i-Energiser: EDITED

Header: Game for more
Intro: Things aren’t exactly hunk-dory at i-Energiser. It is exploring possibilities for some consolidation. It is looking for US firms that are on the look out for either captive or third-party BPO centres

i-Energiser started operations in March 2000. At that time, the company provided web services. In October 2000, the company got its first client. It is one of the many companies that are run by professionals. Ajay Kalsi and Anil Agarwal put in their own funds when they started the company. Anil looks after the marketing operations in the US office.
The company is into web services, inbound voice services, customer acquisition and collection service. Gaming support contributes to about 40% of the company’s revenues whereas collections account for the remaining 30%.
The areas in gaming support that the company deals in are account, billing related issues, email and chat support. The focus is more on inbound support and direct customer support.
The company has only one centre with 700 employees. There are around five persons in the marketing team, three are full-time employees and two are part-time. Today i-Energiser is one of the major players in the call centre business.
The attrition rate of the company is about 30-35%. People who consistently perform below expectations for three to four weeks in succession are asked to leave the company. While about 15% of the employees are postgraduates, some youngsters who have completed 12th standard are also hired.
According to industry sources, i-Energiser is one of the few BPO companies that are not in good shape. The firm is exploring possibilities for some consolidation. It is looking for some US firms that are willing to consider both captive and third-party centres.
Currently, the company is focusing on volumes of a critical size. It has rejected deals that have involved less than 30 seats. Otherwise the firm has been willing to take up deals that may not result in multi-million revenues. Dell and Sony are some notable clients of the company.

Start Up Year: 2000
Area of Operations: Call centre, web services
Approximate Headcount: 700
Approximate Revenues: N.A
Location: Noida
CEO: Anil Agarwal
Promoters/Owners and Funding: Ajay Kalsi and Anil Agarwal