R T Outsourcing Services, a CRM (Customer Relationship Management) company focussed on technical services, was founded in 1995 by Shammi Moza. It has grown from a firm of five employees to about 500 employees currently. These employees are based in 11 offices throughout the country. While five of the company’s development centres are located in Delhi and two at Bangalore, offices are also located in Mumbai, Kolkata, Jaipur and Chandigarh.

According to a senior official of the company, it was not easy to garner clients in 1995, especially MNC clients. However, R T Outsourcing tried to offer high quality services, which were cost-oriented as well as process-oriented. It tried to offer processes equivalent to what the clients followed themselves.

The infrastructure of the company includes advanced eCRM software, powerful hardware platforms and high-speed networks and Internet connectivity with large bandwidth.

The call-centre of R T Outsourcing also evolved from level 1 to level 5 services for IT companies. During stage one, problems were sorted on telephone while in the second stage the specialist offers a solution and also calls back. In stage three, the employee carries out the repair in factory or outside, as the need may be. In stage four, the defective component is replaced. The old one is kept and then repaired.

For the first four to five years, the company offered only back-end and front-end repair services. Three years ago R T Outsourcing used to repair PCs, printers, peripherals, laptops, storage devices like floppy drives, CD ROMs and hard disk, networking devices and imaging devices like scanners, in addition to ATMs and credit card machines. Later on, it started offering technological services, which include technological support related to call-centre, front-end and back-end services. Currently, it has graduated to providing software support, network support and application support. Advisory services are part of the total offering to customers.

Remote management became feasible only in 2001, when the evolution of the telecom sector resulted in a considerable fall in the cost of setting fibre optic lines. Thus the company’s growth gained momentum in 2000-01. The revenues increased from Rs 12 crore for the year ending December ’02, to Rs 17 crore for the year ending December ’03.

All the employees of the firm are engineers. The average age in the organisation is 23-24 years. The satisfaction of the employees is reflected in the attrition rate of the company, which stands at 8%. The company has a well-defined training module. Four in-house trainers conduct training programmes for the employees on a regular basis. The frequency of training is high; a minimum of two days in a quarter is required for training. Accent training is conducted outside the company.

Senior officials at the company are of the opinion that the potential for business in the field of technical services is very high as the worldwide market is estimated at $ 15 billion.
Start-Up Year: 1995
Area of Operations: Technical services
Approximate Revenues: Rs 17 crore
Approximate Headcount: 500
Location: Delhi, Bangalore, Mumbai, Kolkata, Jaipur and Chandigarh
CEO/Managing Director: Shammi Moza
Ownership and Funding Details: Owned by Shammi Moza along with two venture capital firms - Sydney Venture and Canbank Venture