

# Business process outsourcing

“ESG provide efficient and cost effective business process outsourcing including but not limited to:

[customer & technical support](#) | [software & website development & management](#) | [lead generation](#) | [telesales & 24/7 call answering](#) | [internet research & analysis](#) | [accounting & book keeping](#) | [RPO](#) | [database management](#) | [data entry, data processing & transcription](#) | [SEO/SMO/SMM/PPC](#) | [sales & marketing](#) | [content writing](#) | [personal management](#) | [presentation](#) | [anything else done at a desk!](#)

ESG is a UK service provider providing business process outsourcing from its offices in India and so provides all the cost benefits of outsourcing without the headache of dealing directly with an offshore company.

There are myriad processes which we undertake for our clients and some are listed below.”



## Customer & technical support

Customised support & service desk services, incident processing & technical issue resolution using phone, web chat, email, remote desktop access, video conferencing, help desk, ticketing and latest technologies.

Ad hoc to 24/7 coverage. Multilingual support available. 1st line support to incident resolution.



## Software & website development & management

Website design, development and maintenance: static, dynamic, database enabled, e-commerce, CMS, animated, website hosting & management.

Software development, QA, analysis, app development, project management, service delivery.



## Lead generation

ESG provide lead generation to businesses that require **targeted** leads: recruitment companies looking for candidates leads & clients, events companies looking for delegates leads and all companies looking for sales leads and prospects.



## Telesales & 24/7 call answering

Virtual reception with IVR system, telesales, telemarketing, customer technical support, customised multilingual call answering & customer care.

Order taking, product & service enquiries, appointment scheduling and verification, Ad hoc to 24/7 coverage.



## Internet research & analysis

Research and analysis from internet sources. Market research, competitor research, product research, manufacturer research, services research & lead generation.

Data collection from websites manual or automated, data processing, analysis and presentation, graphs and chart analysis and everything else related to internet research.

# Business process outsourcing



## Accounting & book keeping

Compliance accounting, preparation of company accounts & reporting

Book keeping

Accounts receivables, sales invoicing & credit control, Accounts payable, purchase order processing and management, Payroll & RTI compliance & bank account reconciliation



## Recruitment process outsourcing (RPO)

Advert response handling | CV formatting | candidate sourcing | database cleansing | internet research & lead/candidate generation | applicant tracking

Anything that can be done at the desk of a recruitment consultant.



## Database management

Database development and maintenance: web based, desktop & server.

Contacts list generation & verification, data entry, data and database analysis, record maintenance and management.



## Data entry, data processing & transcription

Data entry, internet research, data list maintenance, contact list generation & verification and everything else related to data processing.

Transcription: dictation, interviews, meetings & calls, voice mail & recordings.



## SEO/SMO/SMM/PPC

Search engine optimization, keyword research and implementation, competitor analysis, social media, Facebook | Twitter | LinkedIn | YouTube, SMO (social media optimisation), SMM (social media marketing)

Off site development (generating link juice), linking, submissions, blogs/RSS/news/releases/forums/articles, internet marketing, social bookmarking.

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## Sales & marketing

Email marketing: template design, recipient list generation, monitoring of campaigns. Telesales and telemarketing, advertising and classified postings.

E-commerce management, proactive and reactive online chat, SEO | PPC | SMO | SMM, events management, order processing, lead generation & appointment setting.



## Content writing

Creative blog writing, guest blog writing, editing (content evaluation) & proof-reading.

Web content & maintenance, ghostwriting services, resume writing, SEO & SMO services.



## Personal management

Personal social media management, appointment & event management, products and services reviewing etc.

Reservations analysis & bookings.



## Presentations

Creation and enhancement of presentations: Power Point, PDFs, Google Docs, bespoke web based.

Graphics and animation development.



## Other services

The list of services we outsource is endless and can be summarised as **everything else that can be done at a desk!**

Contact ESG today: 020 7609 2800 | [info@esolutionsgroup.co.uk](mailto:info@esolutionsgroup.co.uk)

