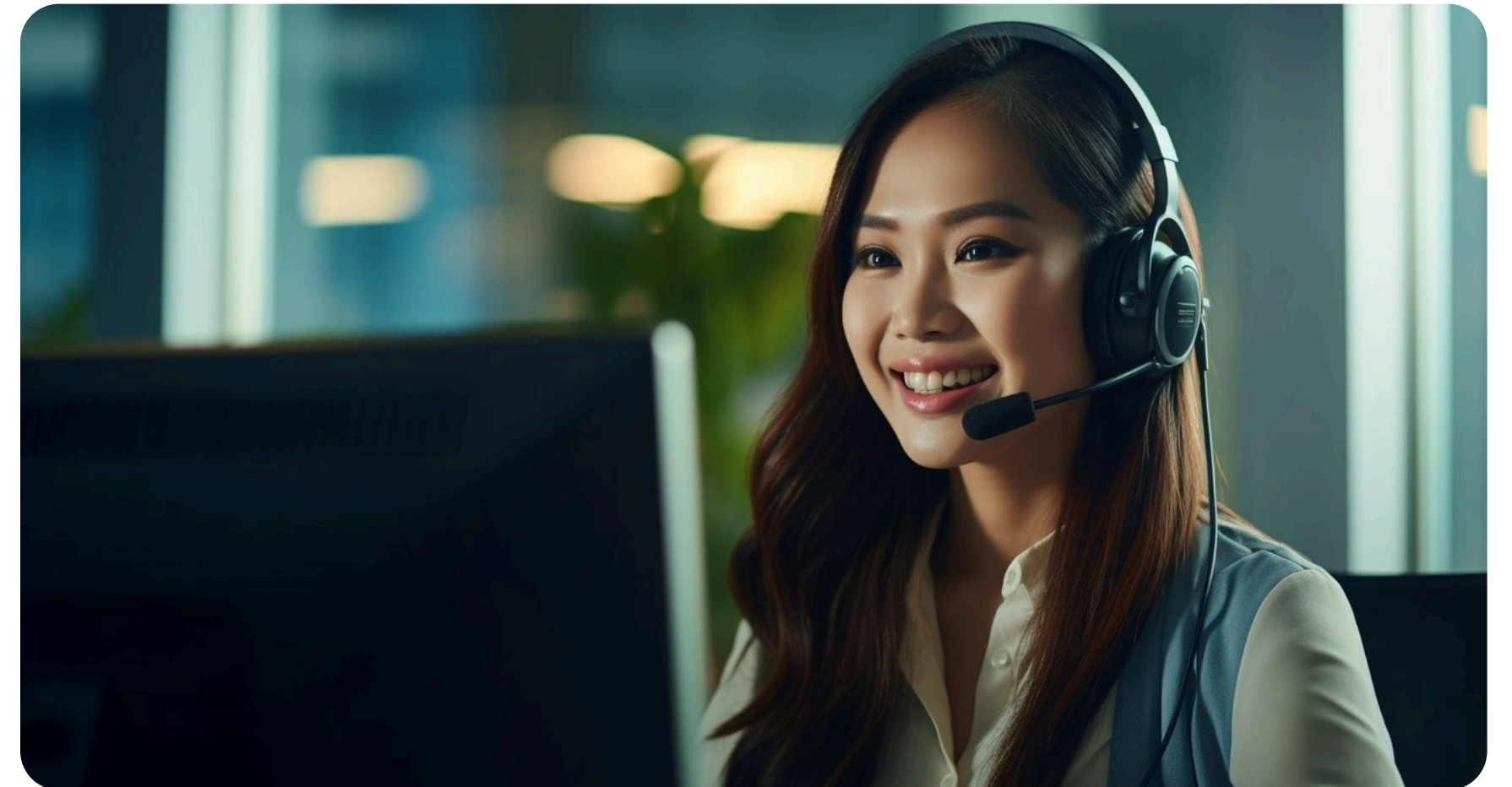
The services provided by outbound call centers can be broken down into several key areas:

Lead Generation: Outbound call centers help businesses generate new leads by contacting potential customers and introducing them to products or services that meet their needs. This is often achieved through targeted marketing campaigns and data analysis to identify potential customers.

Follow-ups: Following up with existing customers is crucial for building strong relationships and ensuring customer satisfaction.

Outbound call centers can conduct follow-up calls to check on customer satisfaction, address any concerns, and provide additional support when needed.

Market Research: Conducting market research through outbound calls allows businesses to gather valuable feedback from customers, understand market trends, and identify areas for improvement. This information can be used to refine marketing strategies and improve product or service offerings.



COMPREHENSIVE **ACCOUNTING** AND FINANCIAL SERVICES

Our accounting and financial services deliver comprehensive solutions for managing your finances. From accurate bookkeeping to detailed financial analysis and forensics, we provide the expertise you need to ensure sound financial management and strategic growth.



Accurate Bookkeeping

Accurate bookkeeping is the foundation of sound financial management. It involves the systematic recording of financial transactions, including income, expenses, assets, liabilities, and equity. By maintaining accurate financial records, businesses can make informed decisions, identify areas for cost reduction, and ensure compliance with financial regulations.

Detailed Financial Analysis

Detailed financial analysis is crucial for businesses to understand their financial performance and make strategic decisions. It involves the examination of financial data to identify trends, risks, and opportunities for growth. By analyzing financial statements, such as balance sheets and income statements, businesses can gain insights into their financial health and make informed decisions about investments and funding.

Forensic Accounting

Forensic accounting is a specialized field that involves the use of accounting, auditing, and investigative skills to help resolve financial disputes and detect financial crimes. Forensic accountants use their expertise to analyze financial data, identify irregularities, and provide expert testimony in court proceedings.

We help businesses ensure sound financial management and achieve strategic growth. Our expertise in bookkeeping, financial analysis, and forensic accounting enables businesses to make informed decisions, mitigate financial risks, and capitalize on opportunities for growth.

VIRTUAL **PERSONAL ASSISTANT**/SECRETARY SERVICES



We provide top-notch outsourcing services of personal assistants to business professionals around the world. With the rise of remote work and increasing demands on executives' time, the need for reliable and skilled personal assistants has never been more pressing.

According to a report by Global Industry Analysts, the global virtual assistant market is expected to reach \$13.4 billion by 2027, driven by the growing need for administrative support. Our team of highly trained and experienced personal assistants can handle a wide range of tasks, from email management and calendar organization to travel planning and data entry.

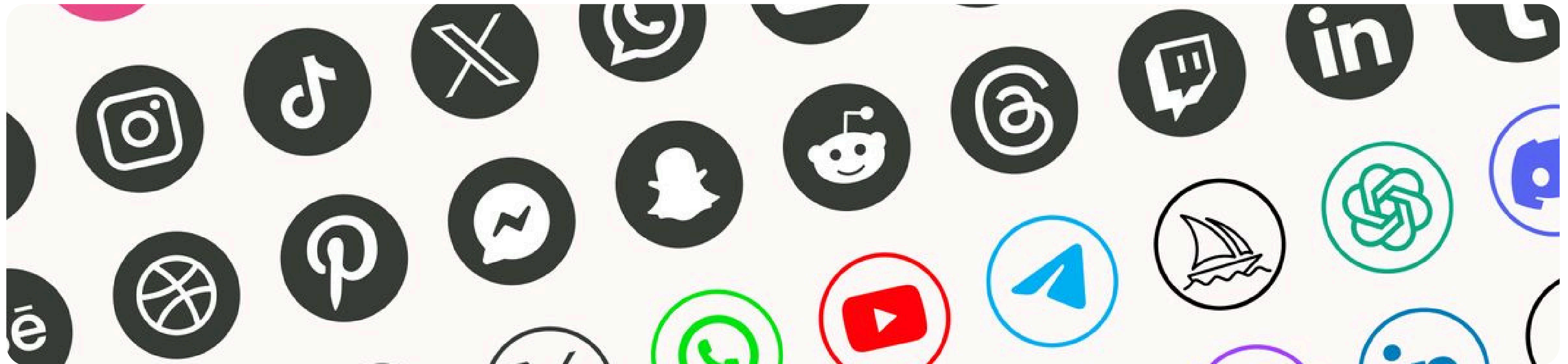
Our personal assistants are proficient in a variety of software applications, including Microsoft Office and Google Workspace, and are well-versed in providing exceptional customer service. We offer flexible scheduling options to accommodate different time zones and work styles, ensuring seamless integration with our clients' existing workflows. Whether you're a busy entrepreneur or a high-level executive, our personal assistants can help you streamline your operations, increase productivity, and reduce stress. Studies have shown that outsourcing administrative tasks can lead to significant cost savings and improved work-life balance for professionals.



SOCIAL MEDIA AND WEBSITE MANAGEMENT – REBRANDING AND MARKETING

We offer a range of services including social media management, content creation, website rebranding, SEO optimization, and digital marketing strategy development. By partnering with this company, businesses around the world can benefit from enhanced online presence, improved brand reputation, and increased customer engagement.

With a team of experts skilled in various aspects of digital marketing, including SEO, content strategy, and social media analytics, the company is well-equipped to provide tailored solutions that meet the unique needs of each client



THANK YOU FOR YOUR INTEREST IN OUR SERVICE

We would like to give you a free consultation to identify how you can benefit from our range of services to enhance your business processes.

Please keep in touch and we can schedule a comprehensive presentation and budget forecast on how you can cut costs and boost efficiency effortlessly.



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