BPO & ITO SOLUTIONS

& CUSTOMER EXPERIENCE

Solutions grouped by business objective, with clear impact and effort levels.



Acquisition • Customer service
Satisfaction • Back office
Support • Technology & AI

QS DEV INTERNATIONAL

QSDEV, your BPO & ITO partner

An operational and technology partner, from strategy to delivery.

QS DEV INTERNATIONAL designs, deploys and operates BPO solutions for customer service, business development, back-office and support.

Our approach brings together talent, processes, infrastructure, CRM, telephony, automation, security and governance in one consistent, measurable operating model.

1 200+	3	45	81
stated employees	centres in Morocco	stated clients	stated projects

OUR COMMITMENTS

EXPERTISE

Business understanding, scripts, processes and quality.

FLEXIBILITY

Dedicated or shared teams and scalable capacity.

TECHNOLOGY

CRM, telephony, automation, AI and reporting.

SECURITY

Access control, traceability, continuity and reversibility.

Our promise

Turn client needs into reliable, efficient and scalable operations with transparent governance and measurable results.

Our solutions

Six service families aligned with client objectives.

01 Acquisition & growth

Data, leads, appointments, telesales and conversion.

02 Customer service & loyalty

Omnichannel care, after-sales, retention and reactivation.

03 Satisfaction & quality

Voice of customer, quality control, research and recovery.

04 Back office & data

Emails, data entry, documents, orders and subscriptions.

05 Technical support

Help desk, application, e-commerce and device support.

06 BPO technology

CRM, telephony, automation, AI and reporting.

Navigation Solutions are grouped by business objective. Each family is detailed in the following pages with benefits, measurable outcomes, impact and effort.

Customer acquisition and business development

From data quality to sales conversion.

OUR APPROACH

A complete offer to identify the right targets, enrich data, engage prospects and deliver qualified opportunities.

DISCOVER

SERVICES

Qualification & enrichment

Data updates, deduplication, segmentation and quality control.

Lead generation

LinkedIn, email finder, decision-makers, contact details and scoring.

Prospecting & appointments

Calls, emails, follow-ups and confirmed appointments.

Telesales & conversion

Simple sales, renewals, upselling and quotations.

KEY BENEFITS

Reliable data • stronger segmentation • supplied pipeline • sales teams focused on conversion

MEASURABLE OUTCOMES

Completeness • reachability • cost per lead • conversion • attended meetings • revenue

IMPACT AND EFFORT



Customer service, after-sales and loyalty

Support customers throughout the entire journey.

OUR APPROACH

An omnichannel operation to inform, resolve, retain and prevent churn, with follow-up until resolution is confirmed.

DISCOVER

SERVICES

Omnichannel customer care

Phone, email, chat, WhatsApp, forms and appointments.

After-sales service

Incidents, warranties, complaints, returns and refunds.

Retention & cancellation

Churn reasons, approved offers and recovery.

Loyalty & reactivation

Welcome, renewals, benefits and inactive customers.

KEY BENEFITS

Responsiveness • consistent quality • reduced information loss • loyalty

MEASURABLE OUTCOMES

Answer rate • FCR • SLA • resolution • churn • renewal • CSAT

IMPACT AND EFFORT



Satisfaction, quality and voice of customer

Measure experience and drive continuous improvement.

OUR APPROACH

A structured loop to capture customer feedback, identify pain points, trigger corrective actions and measure progress.

DISCOVER

SERVICES

Customer satisfaction surveys

After purchase, delivery, service or after-sales; NPS, CSAT and CES.

Customer recovery

Alert, callback, root cause, corrective action and remeasurement.

Quality assurance

Call monitoring, scripts, compliance, calibration and coaching.

Research & surveys

Awareness, market, concept, mystery shopping and verbatims.

KEY BENEFITS

Customer insight • prioritised pain points • targeted coaching • data-driven decisions

MEASURABLE OUTCOMES

NPS • CSAT • CES • response rate • QA • recovery • trends

IMPACT AND EFFORT



Back office and data management

Outsource processing while strengthening quality.

OUR APPROACH

Documented processes to handle administrative volumes, improve data reliability and shorten processing times.

DISCOVER

SERVICES

Emails & requests

Classification, extraction, replies, ticketing and escalation.

Data entry & control

Forms, CRM, standardisation, reconciliation and correction.

Document management

Scanning, indexing, documents, archiving and exceptions.

Orders & subscriptions

Entry, tracking, returns, activation, renewal and closure.

KEY BENEFITS

Capacity • backlog reduction • reliable data • improved cost control

MEASURABLE OUTCOMES

Turnaround • productivity • error rate • completeness • backlog • compliance

IMPACT AND EFFORT



Outsourced technical support

Traceable level-one support focused on resolution.

OUR APPROACH

A structured Help Desk to qualify incidents, resolve simple requests, communicate with users and escalate efficiently.

DISCOVER

SERVICES

Level 1 Help Desk

Identification, diagnosis, resolution, communication and escalation.

Application support

CRM, portal, access, usage and issues.

E-commerce support

Account, payment, order, returns and seller support.

Device support

Configuration, connectivity, installation and field service.

KEY BENEFITS

Availability • faster resolution • supported users • lower L2 workload

MEASURABLE OUTCOMES

SLA • response time • L1 resolution • reopen rate • satisfaction

IMPACT AND EFFORT



Technology for BPO operations

An integrated foundation to automate, secure and govern operations.



OUR APPROACH

QSDEV selects, integrates and operates the technology required to connect channels, agents, data and management.

DISCOVER

SERVICES

CRM & ticketing

Records, history, campaigns, workflows, SLAs and dashboards.

Business telephony

Numbers, queues, IVR, softphones, supervision and analytics.

Automation

Import, assignment, follow-up, notification, escalation and reporting.

Artificial intelligence

Transcription, summarisation, classification, agent assist and analytics.

KEY BENEFITS

Traceability • productivity • quality • availability • faster decisions

MEASURABLE OUTCOMES

Average call duration • handling time • automation • data quality • adoption • ROI

IMPACT AND EFFORT

Impact ●●●●●

Effort ●●●●○

Timeline ●●●●○

ITO Solutions and Managed Infrastructure

Design, secure and operate an available, scalable information system.

OUR APPROACH

QSDEV designs, deploys and operates secure, monitored IT environments aligned with client business requirements.

DISCOVER

SERVICES

Infrastructure & Cloud

Servers, virtualisation, public/private cloud, storage, backups and monitoring.

IT Support & Service Desk

L1/L2 support, endpoints, access, incidents, requests and knowledge base.

Networks & Cybersecurity

LAN/WAN, Wi-Fi, VPN, SD-WAN, firewalls, MFA, EDR and vulnerabilities.

Continuity & Integration

BCP/DRP, recovery, reversibility, APIs, automation, DevOps and monitoring.

KEY BENEFITS

Availability • security • cost control • continuity • structured support • scalability

MEASURABLE OUTCOMES

Availability • SLAs • incidents • MTTA • MTTR • RPO • RTO • compliance

ITO + BPO: ONE PARTNER, ONE GOVERNANCE, MEASURABLE OUTCOMES

Complementary services

Targeted solutions delivered separately or as part of a complete operating model.

OUR APPROACH

Extend the core operation with specialised services for availability, administration, collections, moderation or workforce planning.

DISCOVER

Telephone answering

Answering in the client name, messages, transfers and overflow.

Professional secretarial services

Appointments, reminders, calendars, cancellations and routing.

Pre-collection services

Reminders, disputes, payment promises and follow-up.

Moderation & communities

Comments, reviews, messages, content and incidents.

Workforce Management

Forecasting, scheduling, absences and real-time adjustment.

Sales qualification

Scoring, potential, prioritisation and routing.

KEY BENEFITS

Extended availability • flexibility • focused expertise • continuity • reduced internal workload

MEASURABLE OUTCOMES

Answered calls • confirmed appointments • turnaround • collections • moderation quality • schedule adherence

IMPACT AND EFFORT



MODULARITY Each service can run independently or as part of a full model including teams, technology, security and reporting.

From strategy to results

A structured method and performance-driven governance.

01 NEEDS ANALYSIS

Objectives, volumes, journeys, risks and tools.

02 DESIGN

Target processes, organisation, scripts, SLAs and KPIs.

03 IMPLEMENTATION

Recruitment, training, configuration and security.

04 PILOT

Testing, calibration, validation and corrections.

05 RAMP-UP

Stabilisation, support and adjustments.

06 OPERATIONS

Reporting, coaching and continuous improvement.

WHY QSDEV

CAPACITY & TALENT

Recruitment, training and ramp-up.

BPO EXPERTISE

Customer service, sales, data, quality and support.

TECHNOLOGY

CRM, telephony, automation, AI and reporting.

SECURITY

Access, supervision, continuity and reversibility.

MULTILINGUAL

Arabic, French, English, German and Spanish.

CLIENT PROXIMITY

A structured, flexible and customer-focused partner.

Let us build your BPO operation

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CONTACT US