

# Media Coverage



[www.zrg.com](http://www.zrg.com)

# ZRG

July, 2007



Picture shows Soneri Bank officials including Safar Ali K. Lakhani, President, Qamar Wahab, SEVP & CFO, Haider Devjanie, EVP & Head of IT, Ayub Butt, CEO, ZRG International with key team members. PR

July, 2007

## SONERI BANK UPGRADES LATEST CONTACT CENTER TECHNOLOGY BY ZRG

Soneri Bank, one of the fast-growing banks in Pakistan has recently expanded its Contact Center operations in the newly build state-of-the-art contact center premises along with its core banking system and services with the help of contact center solution by ZRG, nation's most preferred CTI and Call Center technology provider. Soneri Bank offers a wide array of financial service through a network of 72 branches spread all over the country. The Bank has been supporting its banking products and services with the help of self-service Phone Banking IVR technology by ZRG since year 1995. The Bank recognized that any business in Pakistan that is seeking to establish a foothold or increase its share in the marketplace, innovation and distinction are the key factors. To handle a rapidly growing customer base and to support an entire range of competitive products and services, Soneri Bank decided to expand the capacity and



capabilities of its Phone Banking setup. As the management and users of Soneri Bank were completely satisfied with the previous performance and service quality of ZRG as a knowledgeable technology partner, the Bank decided to award the contact center expansion contract to ZRG. At the same time, Soneri Bank also selected the latest Call Review and Scoring or CRS software for the contact center quality assurance department. ■

FOUNDED BY QUAID-I-AZAM MOHAMMAD ALI JINNAH

# DAWN

08 June, 2007

INTERNATIONAL  
**THE NEWS**

THE NEWS International, Thursday, October 14, 2004

16 June, 2007

## ZRG PROVIDES LATEST SOLUTION FOR UBL CONTACT CENTER



The picture shows officials from UBL, Mr. Baqar Muzaffar, CIO, Dr. Khalid Aslam, IT Divisional Head, Shahzad Jawaid, Regional Head Phone Banking & SP&PR, Shahzad Ahmed Qureshi, Asst. Product Manager IT and Adnan Ali, Phone Banking Head along with Mr. Ayub Butt, CEO of ZRG.

United Bank Limited and ZRG have entered into an agreement whereby ZRG will install state-of-the-art contact center technology for UBL customer services and support contact centers.

UBL, one of the most progressive among the large banks in the country is managing one of the busiest customer contact center in the Banking industry, supporting a wide range of products and customers. In order to provide innovative products and services with advanced capabilities, UBL decided to acquire the most modern, flexible

and integrated technology available in the market. The latest solution by ZRG will enable UBL to manage multi-site centers with capabilities such as load balancing, overflow traffic, IP communication and Active Disaster Recovery. ZRG International is nation's most experienced contact center technology specialist. ZRG solutions are deployed in majority of contact centers in the country, and are in use by millions of users that use self-service applications in addition to the contact center agent services.

## ZRG gives IT solution to UBL

By our correspondent

KARACHI: UBL has signed an agreement with ZRG for installation of contact center technology solution by ZRG. The project is aimed at providing high quality services to UBL customers as well as enhancing the capabilities of the contact center so that the Bank could launch and support a wide range of innovative services and capabilities.

## BUSINESS RECORDER

Simultaneously published from Karachi, Lahore & Islamabad

07 June, 2007



KARACHI: A group photo of UBL and ZRG officials was taken on the occasion of signing ceremony for Banking contact centre here on Wednesday. The picture shows officials of CIO UBL Baqar Muzaffar, IT Divisional Head Dr Khalid Aslam, Regional Head Phone Banking and SP&PR Shahzad Jawaid, Asst Product Manager IT Shahzad Ahmed Qureshi and Phone Banking Head Adnan Ali along with CEO of ZRG Ayub Butt.

FOUNDED BY QAUID-I-AZAM MOHAMMAD ALI JINNAH

# DAWN

10 April, 2007

## NIB Enhances Services with Open Standard Technology by ZRG

In line with the commitment of offering a more distinctive, 24/7 Non Stop Phone Banking Services to the customers, NIB recently upgraded the Phone Banking Platform with a state of the art technology equipped with IVR, and an advanced, sophisticated and effective call routing and distribution mechanism to successfully handle and distribute calls from all over the country. The latest open standards technology for Phone Banking has been provided by ZRG, the market leader in the advanced contact center and CTI solutions. ZRG has provided NIB with highly sophisticated call handling and management tools that will allow the bank

to manage the support services with complete documentation, service quality assurance and comprehensive MIS reporting. Mr. Naseer Hasan, Head of Consumer Banking, NIB Bank Ltd said "We want to revolutionize the concept of Banking in Pakistan for which we have identified distinct customer segments with different and unique needs. By understanding these needs and maintaining a promising relationship with our customers, business partners and employees, we intend to deliver the best and customized financial solutions under one umbrella." "Technology has evolved with human needs," Mr. Arif Butt, Executive Director, ZRG

International said. He added that, "ZRG has been working on defining new measures of contact center success, improving agent productivity and retention, and creating new customer experience. Our goal is to transform the previous model of the Phone Banking from a lucrative center to a convenient center for the customer base. We would like to nurture our business relationship and take more challenges with NIB Bank Limited in the future." The picture below shows Mr. Zia Akhtar Abbas, Mr. Kashif Gaya of NIB Bank with Mr. Arif Butt of ZRG with the project team.



## BUSINESS RECORDER

Simultaneously published from Karachi, Lahore & Islamabad

23 May, 2007

## KASB Securities Offers Online Trading with Contact Center Solution by ZRG



KASB Securities has acquired latest contact center and IVR technology solution from ZRG that allows online trading facility to KASB customers through an intelligent self-service IVR and a live agent based contact center. With the help of this setup, the KASB customers can find out the latest stock information, interact with the automated system to place order, get answers and trading status. ZRG helps organizations increase customer satisfaction and revenues by improving business communication and customer contact management functions. The above picture shows (left) Mr. Ayub Butt, CEO, ZRG signing the agreement with (right) Mr. Rizwan Khan, Head of KASB Direct and Mr. Moen Sheikh, CFO, KASB Securities with the project team members.

## UFONE ACQUIRES NEW TECHNOLOGY FOR IVR FROM ZRG INTERNATIONAL

The fastest growing GSM cellular service provider, Ufone, has acquired advanced technology from ZRG International to provide more convenience and simplified access to its subscribers of U-Circle package.

U-Circle package enables Ufone subscribers to get significantly lower call rates when calling any of the notified five phone numbers of their family and friends. Due to the overwhelming response to this package plan, the call load at the customer service call centres increased significantly because the process of getting the numbers registered required assistance of a live operator. Consequently, the Ufone management introduced the idea of having an automated service system through which subscribers can register their desired phone numbers automatically through a self-service IVR system, said Mr Mubashir Naqvi President & CEO Ufone.

ZRG International, the market leader in advanced telephony solutions in the country offered an advanced and flexible automated solution for the project through which subscribers can dial at any time to register their desired numbers by using simple and easy-to-follow instructions in local language' due to its previous experience and vast knowledge of working in the telecom sector, ZRG was awarded the project and the company was able to complete the project well before time.

Mr. Mubashir Naqvi said that Ufone was constantly seeking to add more value to its subscribers by using newer and innovative technologies. ZRG solution has streamlined the process of U-circle number registration by utmost accuracy and faster execution through direct database update, he further added.

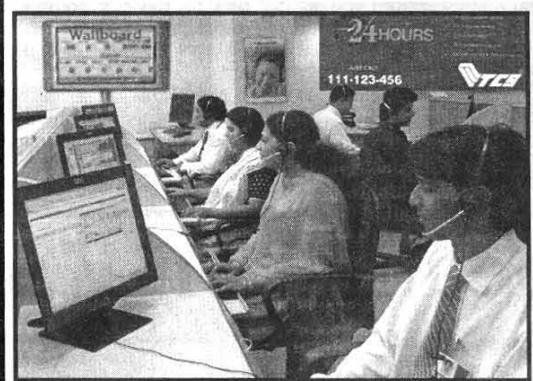
Mr. Naveed Khalid Butt, Chief Officer, Customer Operations at Ufone said that it also had reduced the load on our customer service representatives who were now free and available to provide assistance to callers with other inquiries and support requirements keeping in line with Ufone's 'Service First' strategy.

On the occasion, a spokesperson from ZRG International said "ZRG solutions are preferred by knowledgeable IT professionals due to the open standard architecture, flexible and easier integration and quick customization capabilities. ZRG maintains the most experienced project team that has repeatedly delivered successful results for major telcos, banks, insurance, courier and other industries. Our dedication, commitment and hard work has made ZRG Pakistan's most successful company with the largest market share in the advanced computer telephone integration (CTI) solutions market. Through our research and development efforts, we will continue to make things better for the business in the country."



20 March, 2007

## IP CONTACT CENTER PROVIDES IMPROVED CUSTOMER SERVICE



ZRG International, nation's leading contact center technology provider has installed latest IP based customer interaction solution for the customer services of TCS, the largest courier service provider in the country.

In order to provide more convenience and facilities to its valued customers, TCS has established a new, state of the art, 24/7 contact center facility near Karachi Airport. The center has been equipped with the most advanced IP technology to provide prompt answers to customer queries regarding tracking of shipments, information on rates, deliver status, covered areas and booking location. TCS customer services can be reached through Voice calls, Fax, SMS and Web Chat channels.

The next generation IP contact center solution by ZRG, built upon open standards technology, offers complete documentation, quality assurance tools and a special feature called multi-modal capability that gives a cost effective approach for handling and managing customer queries of multiple brands, products and companies from a single virtual contact center. TCS plans to use this feature to handle calls for its various businesses.

ZRG has provided innovative contact center solutions at majority of contact centers in the country. These solutions are being used by millions of users that use self-service applications in addition to the contact center live agent services.

INTERNATIONAL  
**THE NEWS**

THE NEWS International, Thursday, October 14, 2004

**24 August, 2006**

### Contact centre technology at Bank Alfalah

KARACHI: Bank Alfalah, the nation's fast growing bank, has recently expanded its customer services contact centre by adding another state-of-the-art facility in Lahore.

The new location has been equipped with the latest technology installed by ZRG, Pakistan's market leader in next generation contract



**KARACHI: Picture shows Adil Rashid, Executive Incharge, Cards Division, Bank Alfalah (centre) with Ayub Butt, CEO ZRG International (right).**

centre solutions.

With the second location, the bank intends to maintain its high quality customer care for its fast growing customer base. ZRG has integrated both sites to enable transparent call transfers between two sites, load balancing and sharing, overflow traffic handling and coverage during disaster recovery.

## BUSINESS RECORDER

Simultaneously published from Karachi, Lahore & Islamabad

**14 Jan, 2007**

### Ufone acquires new technology from ZRG International

KARACHI: The fastest growing GSM cellular service provider, Ufone, has acquired advanced technology from ZRG International to provide more convenience and simplified access to its subscribers of U-Circle package.

U-Circle package enables Ufone subscribers to get significantly lower call rates when calling any of the notified five phone numbers of their family and friends. Due to the overwhelming response to this package plan, the call load at the customer service call centres increased significantly because the process of getting the numbers registered required assistance of a live operator. Consequently, the Ufone management introduced the idea of having an automated service system through which subscribers can register their desired phone numbers automatically through a self-service IVR system, said Mubashir Naqvi President and CEO Ufone.

Mubashir Naqvi said ZRG was awarded the project and the company was able to complete the project well before time.

The Ufone was constantly seeking to add more value to its subscribers by using newer and innovative technologies. ZRG solution has streamlined the process of U-

circle number registration by utmost accuracy and faster execution through direct database update, he further added. Naveed Khalid Butt, Chief Officer, Customer Operations at Ufone said that it also had reduced the load on our customer service representatives who were now free and available to provide assistance to callers with other inquiries and support requirements keeping in line with Ufone's 'Service First' strategy.

On the occasion, a spokesperson from ZRG International said "ZRG solutions are preferred by knowledgeable IT professionals due to the open standard architecture, flexible and easier integration and quick customisation capabilities. ZRG maintains the most experienced project team that has repeatedly delivered successful results for major telcos, banks, insurance, courier and other industries. Our dedication, commitment and hard work has made ZRG Pakistan's most successful company with the largest market share in the advanced computer telephone integration (CTI) solutions market. Through our research and development efforts, we will continue to make things better for the business in the country."—PR

FOUNDED BY QUAID-I-AZAM MOHAMMAD ALI JINNAH

**DAWN**

21 June, 2006

**BUSINESS  
RECORDER**

Simultaneously published from Karachi, Lahore & Islamabad

20 June, 2006

## EFU Acquires Latest Contact Center Technology From ZRG International



EFU Life, the largest private sector life insurance company in Pakistan recently launched its latest Intel CTI enabled contact center provided by ZRG International, the award winning company and market leader in the call center solutions provider industry. EFU LIFE decided to go one step ahead in satisfying the needs of its customers by introducing the Client Service Call Center. With this customer centric approach, EFU Life is the first insurance company in Pakistan to set up a dedicated Client Service Call Center and ZRG was their obvious choice.

The contact center solution by ZRG is based on open standards based technology bringing maximum flexibility and freedom to EFU LIFE. ZRG has been winning more call center projects than anyone else due to the superior world class Intel CTI technology and readily available ZRG expertise and support for all related professional and technical services.

The above picture shows (left) Mr. Taher G. Sachak, MD & CEO - EFU Life Assurance Ltd. signing the agreement with Mr. Ayub Butt CEO - ZRG International.

people in tribal areas of Pakistan.—PPI

## EFU deploys modern call centre technology

KARACHI: EFU Life Assurance Limited has started offering convenient and timely services to its large customer base through a modern call centre facility.

The call centre has been equipped with latest world class CTI technology that is deployed at most of the successful call centres in the region and supported by ZRG International.

In a statement issued here on Monday, with this customer centric approach, the EFU Life is the first company to set up a dedicated client service call centre facility to provide answers, product information and services to its customers.

In order to get the best call centre solution from a proven solution provider, EFU Life asked for bids from various market players.

The qualification criteria for the ideal solution provider required a dependable technology partner that is highly focused and a specialist in the area of call centre. Such a partner would have a proven track record of performance and a good reputation from the previous projects.—PR

FOUNDED BY QUAID-I-AZAM MOHAMMAD ALI JINNAH

# DAWN

20 May, 2006

cial USDA data.—Reuters

## NIFT SUPPORTS DIGITAL SIGNATURES WITH ZRG SOLUTION



NIFT, the nation's leading service provider for the financial industry has started issuing Digital Certificates and PKI services to individuals and corporations. To support this service, NIFT has setup a customer support contact center and has deployed the latest open standards CTI based IP Contact Center solution from ZRG International.

The Contact Center solution at NIFT by ZRG International provides a very flexible and intuitive environment for handling calls, managing agents and maintaining service levels. Unlike the traditional model of hard phones, ZRG solution provides a futuristic approach of handling calls through Soft IP Phones and the concept of Agent Anywhere.

ZRG, a technology specialist in the area of customer interaction and relationship management, is the premier provider of latest call center technology solutions. ZRG has been winning contact center project more than anyone else because of the world class Intel CTI technology and a rich project expertise of over 12 years in the local market. Most of the leading call centers are using solutions and services by ZRG International. The company is exporting this technology bundled with their services to the international market and has gained customers in Middle East and Africa.

The above picture shows Mr. M. M. Khan, CEO, NIFT (left) and Mr. Ayub Butt, Chief Executive, ZRG at the signing ceremony of the contact center technology agreement between two companies.

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# BUSINESS RECORDER

Simultaneously published from Karachi, Lahore & Islamabad

25 April, 2006

WAF—FR

## Nafa deploys ZRG tech at customer service centre

KARACHI: Nafa, a premier asset management company, has gone live with the operations of its modern contact centre facility.

The modern contact centre has been established to provide timely information, answers to frequently asked questions, and personalised assistance to the nation-wide customers.

The contact centre is equipped with the most flexible and advanced CTI technology by ZRG International, the market leader in contact centre technologies.

Nafa is a joint venture company established by National Bank of Pakistan, NIB Bank and Fullerton Fund Management Company (FFMC) of Singapore.

In order to gain rapid market infiltration and to provide quality services to its customers, Nafa management decided to launch their products with a fully equipped customer contact centre.

According to a statement issued here on Monday, Nafa searched for a contact centre solution that could provide maximum amount of flexibility in integration and customisation.

After the evaluation and based on the facts gathered from the market, Nafa found out that ZRG solution has been installed at majority of the financial and telecom contact centres in the country. It is based on open standards-based technology, bringing maximum flexibility and



freedom to Nafa.

The existing customers of ZRG solution expressed great satisfaction towards the solution performance and with the quality of post-installation support.

The offered solution is the same that is being exported by ZRG to international customers and, most importantly, ZRG holds a superb track of performance, innovation and a consistent presence in the market for over a decade.

Nafa evaluation team concluded that the solution offered by ZRG International was the ideal choice for the stated requirements of Nafa. The contract was awarded to ZRG International.

The chief executive of Nafa, Dr Amjad Waheed, said, "The goal of Nafa contact centre is to provide timely information and personalised support to its existing and potential customers.

"For this, we have engaged experienced specialists for the contact centre and have deployed the latest technology that will enable the company to deliver customer satisfaction in a cost-effective and efficient way."

He said, "We selected ZRG, the most experienced contact centre solution expert, as our partner because ZRG has the capability, local expertise and spares to provide comprehensive support for customisation, integration and expansion right away and without any delays, that is typically associated with solutions from abroad."

The Chief Executive Officer of ZRG International, Ayub Butt, said, "These days, a contact centre is the most cost-effective and efficient way of delivering information and support services to the customers." —PR

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INTERNATIONAL  
**THE NEWS**

THE NEWS International, Thursday, October 14, 2004

**26 April, 2006**

## ZRG's advanced contact centre solution

KARACHI: A state-of-the-art contact centre has been established to provide timely information, answers to frequently asked questions and personalised assistance to customers nation-wide.

This has been equipped with the most flexible and advanced CTI technology by ZRG International, a leader in contact centre technologies.

ZRG solution is installed at majority of the financial and telecom contact centres in the country. It is based on open standards based technology bringing maximum flexibility and freedom to NAFA.

The existing customers of ZRG solution expressed great satisfaction over the solution performance and the quality of post-installation support.

The offered solution is the same that is being exported by ZRG to international customers. And most importantly, ZRG holds a superb track of performance, innovation and a consistent presence in the market for over a decade.

Speaking on the occasion, Dr Amjad Waheed, CFA, the chief executive of NAFA said "The goal of NAFA Contact Centre is to provide timely information and personalised support to its existing and potential customers."



Commenting on the occasion, Ayub Butt, CEO, ZRG International said "These days, a contact centre is the most cost-effective and efficient way of delivering information and support services to the customers."

ZRG's approach is to provide cost-effective contact centre solutions that offer maximum capabilities and flexibility to its customers through the use of open standards based technology.

In this way, we are able to provide much more value to our clients than what is available with traditional telecom switch based proprietary solutions.

Based on open CTI technology, ZRG contact centre solutions are very easy to install, operate and manage. Additionally, the processes of integration with databases and servers, the customisation and the upgrades are very simple and transparent.

ZRG solutions are free from any the dependencies from abroad because we have all resources to provide any type of integration and customisation without seeking help from abroad."

25 January, 2006

FOUNDED BY QUAID-I-AZAM MOHAMMAD ALI JINNAH

**DAWN**

01 February, 2006

## ZRG provides state-of-the-art Call Center Technology to MultiNet



ZRG International, the market leader in next generation call center solutions has been selected by MultiNet, a wholly-owned subsidiary of Telekom Malaysia for setting up a state-of-the-art call center in Pakistan. MultiNet is Pakistan's leading provider of DSL Broadband and other value added services that is making significant investments in the telecom sector of Pakistan by laying a country-wide optical fiber backbone and expanding services to all major cities in the country under the banner Project Ittehad.

The technology-savvy management at MultiNet, under the dynamic leadership of the Mr. Nasser Khan Ghazi wanted to setup a very flexible, totally integrated and completely customizable call center solution to provide prompt and highly personalized services to its existing and potential customers. By looking at the existing market scenario, MultiNet quickly realized that ZRG is the no. 1 expert in the call center solutions in Pakistan and holds the largest share in the banking and telecom call centers of Pakistan. ZRG's proposed solution based on open standards technology was evaluated by a team of international experts of Telekom Malaysia and was rated as the ideal solution for the needs of MultiNet. The above picture shows Mr. Ayub Butt, CEO ZRG International signing the agreement with Mr. Nasser Khan Ghazi, CEO Multinet, Pakistan.

## MultiNet to deploy ZRG for call centre technology

### RECORDER REPORT

KARACHI: MultiNet Pakistan, a subsidiary of Telekom Malaysia, has selected ZRG International to implement a next generation call centre solution.

MultiNet is one of the leading telecom service providers of Digital Subscriber Line (DSL), Broadband and other value-added services, and is making significant investment in the telecom sector in the country.

The company (MultiNet) is currently engaged in the construction of a 4000 kilometre long nationwide optic fibre backbone network and is expanding its DSL network in more than a dozen major cities of Pakistan.

The company in near future also plans to offer Long Distance International (LDI) call services. In order to support its products the company is investing in a state-of-the-art call centre to provide high quality customer support services to its existing and potential customers.

According to a spokesperson of ZRG International, the technology-savvy management of MultiNet established strict criteria for identifying a call centre specialist company that can offer a scalable, flexible and robust solution.

MultiNet evaluated several offerings and, after careful consideration, selected the open standards based, cost-effective and a proven call centre solution by ZRG International.

The ZRG International will provide completely integrated call centre solution that will have the capability to intelligently route the entire customer calls to the desired attendees. The solution will provide a very flexible Interactive Voice Response (IVR), a digital conversation recorder, Computer

Telephone Integration services and a complete set of call centre management tools.

The CEO of MultiNet Pakistan, Nasser Khan Ghazi said "We are laying an extensive fiber optic network in Pakistan, expanding our operations to more than 15 major cities and we will be coming up with more value added services for the people of Pakistan this year."

He said, "Our key focus is to ensure that our customers get the best possible quality of support and our staff gets the top of the line technology tools to do their job."

"According to internal evaluation," Nasser said, "we found that ZRG is undoubtedly the number one and the most reliable solution provider in the market with a proven track record of excellence. ZRG has offered us open standards based technology that gives us complete freedom for future expansion in terms of capacity and functionality. We are proud to be associated with ZRG."

The CEO of ZRG International, Ayub Butt, said, "At present, businesses need total integration, flexible configurations and complete customisation capabilities. Only open standards-based technology can provide these features in a timely and cost-effective manner."

He said, "The days of proprietary and closed solutions from traditional telecom equipment manufacturers are over. These days, a business cannot afford delays in getting the desired functionality."

ZRG's open standards technology-based solution offers a high degree of functionality and customisation capability that saves time and money and provides instant support without any delays that are typically associated with solutions that depend on expertise from abroad, he added.

30 Jan-05 Feb, 2006

## MULTINET SELECTS ZRG FOR CALL CENTER SOLUTION

MultiNet Pakistan, country's leading telecom service provider of DSL, Broadband and other value-added services, has selected ZRG International to implement a next generation call center solution.

MultiNet is a subsidiary of Telecom Malaysia that is making significant investment in the telecom sector in Pakistan. Multinet is currently engaged in building a 4000km long nation-wide fiber optic backbone network and is expanding its DSL network in more than a dozen major cities of Pakistan. In near future Multinet also plans to offer Long Distance International Calling Services (LDI). In order to support its products Multinet is investing in a state-of-the-art call center to provide high quality customer support services to its existing and potential customers.

The technology-savvy management of MultiNet established strict criteria for identifying a call center specialist company that can offer a scalable, flexible and robust solution. Multinet evaluated several offerings and after careful consideration, selected the open standards based, cost effective and a proven call center solution by ZRG International. ZRG will provide a completely integrated call center solution that will have the capability to intelligently route all the customer calls to the desired attendees. The solution will provide a very flexible Interactive Voice Response (IVR), a digital conversation recorder, Computer Telephone Integration services and a complete set of call center management tools.

During the signing ceremony, Mr. Nasser Khan Ghazi, CEO of Multinet Pakistan, said: "We are laying an extensive fiber optic network in Pakistan, expanding our operations to more than 15 major cities and we will be coming up with more value-added services for the people of Pakistan this year. In all this, our key focus is to ensure that our customers get the best possible quality of support and our staff gets the top of the line technology tools to do their job. According to our internal evaluation, we found that ZRG is undoubtedly the number one and the most reliable solution provider in the market with a proven track record of excellence. ZRG has offered us open standards based technology that gives us complete freedom for future expansion in terms of capacity and functionality. We are proud to be associated with ZRG."

Speaking on the occasion, Mr. Ayub Butt, CEO ZRG International, said: "Today, businesses need total integration, flexible configurations and complete customization capabilities. Only open standards based technology can provide these features in a timely and cost-effective manner. The days of proprietary and closed



solutions from traditional telecom equipment manufacturers are over. These days, a business cannot afford delays in getting the desired functionality. ZRG's open standards technology based solution offers a high degree of functionality and customization capability that saves time and money and provides instant support without any delays that are typically associated with solutions that depend on expertise from abroad."

About MultiNet Pakistan ([www.multinet.com.pk](http://www.multinet.com.pk)):

Multinet Pakistan is Pakistan's leading provider of services such as DSL Broadband, Gigabit Metro Area Network (MAN) Broadband, and Wireless Broadband, Hot-Spots, Extreme dial-up as well as Corpo-

rate Networking Solutions and other value added services. Multinet Pakistan also provides extreme dial-up subscription in Karachi and Lahore to corporate and home-users, with high-speed data connectivity. We have already started to deploy dial-up in Islamabad, as well as another 15 cities. Hotspots are specific geographic locations in which an access point provides public wireless broadband services to customers, currently available in Karachi and Lahore. Hotspots are often located in heavily populated places such as shopping malls, airports, convention centers, coffee shops, hotels, and so on. This service offering is a direct upshot of an increasing trend towards being always on, always active and always connected.

03 January, 2006

## ALLIED BANK SELECTS ZRG CALL CENTER TECHNOLOGY



Allied Bank has recently launched its Customer services call center in Karachi. The state-of-the-art call center technology has been provided by ZRG International, the market leader in call center solutions. Allied Bank customers will be able to call free from anywhere in the country and get high quality personalized support on a host of products and services including ATM cards, Internet Banking and a wide range of upcoming products.

ZRG open standards based call center solution offers all the latest tools and capabilities required to successfully operate and manage today's customer services needs. ZRG proven solutions have become the preferred choice for Banks and other call centers due to their reliability, flexibility and high-level of customization capabilities. The key advantage ZRG offers is the freedom from proprietary and closed technologies. ZRG has a fully qualified team of trained professional that can provide all technical support and customization locally and instantly, without having to rely on the expertise from abroad. The above picture from the left shows Mr. Sheikh Tahir Azmat, Group Head, ADC, ABL, Mr. Shahid Raza Group Chief, Operations Group, ABL and Mr. Ayub Butt, CEO, ZRG International signing a joint statement on the occasion.

## BUSINESS RECORDER

Simultaneously published from Karachi, Lahore & Islamabad

30 December, 2005

## ZRG's modern call centre installed at ABL

### RECORDER REPORT

**KARACHI:** The ZRG International has deployed a modern call centre solution on open standards-based technology at the Allied Bank Limited (ABL).

The Allied Bank with 700 branches across the country and a growing portfolio and services recognised the need for having a modern call centre in order to enhance its customers service. This would also maintain Bank's high level of service and fast growing position among private banks.

The qualifications criteria for awarding the contract included a reliable and future safe technology and a dependable solution-provider that has a proven track record of performance of the ZRG

International (Pvt) Limited.

The Spokesperson for the ZRG International said the company, as a leader in call centre solution market, proposed open standards-based technology that is a cost-effective methodology with a proven approach that is widely installed in the banking and telecom sectors.

The ABL management evaluated several solutions and after careful consideration, it identified the ZRG International as the solution-provider with the most sophisticated mechanism.

During the launching ceremony, Group Head, Alternate Delivery Channel at the Allied Bank, Sheikh Tahir Azmat, said: "We have chosen a solution that incorporates latest techniques and

a sophisticated call routing mechanism to successfully handle various types of customers from all over the country." It includes a highly intelligent and most flexible call handling system that comes with a very powerful 'soft phone software', he added.

The system also equipped with integration short messaging service (SMS), e-mail and remote supervision tools.

"The ZRG International has done an excellent work for us and completed the installation as well as deployment of the call centre for the Allied Bank on time", he added.

ZRG International Chief Executive Officer (CEO) Ayub Butt said that companies with distinguished information technology

(IT) professionals always prefer flexibility, adherence to open standards, customisation capabilities and proven performance.

Instead of blindly following decade-old approach that uses proprietary and expensive boxes with limited functionality or going for newly-introduced proprietary solutions that are immature and incomplete, progressive companies are choosing the proven open standards-based technology, he added.

Ayub said the company's open standards-based solution offers numerous benefits that not only save time and money but provide a high degree of functionality and customisation that is unavailable in the proprietary and traditional solutions.

# BUSINESS RECORDER

Simultaneously published from Karachi, Lahore & Islamabad

31 August, 2005

## Instaphone, ZRG International enter pact for modern call centre

### RECORDER REPORT

KARACHI: Instaphone, one of the old cellular operators in the country, has inked an agreement with ZRG International for setting up its second modern call center to be established in Lahore.

With a growing subscriber base and focusing on quality customer service, the Instaphone has made significant investment in setting up its second call center.

Instaphone awarded contract to ZRG International, the leader in the country's call center solutions. This will help Instaphone in giving even better customer

service to its prepaid and post paid customers in the provinces of Punjab and NWFP.

According to ZRG International's spokesperson here on Tuesday, the ZRG completed the installation and deployment of the first call center for Instaphone on time.

The ZRG has provided the tools necessary to successfully operate and manage the call center. The ZRG call center solution for Instaphone is based on a scalable and flexible platform that works on open standards based technology.

It includes a state-of-the-art Intelligent ACD for call distribu-

tion, CTI screen popup tool, Voice recording server for QA and staff evaluation, a dynamic multi purpose self service with a comprehensive MIS reporting package.

A Local Area Network (LAN) based wall board server also displays live status of call volume, queue status and agent activities in real-time.

The call center has gone live and is presently providing services to the pre-paid customers of central and northern regions of the country.

The spokesperson said, "Over the last four years, the ZRG has delivered several innovative and

high tech solutions for various inbound and outbound call handling requirement of Instaphone, including the next generation call center in the city (Karachi)."

Instaphone management has expressed satisfaction over the overall project executed by ZRG International.

The ZRG has been present in the local market for over 11 years and has an unmatched track record of excellent performance.

Majority of the call centres use open standards based solutions from ZRG, including Banking, Telecom and other service based businesses in the country.

FOUNDED BY QUAID-I-AZAM MOHAMMAD ALI JINNAH

# DAWN

01 September, 2005

## ZRG PROVIDES NEXT GENERATION CALL CENTER TO INSTAPHONE



ZRG International has provided a state-of-the-art call center technology solution for the second call center site of Instaphone. Instaphone has made a significant investment in this call center to provide high quality and prompt customer services to its pre-paid and post paid subscribers in Punjab and NWFP.

ZRG call center solution for Instaphone provides all the latest tools and systems required to successfully operate and manage today's call center. These tools include a highly intelligent ACD, Voice Recorder, CTI, IVR and monitoring capabilities. This call center also has the options of IP connectivity as well as load balancing and distribution among the two centers. ZRG has provided several innovative and advanced solutions to Instaphone over the last four years. The above picture shows Mr. Iain Williams, CEO, Instaphone and Mr. Ayub Butt, CEO, ZRG International.

# BUSINESS RECORDER

Simultaneously published from Karachi, Lahore & Islamabad

17 August, 2005

## Picic Bank's modern call centre starts operation

### RECORDER REPORT

**KARACHI:** The newly established modern call centre of the Picic Commercial Bank has started operation to provide solutions to customer inquiries and other facilities.

ZRG International has established the call centre that would help in providing telephone banking and complaint registration services. The bank also plans to support the existing and upcoming products and promotions through the call centre.

The ZRG spokesperson told Business Recorder on Tuesday that the key criteria for awarding the contract included a reliable and future safe technology and a dependable solution provider that has a proven track record. The Picic Bank management evaluated several offerings from the local and foreign market and after careful consideration, the bank finally selected the "open standards", which are also cost effective, she added.

The call centre allows maximum integration and scalability to the customers. The ZRG provides completely integrated "one-win-

dow" solution and is unlike other traditional style mix-and-match combination of various third party components that are being offered in the market.

"Based on our experience of 11 years in the call centre industry, we have seen that the companies that select immature and not-ready technologies from big global brands faced a lot of frustration and delays because the expected functionality is simply not readily available in these solutions and there is a lot of dependence on overseas expertise," she added.

In comparison, the organisations with qualified information technology-savvy professionals are selecting open standards based proven technology and are getting better than expected results very quickly. It is, therefore, not surprising that majority of successful banking call centres have chosen ZRG call centre solution.

"The bank has also planned to set up a flexible and effective call centre facility from where it could provide information and services to its existing and potential customers round-the-clock, she added.

# TheNation

25 August, 2005

## Call centre solution at PICIC Commercial Bank

**KARACHI (PR) -** PICIC Commercial Bank has started operating its newly established state of the art call centre that has been provided by ZRG International, the market leader in the local call centre industry. This call centre will provide answers to customer inquiries, telephone banking and complaint registration services. The bank plans to support the existing and upcoming products and promotions through the call center.

FOUNDED BY QAUID-I-AZAM MOHAMMAD ALI JINNAH

**DAWN**

INTERNATIONAL  
**THE NEWS**

THE NEWS International, Thursday, October 14, 2004

23 August, 2005

## ZRG CALL CENTER SOLUTION AT PICIC COMMERCIAL BANK



PICIC Commercial Bank has started the operation of the newly established Telephone Banking call center. The call center will provide a wide range of services including answers to frequently asked questions about products, account status and complaint registration. PICIC Commercial Bank has made this significant investment to provide prompt and high quality customer care services to its growing customer base. The contract was awarded to ZRG International, Pakistan's market leader in flexible call center solutions.

ZRG solution provides all the latest tools and capabilities required to successfully operate and manage today's Telephone Banking Call Center. These tools include a highly intelligent ACD, Voice Recorder, CTI, IVR, integration with multiple databases and a comprehensive Contact Management System. ZRG open standards based Telephone Banking solution has become the preferred choice for Banking and other call centers due to the reliability, flexibility, high level of customization capabilities and independence from proprietary and closed technologies. The above picture shows Mr. Tauseef Ahmed, SEVP IT, PICIC Commercial Bank and Mr. Ayub Butt, CEO, ZRG International signing a joint statement.



# TheNation

July 03, 2005

## Call Centre Solution export from Pakistan

FROM OUR CORRESPONDENT

KARACHI - A prominent UK bank in Dubai serving the Middle East and nearby markets, has placed an order for an advanced telecommunication solution known as the Call Centre Solution with a Pakistan based IT and Telecom solution provider company. This export order contributes to the growing software export activities of Pakistan of over US\$ 32 million.

Lloyds TSB Dubai is a subsidiary of the leading UK based Lloyds Bank listed on the UK stock exchange. Lloyds TSB operations were growing in the Gulf region at an enormous scale and the existing customer services and call processing setup at the Bank had become insufficient to handle the call volumes. Lloyds was also looking for ways of providing personal, commercial, offshore and priority banking. For these requirements, Lloyds TSB wanted to setup a flexible and effective Telephone Banking Call Centre from where it could provide information and services to its existing and potential customers, 24 hours a day.

The key criteria for selection included a reliable, scalable and future safe technology from a dependable solution provider that has a proven track record of performance. Management of Lloyds TSB evaluated several offerings from Dubai's local and international market. Lloyds TSB selected solution from ZRG International, Pakistan because of ZRG's strong

technical expertise and know-how in Banking Call Centres, its modular approach and total customisation capabilities.

Ayub Butt CEO ZRG International while commenting on the occasion said: "ZRG takes pride as being the 1st Call Centre Solution Exporter from Pakistan. Previously our country was importing Call Center Technology solutions from abroad and foreign dependency was there due to lack of skilled professional and local support. ZRG has made history by exporting call centre solutions to domestic as well as to leading companies abroad. In the year 2003, ZRG became the first telecom solutions company in Pakistan to start exporting call centre technology to the international market.

The customer was a leading cellular service provider in Tanzania, East Africa in year 2005, Serco Gulf a leading facilities management company of UK, selected ZRG Call Centre solution for their UAE customer services and support requirements. Recently, Lloyds TSB Dubai, a subsidiary of Lloyds Bank UK has selected ZRG for their customer services call handling requirements. These events have elevated the image of Pakistan in the international market and now Pakistan is considered as the exporter of advanced telecommunication solutions.

Lloyds TSB Bank is operating in Dubai since 1977. The bank is committed to customer services. The dedication towards customer service and specialist expertise

has placed them at the forefront of banking throughout the Gulf countries and Iran. Lloyds TSB Dubai is providing personal, commercial, offshore and priority banking services for its customers. Lloyds TSB Dubai is a branch of the UK based Lloyds TSB Group, which is one of the largest and most successful banking groups in the world. Lloyds TSB Dubai is a branch of Lloyds TSB Group, one of the world's largest and most respected banking groups. Lloyds TSB employs more than 70,000 people in more than 20 countries worldwide.

ZRG International (Pvt) Limited is the expert company in the area of open standards based call centre market. Most of the leading organisations in Pakistan have installed ZRG call centre solutions including the largest and busiest Call Centre of Pakistan. 11 banks in Pakistan are now using ZRG's integrated telephone banking Call Centre solution. Additionally, 3 major cellular companies in Pakistan have selected ZRG open CTI Server solution for the last 4 years with great level of satisfaction in terms of performance, reliability and top notch post-sale support.

ZRG is also the first telecom solutions company in Pakistan to have successfully exported call centre solution to the international market. Intel Corporation, USA has recognised the quality and high standards of ZRG call centre implementations and have published a case study on ZRG solution that is available for viewing on Intel Corporation's website.

# BUSINESS RECORDER

Simultaneously published from Karachi, Lahore & Islamabad

22 June, 2005

## Local IT firm gets order from UK-based bank

RECORDER REPORT

KARACHI: A local information technology and telecom solution company, ZRG International, has received export order for an advanced telecommunication solution known as the 'call center' from a prominent United Kingdom-based bank stationed in Dubai.

Lloyds TSB selected ZRG International solution due to its strong technical expertise and know-how in banking call centres, its modular approach and total customisation capabilities.

Lloyds TSB Dubai is a subsidiary of a leading UK-based Lloyds Bank, which is listed on the London Stock Exchange (LSE). Lloyds TSB operations were growing in the Gulf region at an enormous scale and existing customer services and call processing set up at the bank's premises had become insufficient to handle call volumes.

Lloyds was also looking for ways to provide personal, commercial, offshore and priority banking. For these requirements, Lloyds TSB wanted to set up a flexible and effective telephone banking call centre from where it could provide information and related services to its existing and potential customers round-the-clock. The order would help contribute toward growing software export activities of over \$ 32 million for the country.

The key criteria for selection included a reliable, scalable and future-safe technology from a dependable solution provider that has a proven track record of performance. The management of Lloyds TSB evaluated several offerings from Dubai's local and international market.

ZRG International chief executive officer Ayub Butt said, "ZRG takes pride as being the first call centre solution exporter from Pakistan." "Previously, our country was importing call centre technology solutions from abroad and foreign dependency was there due to lack of skilled professional and local support," he said, adding the ZRG has made history by exporting such solutions to domestic and leading companies abroad.

In the year 2003, Ayub Butt said, the ZRG became the first telecom solutions company in the country to start exporting such technology to the international market."

FOUNDED BY QAUID-I-AZAM MOHAMMAD ALI JINNAH

# DAWN

24 June, 2005

## ZRG TO EXPORT THE LATEST CALL CENTER SOLUTION TO DUBAI, UAE



Lloyds TSB, a prominent UK bank in Dubai serving the Middle East and nearby markets, has placed an order for an advanced call center solution with ZRG International, Pakistan's market leader in call center solutions. This export order will contribute towards the stated target of US\$ 50 million for this year in software export earnings for Pakistan.

Lloyds TSB plans to use the call center solution to provide prompt and personalized services to its customers and to successfully operate and manage its growing call center. Majority of the banking call centers in Pakistan are using ZRG's open standards based solutions. The call center export activities by ZRG have significantly improved the country's profile and image in the international IT and telecom market. ZRG's CEO, Mr. Ayub Butt is shown above making the announcement of the latest software export order.

# BUSINESS RECORDER

Simultaneously published from Karachi, Lahore & Islamabad

28 April, 2005

## Maersk to acquire ZRG call center solution

### RECORDER REPORT

KARACHI: Maersk Pakistan Limited, a leading international transportation and shipping company, has opted for ZRG International to provide a next generation 'Call Center Solution' for its customer services.

The spokespersons of ZRG International told *Business Recorder* on Wednesday that a modern call center which includes a 'Contact Management System' to manage customer complaints and inquiries would be established for Maersk Pakistan.

Under the agreement, ZRG will provide a modern multi-modal call center to serve the customer requirements of three companies under Maersk umbrella namely; Maersk, Sealand and Maersk Logistics.

The country manager of Maersk Pakistan Asger S. B Lauritsen said, "We expect to get modern telephone solution organised in a call centre to increase our service level to the customers' benefit."

A multi-modal call center set-up would enable Maersk to handle multiple calls at one-call center, utilising optimised resources for maximum efficiency and output.

Maersk operations are growing in Pakistan and the customer call-handling requirements were

increasing at an enormous scale. It was looking for a call-handling solution that would serve the requirements of all the three of its companies under one platform.

Thus, Maersk selected ZRG solution because of its excellent market reputation; its open standard-based technology; feature richness; ruggedness and tight integration with existing environment at Maersk.

The ZRG will also provide a comprehensive contact management solution to augment and streamline the sales, marketing, logistics and customer services.

Maersk Pakistan is making significant investments to enhance the entire communication network to speed-up the flow of information within the organisation.

ZRG CEO Ayub Butt said, "The next generation technology based on open standards brings a new-world of integration possibilities and cost effective call-handling capabilities for customer-centric organisations."

He added, "The days of proprietary based technology are over and progressive companies have recognised the benefits of standard-based solutions. Therefore, most of the call centres in Pakistan have chosen open standard-based technology for their call center requirements."

FOUNDED BY QUAID-I-AZAM MOHAMMAD ALI JINNAH

# DAWN

Tuesday, April 26, 2005

Page 10 Business

## Maersk selects ZRG for setting up a Call Center



Maersk and ZRG International have entered into an agreement in which ZRG will provide an open standards based next generation Call Center solution to Maersk. ZRG flexible and scalable call center solution will enable Maersk to handle the growing requirements for its business and provide prompt customer services in a quick and efficient manner. The above picture shows Mr. Asger S. B Lauritsen, County Manager, Maersk (left) and Mr. Ayub Butt, CEO, ZRG International (right) at the signing ceremony recently held at Maersk.

INTERNATIONAL  
**THE NEWS**

THE NEWS International, Thursday, October 14, 2004

28 April, 2005



9-15 May, 2005

## SOFTWARE EXPORT ORDER FROM DUBAI, UAE

Serco Gulf, subsidiary of Serco Group, a leading UK-based facilities management and outsourcing company, listed on London Stock Exchange with a turnover of US\$ 2.738 billion in the year 2003 has selected ZRG to provide a Call Center Solution. Serco helps national and local governments around the world to improve services of their activities and the call center solution will be used by Serco Gulf to handle its growing business and to provide high quality personal-

ized customer services to the customers in the Gulf region.

Serco Gulf evaluated various proposals from the international market. After detailed evaluation, Serco Gulf selected ZRG call center solution for their customer services.

ZRG solution was selected because of its excellent market reputation, open standards based technology, feature richness, ruggedness and tight integration with existing environment at Serco Gulf.

## BUSINESS RECORDER

Simultaneously published from Karachi, Lahore & Islamabad

13 April, 2005

## ZRG picked for software export to Gulf region

### RECORDER REPORT

**KARACHI:** Serco Gulf, a subsidiary of Serco Group, a leading UK-based facilities management and outsourcing company, has selected ZRG International Private Limited, a local company, to provide an advanced telephone communication systems known as 'Call Centre Solution'.

The next generation call centre solution will be used by Serco Gulf to handle its growing business and to provide high quality personalised customer services to the customers in the Gulf region.

Serco Gulf evaluated various proposals from the international market. The evaluation and selection criteria included factors such as flexibility and integration capabilities of the solution as well as price-performance ratio, feature richness, scalability and richness of the systems.

After rigorous evaluation, Serco Gulf selected ZRG's solution for its customer services call centre. A key criterion of evaluation was the solution provider's track record of support and market references.

Serco selected ZRG solution because of its excellent market reputation; its open standards based technology, feature richness, ruggedness and tight integration with existing environment at Serco Gulf.

The Chief Executive Officer of ZRG, Ayub Butt, said, "ZRG is already a preferred call centre technology solution provider within Pakistan and most of the customer service call centres are using ZRG's open standards-based call handling solutions.

He said: "We started exporting these advanced solutions to the international market in 2003 and became the first software exporter of Call Centre Solutions

in Pakistan. We see a tremendous amount of opportunities of getting a sizeable market share with the entry into the Gulf region."

He said, "Open standards technology offered by ZRG International empowers companies to have state-of-the-art and cost-effective call centre solutions for better customer services.

With this order, ZRG has not only earned foreign exchange for the country but also made a humble contribution towards the software export efforts of Pakistan.

The received export order is a direct endorsement of the world class quality and acceptance of telecom solutions from Pakistan, Ayub said, adding that the company is already turning this initiative into a strategic penetrative move into the Gulf region for customer service tools and solutions.

# TheNation

08 April, 2005

## ZRG wins call centre contract

FROM OUR CORRESPONDENT

KARACHI - Serco Gulf, a subsidiary of Serco Group a leading UK based facilities management and outsourcing company listed on London Stock Exchange has selected ZRG to provide an advanced telephone communication systems known as Call Center Solution. The next generation call center solution will be used by Serco Gulf to handle its growing business and to provide high quality personalized customer services to the customers in the Gulf region.

Serco Gulf evaluated various proposals from the international market. The evaluation and selection criteria included factors such as flexibility and integration capabilities of the solution as well as price-performance ratio, feature richness, scalability and ruggedness of the systems. Another key criteria of evaluation was the solution provider's track record of support and market references. After detailed evaluation, M/s Serco Gulf selected ZRG's solution for their customer services call center.

FOUNDED BY QAUID-I-AZAM MOHAMMAD ALI JINNAH

# DAWN



ZRG International and KASB Bank have entered into an agreement in which ZRG will provide call center technology to KASB Bank. Mr. Pervaiz Ahmed, COO KASB Bank (right) and Mr Ayub Butt, CEO ZRG (left) are seen signing the agreement.

# Pakistan Economist

## KASB BANK CHOOSES ZRG INTERNATIONAL FOR CALL CENTER SOLUTION

KASB Bank has selected ZRG call center solution for their customer support and telebanking services. KASB Bank wanted to setup a flexible call center that could grow in the future in terms of capacity and functionality. After considerable evaluation of various bids, KASB Bank selected ZRG solution for their customer support call center. The cited reason for the selection includes reliability and flexibility of the solution, open standards based technology, locally available resources for customization and excellent track record of ZRG International for banking call centers in Pakistan.

This was announced in a signing ceremony at KASB Head Office on Nov 29, 2004, where officials of KASB Bank and ZRG International signed the agreement.

Mr. Nasir Jamal CFO of KASB Bank while dilating on the benefits of call centers said: "State of the Art Call center from ZRG will enable us to provide highly personalized and prompt services to our valued customers 24 hours a day. With call center management tools such as the voice recording capabilities and online performance monitoring, we will be able to monitor and improve quality of service and productivity of our staff."

Mr. Ayub Butt, CEO of ZRG International said: "Call center solution based on Open Standards technology allows maximum integration, customization and scalability to the customers. The days of proprietary and closed architecture based technology are long gone because the traditional ACD technology had too many limitations and offered only partial functionality. Today, the businesses have realized the value that is available with the open standards based CTI technology."



ZRG International and KASB Bank have entered into an agreement in which ZRG will provide latest call center technology to KASB Bank. ZRG call center solution will consist of complete Self-service Phone Banking, Tools for Call Center Banking Officers and Voice Recording System for Quality Assurance and Conflict resolution. Mr. Pervaiz Ahmed, COO KASB Bank (right) and Mr. Ayub Butt, CEO ZRG (left) are seen signing the agreement.

# Daily Times

Your right to know A new voice for a new Pakistan

Rs 12.00 Vol II No. 292 20 Pages Karachi Education

Karachi Ramzan 13, 1425 Thursday, October 28, 2004

## Prime Bank chooses ZRG for call centre solution

**KARACHI:** Prime Commercial Bank has selected ZRG call center solution for their customer support and telebanking services. Prime Commercial Bank is experiencing growth in terms of additional customers and launching of new products. Prime Bank wanted to setup a flexible call center that could grow in the future in terms of capacity and functionality. After considerable evaluation of various bids, Prime Commercial Bank selected ZRG solution for their customer support call center. The cited reason for the selection includes reliability and flexibility of the solution, open standards based technology, locally available resources for customization and excellent track record of ZRG International for banking call centers in Pakistan.

With this latest order, out of 14 banking call centers, there are now 10 prestigious banks using ZRG's integrated call center solution. ZRG call center solution is also being used at 3 out of 4 operational cellular companies in Pakistan for the last 4 years with great level of satisfaction in terms of performance, reliability, latest standards based CTI technology and top notch post-sale support. **PR**



# Pakistan <sup>& Gulf</sup> Economist

www.pakistaneconomist.com

OCTOBER 18 24, 2004 VOL. XXIII, NO. 42 R. NO. SS-189

PRICE RS. 30.00

## **PRIME BANK CHOOSES ZRG INTERNATIONAL FOR CALL CENTER SOLUTION**

Prime Commercial Bank has selected ZRG Call center solution for their customer support and telebanking services. Prime Commercial Bank is experiencing growth in terms of additional customers and launching of new products. Prime Bank wanted to setup a flexible call center that could grow in the future in terms of capacity and functionality. After considerable evaluation of various bids, Prime Commercial Bank selected ZRG solution for their customer support call center. The cited reason for the selection includes reliability and flexibility of the solution, open standards

based technology, locally available resources for customization and excellent track record of ZRG International for banking call centers in Pakistan.

With this latest order, out of 14 banking call centers, there are now 10 prestigious banks using ZRG's integrated call center solution. ZRG call center solution is also being used at 3 out of 4 operational cellular companies in Pakistan for the last 4 years with great level of satisfaction on terms of performance, reliability, latest standards based CTI technology and top notch post-sale support.

# BUSINESS RECORDER

Simultaneously published from Karachi, Lahore & Islamabad

05 May, 2004

## ZRG gets order for VTR from Tanzanian firm

**MASROOR AFZAL PASHA**

**KARACHI:** A Tanzania-based leading cellular service provider, Mobitel MIC, has placed an order for 'Voice Transaction Recording and Monitoring Solution' with local telecom solution provider ZRG International Limited.

A company spokesperson told *Business Recorder* on Tuesday that the evaluation and selection criteria include factors such as price performance ratio, feature richness, scalability and ruggedness of the systems and especially the company's track record of prompt support were thoroughly evaluated.

After processing of detailed evaluation, Mobitel selected ZRG

International's solution for its customer services call centre, she said.

The Mobitel last had year awarded a major contract to ZRG International for installation of state-of-the-art customer services and support call centre. The recent order for adding 'voice recording and monitoring capabilities' in its call centre constitutes the next phase of the project. The expansion order comprised bids from various international solution providers which were also considered during the bidding process.

With this new order, the ZRG International would not only earn foreign exchange for the country, but would also contribute towards the software export

efforts of Pakistan. This would also paved the way for country's other technology firms into the international market.

The export order is a direct endorsement of the world class quality and acceptance of telecom solutions from Pakistan.

The ZRG International is already turning this initiative into a strategic penetrative move into the largely untapped East African markets for customer service tools and solutions.

The ZRG International is a market leader in the country and has been providing dedicated call centre solutions services to some of the largest and busiest entities including Mobilink, Instaphone, Paktel, Bank Alfalah, etc.

# DAWN

<http://DAWN.com> Vol. LVIII No. 134 Karachi, Rabi-ul-Awwal 26, 1425 Monday, May17, 2004 32 pages

## Call Center Technology Solution

# Pakistan gets export order

**A** leading cellular phone service provider in Tanzania, East Africa known as M/s Mobitel, MIC has placed an order for Voice Transaction Recording and Monitoring solution with ZRG International (Pvt) Ltd., a Pakistani based telecom solutions.

M/s Mobitel last year awarded a major contract to ZRG International for the installation of a state of the art customer services and support Call Center. The recent order for adding Voice Recording and Monitoring capabilities into their Call Center constitutes the next phase of the project. For this expansion order, bids from various international solution providers were considered.

The evaluation and selection criteria included factors such as price-performance ratio, feature richness, scalability and ruggedness of the systems as well as the company track record of prompt support, flexibility and market references. After detailed

evaluation, M/s Mobitel selected ZRG's solution for their customer services call center.

With this order, ZRG not only earned foreign exchange for the country but also contributed towards the Software Export efforts of Pakistan and paved the way for other Pakistani technology firms into the international market.

The received export order is a direct endorsement of the world class quality and acceptance of telecom solutions from Pakistan. ZRG International is already turning this initiative into a strategic penetrative move into the largely untapped East African markets for customer service tools and solutions.

ZRG International (Pvt) Ltd ([www.zrg.com](http://www.zrg.com)) is a market leader in Pakistan that has been providing Call Center solutions to some of the largest and busiest Call Centers of Pakistan including Mobilink, Instaphone, Paktel, Bank Alfalah, etc.

In this regard, if there are any questions, comments or feedback, Mr Maazz A. Shamsi can be contacted at [maazz@zrg.com](mailto:maazz@zrg.com) or 021-4313222.

## ZRG CALL CENTER AT WORK

# Expansion of Bank Alfalah Call Center

Call Center relocation with zero downtime

An atmosphere of increasing competition, similar product lines and savvy customers has led companies to new paths of differentiating themselves. Customer service is now a key criterion in choosing a service/solution provider. In this regard, a Call Center plays a very central and important role.

ZRG International worked with Bank Alfalah to establish its customer support call center a few years ago. The call center quickly became a strategic tool for the bank to support the customers and the products. The Bank management was able to maintain the highest standards of service quality and prompt response at the call center.

With the unprecedented growth in its customer base as well as in its product line, the bank needed to expand the capacity of its call center. The existing call center premises had certain limitations that would restrict the growth of the call center. Therefore, Bank Alfalah decided to acquire a dedicated site for the strategic operations of the call center.

Relocating a working call center is a task that requires extremely careful planning, analysis and execution. Bank management wanted to have minimum down time in the service and

therefore contacted ZRG, the provider of call center solution to Bank Alfalah. ZRG has successfully accomplished similar relocation projects in the past and holds an excellent reputation for its technical expertise and business acumen.

ZRG consultants worked in close liaison with various departments of the bank (Establishment, IT, Customer Services, Marketing). After gathering all the relevant information, ZRG presented the plan for the relocation and provided a step-by-step task list. To the pleasant surprise of the bank management, the entire relocation project was executed with zero down time for the call center. All the equipment including servers, workstations and supporting items were moved safely. The move of the call center to its latest premises was totally transparent to the Bank's customers with no disruption in service.

This new facility has enabled Bank Alfalah to handle the increased call volume through additional agents and telephone lines, while delivering the same level of customer service. The facility is easily accessible for the staff and provides a call center friendly environment for the staff and room for additional growth.

**ZRG — The Call Center Expert**  
ZRG is a fast growing company with an impressive track record of performance and an excellent reputation for straight talk and in-depth technical know how. ZRG has installed the latest banking call center solutions for the following prestigious banks:

- Bank Alfalah
- Askari Bank MasterCard
- Standard Chartered Bank
- Bank Al Habib
- Metropolitan Bank
- Soneri Bank
- Credit Agricole Indosuez
- Faysal Bank

In addition to having the leadership position in the banking call centres, ZRG has installed solutions for the largest, busiest and most prominent call centres in Pakistan including:

- Mobilink GSM
- PSO
- Instaphone
- Paktel
- SSGC
- WorldCall Broadband

For more information about ZRG solutions, visit [www.zrg.com](http://www.zrg.com) or contact: (021) 431-3222. ■

### New and Improved Call Center of Bank Alfalah



## ZRG CALL CENTER SOLUTION ON INTEL SUCCESS STORY WEB SITE

World Technology leader, Intel Corporation, USA has selected a Pakistani Call Center as a topic for their success story. This success story is about Pakistan's largest and most advanced call center at Mobilink GSM, developed and installed by M/s ZRG International (Pvt) Limited, the call center solution leader in the Pakistan market. This is the first time a Pakistan-based call center has been included in any such study carried out by Intel Corporation, USA.

Intel Corporation selected ZRG call center solution for the success story because it is the largest customer support center in Pakistan, it is the most advanced contact center solution in Pakistan with latest features and total integration, it uses 'always on' or 'never down' methodology running on multiple LAN Servers, it is based on open CTI architecture, i.e. standards based as opposed to proprietary, closed-box technology and because it is totally and tightly integrated, i.e. ACD, IVR, CTI, Voice Recorder and MIS Reporter, all modules with single administration and reporting interface.

"It is a moment of great pride for Pakistan because this is first time a Pakistani technology company has been acknowledged by a world technology leader in the area of call center solutions. This type of exposure in the international IT and Telecom market is bound to result in good things for Pakistan in the future," said Nadia Rauf, In charge of Marketing at ZRG International. "This event has certainly helped in raising Pakistan's profile in the international telecom solutions arena", she added.

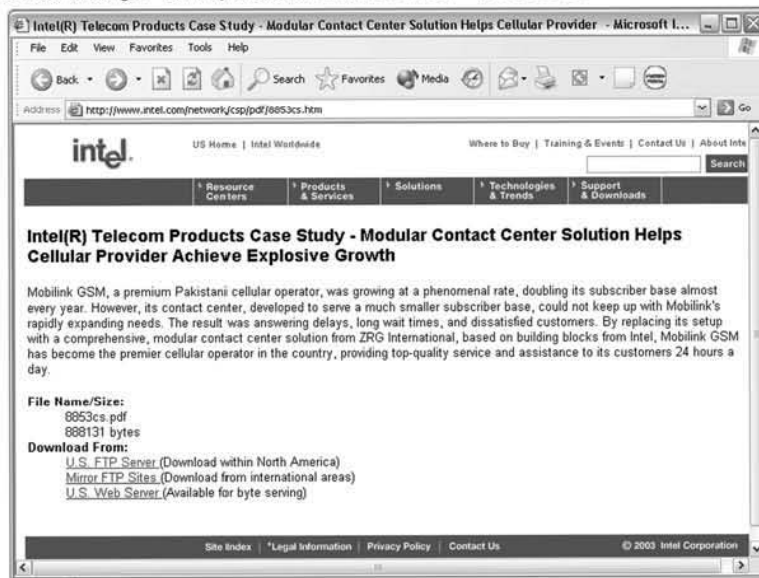
ZRG call center success story on Intel Corporation's web site can be downloaded from <http://www.intel.com/network/csp/pdf/8853cs.htm>

ZRG is a fast growing telecom solutions company with a strong focus on customer interaction and contact management solutions. ZRG holds a leadership position and an excellent reputation in the call center market in Pakistan. ZRG solutions are installed at the largest and the busiest call centers in the country including the largest cell phone company, the largest oil marketing company and at 8 out of 13 major banks that are using call center solutions. Specializing in the convergence of information and communication technologies, ZRG expertly integrates information stored in databases and desktop applications with multiple channels of communications such as telephone, fax, email, SMS and the Web. ZRG provides a wide range of telecom solutions on a turnkey basis for standards-based

LAN environment on Intel architecture, providing next generation call handling solutions and capabilities in a very cost-effective and highly scalable way.

ZRG offers solutions that are designed to improve and enhance business communications and information dissemination processes through more advanced, quicker and cost-effective ways and means. These solutions help businesses to offer more value and services, reduce costs, automate repetitive tasks and enhance quality of their customer services. The customized and turn-key solutions are backed by a team of call center and telecom professionals with in-depth technical knowledge, demonstrated capabilities and a vast experience in dealing with contact center related issues such as PSTN issues, UAN, 0800, ISDN-PRI, PABX, ACD, IVR, Recorder and CTI. For more information, visit <http://www.zrg.com>.

Following is a screen shot of the Intel success story web site as mentioned above:



# BUSINESS RECORDER

Simultaneously published from Karachi, Lahore & Islamabad

8 BUSINESS RECORDER FRIDAY 5 DECEMBER 2003

## Intel selects Pak call centre as topic for success story

### RECORDER REPORT

**KARACHI:** The Intel Corporation, one of the world technology leader, has selected a Pakistani call centre as a topic for their success story

The call centre was established by a local company, **ZRG International Private Limited** that deals in telecommunication related affairs especially setting-up for call centre solution.

Sources in telecommunication sector on Thursday said that the company has been selected for establishing country's largest and most advanced call centre at a cellular giant Mobilink GSM, developed as well as installed successfully. This is the first time a Pakistan-based call center has been included in any such study being carried out by Intel Corporation.

Intel Corporation selected ZRG call centre solution for its success story because the company establishes its largest customer support and the most advanced contact centre solution in Pakistan with latest features as well as total integration, it uses "always on" or "never down" methodology running on multiple LAN Servers, based on open CTI architecture, i.e. standards based as opposed to proprietary, closed-box technology. It is totally and tightly integrated, i.e. ACD, IVR, CTI, Voice Recorder and MIS Reporter, all modules with single administration and reporting interface.

"It is a moment of great pride for Pakistan because this is first time a local technology company has been acknowledged by a world technology leader in the area of call centre solutions," said Nadia Rauf, a spokesperson of ZRG International.

She further said that this type of exposure in the international IT and Telecom market is bound to result in good things for Pakistan in the future.

"This event has certainly helped in raising country's profile in the international telecom solutions arena," she added.

The company also offers solutions that are designed to improve and enhance business communications and information dissemination processes through more advanced, quicker and cost effective ways.

These solutions help businesses to offer more value and services, reduce costs, automate repetitive tasks and enhance quality of their customer services, Nadia added.

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## 1ST CALL CENTER EXPORT ORDER SUCCESSFULLY INSTALLED IN EAST AFRICA BY ZRG

ZRG International (Private) Limited, the first company in Pakistan to have received an export order for an advanced telecommunication solution known as Call Center, has successfully delivered and installed the solution for M/s Mobitel, a cellular phone service provider in Tanzania, Africa.

"It is a moment of great pride for Pakistan because now the country has joined the elite club of handful of countries that produce and export this type of solutions", said Mr. Ansan Abdi, Business Development Manager at ZRG International. "This has opened up doors for other Pakistani IT and Telecom solutions companies to enter into the lucrative business of telecom solutions export", he added.

M/s Mobitel is a dynamic and rapidly growing cellular phone service provider in Tanzania, that needed a flexible, scalable and reliable solution for its customer services and support center in Darus Salaam, Tanzania. In their search, Mobitel identified Pakistan's call center market and studied the call center solutions that are being used here by various telecom companies, banks and other service organizations. After a thorough analysis and reference check, Mobitel selected ZRG International as the solution provider with the most focused approach, in-depth technical knowledge, top-notch product, best performance history and excellent market references.

Speaking about the post-sale status, Mr. Abdi said, "What is even more exciting is that Mobitel has expressed great satisfaction with the quality, performance of the solution as well as the level of post-sale support

they have received. As a result, within a month of the installation, Mobitel placed another order for capacity expansion of the call center solution", Mr. Abdi believes that this event has raised Pakistan's profile in the international IT and Telecom market and has contributed towards improving the image and reputation of Pakistan as a nation of modern, educated and IT literate people.

ZRG is an IT & System Integration company highly focused in the area of Computer-Telephone Integration and Customer interaction solutions. The company specializes in the convergence of information and communication technologies and is well-versed in the integration of multiple channels of communications such as telephone call, email, fax, SMS, Web, etc. with information that stored in corporate databases and desktop applications.

ZRG offers solutions that are designed to improve and enhance business communications and information dissemination processes through more advanced, quicker and cost-effective ways and means. These solutions help businesses to offer more value and services, reduce costs, automate repetitive tasks and enhance quality of their customer services. The customized and turnkey solutions are backed by a team of call center and telecom professionals with in-depth technical knowledge, demonstrated capabilities and a vast experience. We have in-depth experience in dealing with issues such as PSTN issues, UAN, 0800, ISDN-PRI, PABX and ACD, Call Center solutions for Customer Services and Help Desks.

# BUSINESS RECORDER

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## Mobilink deploys ZRG system to boost call centre working

KARACHI: Mobilink GSM, Pakistan's leading cellular operator have deployed a comprehensive, modular contact center solution from ZRG International, on standards-based modular building blocks from Intel Corporation, says a press release issued here the other day.

The solution enables Mobilink to cope with the expanding customer base and provide effective and reliable customer service with improved response time along with a vast array of automated services, the release added.

It may be noted that standards-based modular building blocks from Intel are based on high-availability servers with

desktop workstations. The building blocks include Intel(r) computer telephony hardware with network interface and voice boards for analog and E-1 trunks, multi-port fax boards, station interface boards, line-tapping boards, and extended bus interface boards. These building blocks provide the telecommunications industry a cost-effective solution with the performance, choice and modular design capabilities which easily scale out to meet with the needs of an increasing customer base, the release said.

It further adds that contact centre solution from ZRG has equipped Mobilink to work with Intelligent/Automated Call

Distributor (ACD), Interactive Voice Response (IVR), Computer Telephony Integration (CTI), Softphone, and a comprehensive reporting system. The IVR now handles 30 to 40 per cent of the incoming calls, call distribution and routing has helped in identifying the calling subscriber, assigning priorities, select the agent with the right skills, and in routing all the calls as per required services, the release said.

"This deployment has allowed us to address the need for a call centre solution with high availability, flexibility and scalability. Such a call centre is the need of the hour due to the explosive growth in our sub-

scriber base and our increased network coverage across Pakistan. Features like advanced load balancing, sharing, and overflow and contingency handling have allowed us to reduce the waiting time for our customers and maintaining the high level of customer satisfaction," said Mobilink CIO Tariq Rashid.

"At ZRG, we are great advocates of Intel's modular building block approach due to open nature of its architecture, the scalability factor and its capability to integrate advance features which is essential for call centers," said ZRG International CEO Ayub Butt.—PR