



STEADY

DELIVERING EXCELLENCE

©
info@steadystep.io

®
www.steadystep.io



1 About us.

2 Our Services.

CX Customer Experience:

- Contact Center Solutions (Outsourcing & In-house)
- Projects Management
- Advanced Training
- Advanced Reports & KPIs
- Social Media Management
- Chatbot
- CRM

TEC Tech:

1. Digital Transformation.
2. Advisory Services.
3. Products:
 - 3CX
 - Asimily
 - cyber vigilant
 - complay 360

3 Clients

STEADY STEP

Steady Step is a leading provider of customer experience and technology solutions. We specialize in leveraging cutting-edge technology to transform how businesses interact with their customers, ensuring seamless and satisfying experiences across all touchpoints.

STEADY

About Us

At Steady Step, we are dedicated to enhancing customer experiences through innovative technology solutions. Our comprehensive services include customer experience consulting, advanced IVR systems, state-of-the-art CRM solutions, and intelligent chatbot technologies. In addition, Digital Transformation services, Advisory Services, and specialized solutions



Customer Experience



3CX



Customer Experience



idea



Customer Experience



goals



Goal

Enhance customer satisfaction and drive sustainable product growth by delivering exceptional user experiences and innovative solutions



Vision

To be the leading company recognized for transforming customer interactions into meaningful experiences, where every touchpoint fosters loyalty and drives growth



Mission

Transform customer interactions into meaningful relationships through unparalleled service and cutting-edge product solutions that drive sustainable growth

Strategic Principles

Customer

- Enhance brand awareness
- Increase Revenue & Expand customer base



Technology

- Leverage Technology and tools
- Develop Strategic Partnerships



People

- Build culture of collaboration



Why choose Us?



Expert Team

Our team consists of industry veterans with extensive experience in customer experience management and technology.



Client-Centric

We prioritize our clients' needs, offering personalized support and bespoke solutions to meet their specific requirements.



Innovative Solutions

We stay ahead of the curve by continuously integrating the latest technologies and methodologies.



Proven Results

We have a track record of helping businesses achieve significant improvements in customer satisfaction and loyalty.

Our presence





STEADY

DELIVERING EXCELLENCE



Customer Experiences

Our services prioritize delivering seamless and delightful customer experiences by ensuring every touchpoint is personalized, efficient, and exceeds expectations. We strive to build lasting relationships through attentive support, innovative solutions, and a commitment to continuous improvement.

Our Call Center Agents' Experience

Our call center agents are distinguished by their exceptional experience and dedication to delivering superior customer service. Each agent is meticulously selected and trained to ensure they provide the highest level of support and care to our clients.

Advanced Technology Proficiency

Our agents are proficient in the latest call center technologies and tools. Their technical expertise ensures that customer interactions are handled efficiently and effectively.

 Chatbots

AI-powered chatbots

 IVR

Interactive Voice Response

 CRM

Customer Relationship Management

Multilingual Capabilities

Provide seamless support to customers from different regions, enhancing the overall customer experience.



Our Contact Center

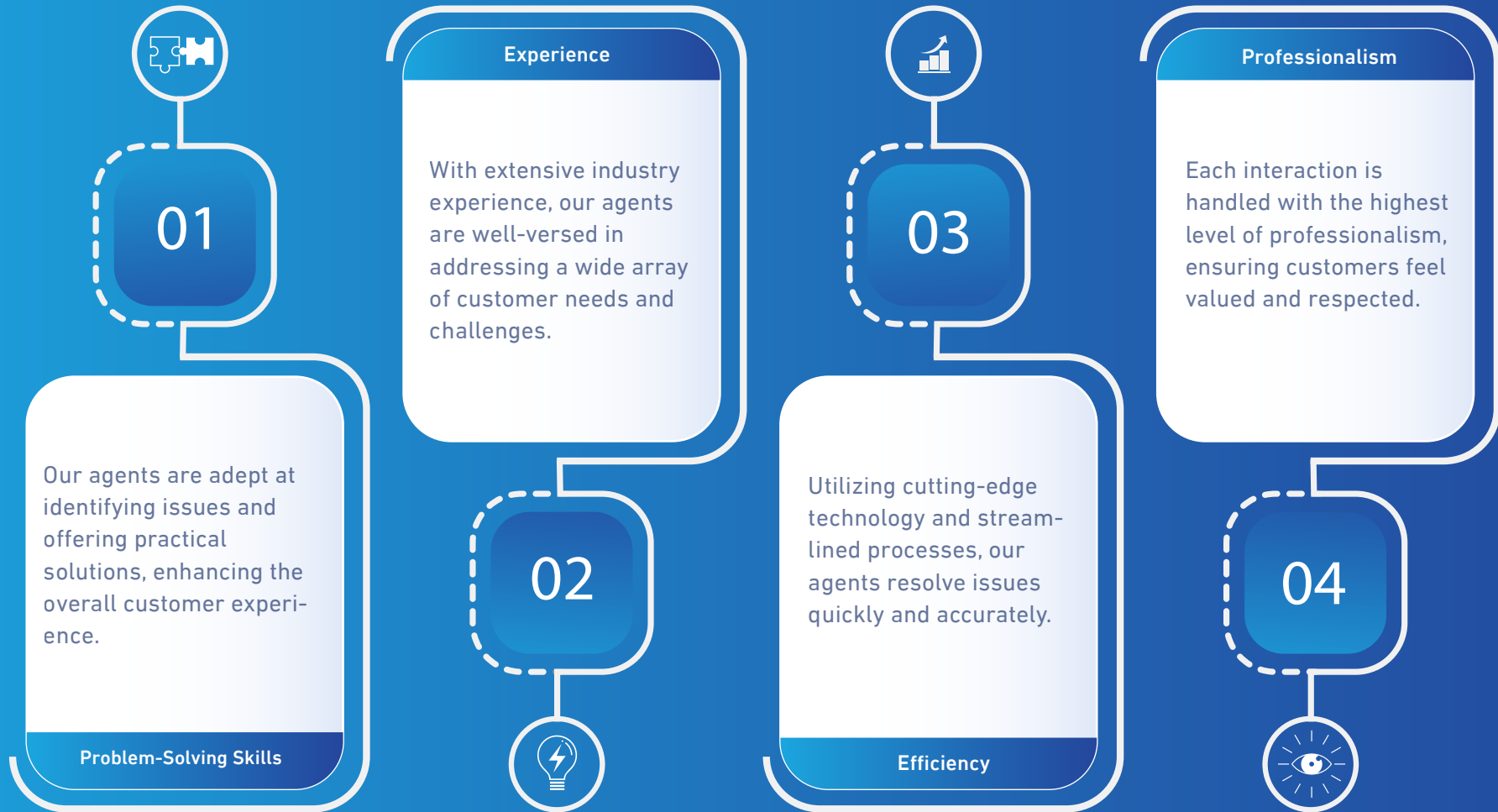
Our agents undergo rigorous training programs covering a wide range of customer service skills. This comprehensive training ensures that our agents are well prepared to handle any enquiry or issue effectively and professionally.

effective communication

problem solving

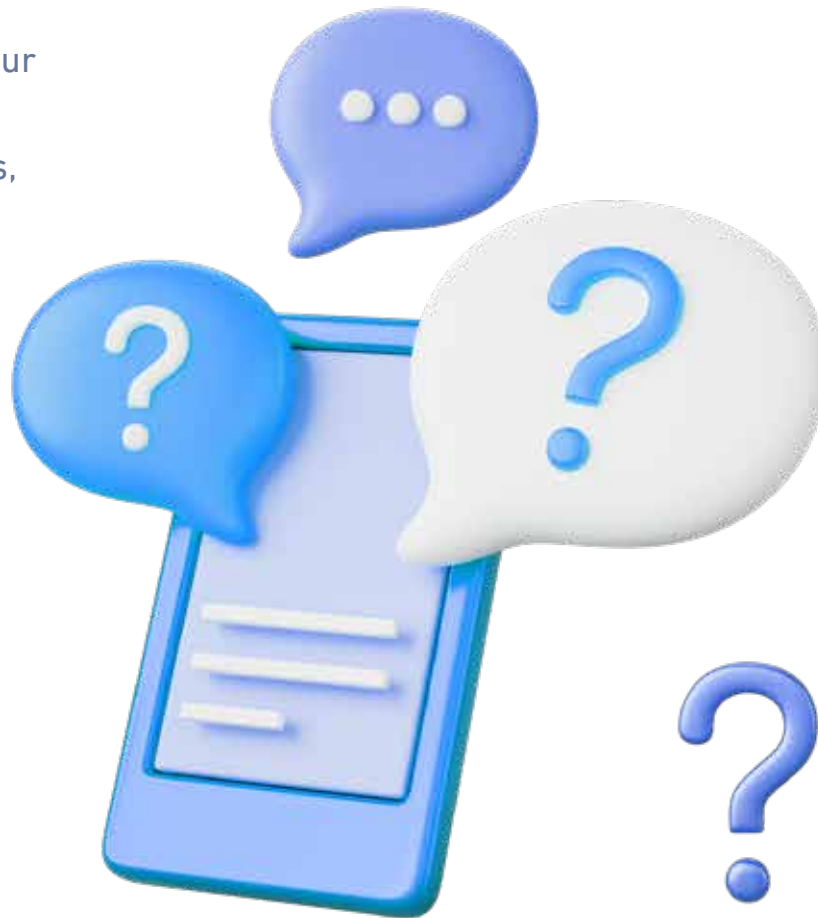
technical proficiency

Our Contact Center Agents



Contact Center - Outsourcing Solutions

At **Steady Step**, we specialize in providing top-tier contact center solutions through our center. Our services are designed to help businesses enhance customer interactions, improve efficiency, and reduce operational costs.



Why Outsource with Us?

- Expertise and Experience.
- Advanced Systems.
- Reduced Operational Costs.
- 24/7 Support.
- Robust Security Measures.
- Performance Monitoring and Improvement.
- Detailed Reporting & KPIs.
- Professional Staff.

Interactive Voice Response

At **Steady Step**, we offer state-of-the-art Interactive Voice Response (IVR) systems designed to streamline your customer interactions. Our IVR solutions enable automated and efficient handling of incoming calls, providing customers with self-service options and routing calls to the appropriate departments or agents.



Multi-language support



Advanced speech
recognition capabilities



Integration with
CRM systems



Call recording
and reporting



Customizable menus
and call flows

Reports and KPIs

At **Steady Step**, we prioritize data-driven decision-making to enhance business performance and achieve strategic goals. Our comprehensive reporting and KPI tracking solutions provide valuable insights into your operations, enabling you to make informed decisions and drive growth.

Reports

We generate detailed reports that offer a clear view of your business performance across various metrics. **These reports help you:**

- **Monitor Progress:** Track the progress of projects and campaigns in real-time.
- **Identify Trends:** Recognize emerging trends and patterns to make proactive adjustments.
- **Make Informed Decisions:** Use data insights to inform strategic decisions and optimize operations.
- **Transparency:** Ensure transparency and accountability within your organization.



Key Performance Indicators (KPIs)

KPIs are measurable values that demonstrate how effectively your company is achieving its key business objectives. We help you define, track, and analyze KPIs to ensure your strategies are aligned with your goals. **Our focus areas include:**

- **Sales Performance:** Monitor revenue growth, sales targets, and conversion rates.
- **Customer Satisfaction:** Track customer feedback, Net Promoter Score (NPS), and customer retention rates.
- **Operational Efficiency:** Measure productivity, process efficiency, and cost management.
- **Marketing Effectiveness:** Analyze campaign performance, lead generation, and return on investment (ROI).

Performance Management

we believe in fostering a culture of continuous improvement and excellence. Our performance management solutions are designed to help businesses optimize employee performance and achieve strategic objectives.

Why Performance Management?



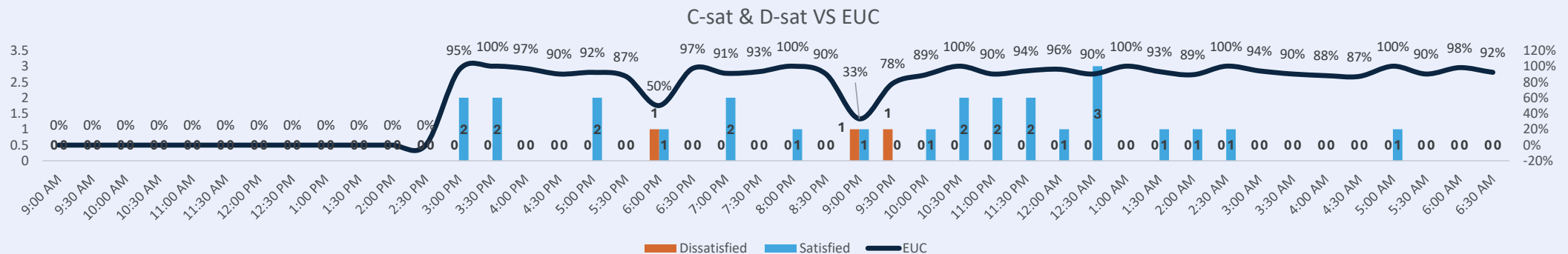
Optimizing Customer Service

Managing Average Handling Time and Process Improvements (AHT)

It's a key metric used in customer service and call centers to measure the average time it takes to handle a customer interaction from start to finish.

Include:

- **Talk Time:** The time spent talking to the customer.
- **Hold Time:** The time the customer spends on hold.
- **After-Call Work:** The time spent completing tasks related to the call after the interaction ends (e.g., logging information, sending follow-up emails).



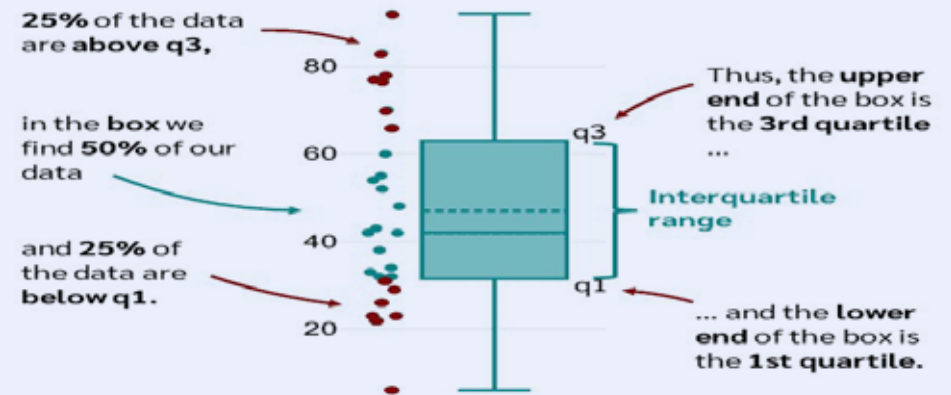
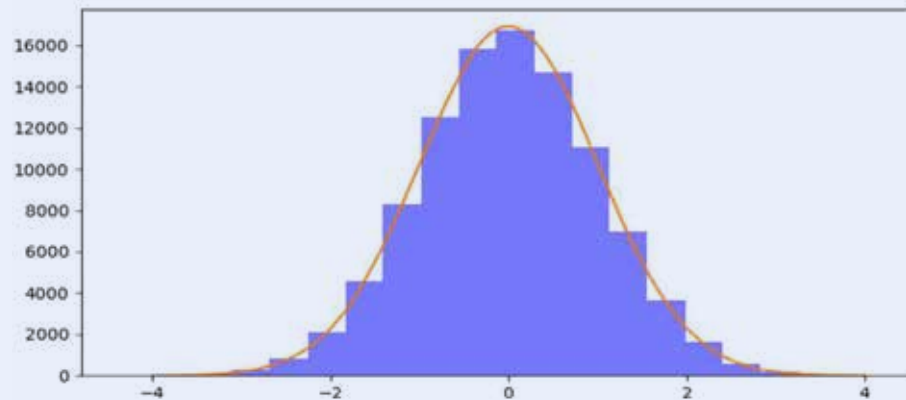
Crafting Exceptional Customer Experiences Through Key Metrics



Optimizing Customer Service

Resolution (Outlier or Process Management)

In **steady step** we are following lean SIX SIGMA to identify and provide solutions, depending our performance distribution we determine the best tool. In normal distribution we can histogram according to VSF and performance's mean we can determine whether it is process or outliers' management to take place. In Skewed distribution we can use other tools such as BOX PLOT.



Customer Satisfaction

At **Steady Step**, customer satisfaction is at the heart of everything we do. We are committed to delivering exceptional experiences that exceed our clients' expectations and foster long-term loyalty.

Our Approach to Customer Satisfaction

Proactive Communication: We maintain open lines of communication with our customers, keeping them informed and engaged at every step of their journey with us.

Customer-Centric Strategy: We prioritize understanding our customers' needs and preferences to tailor our services and solutions accordingly.

Target

- Increased customer loyalty and retention
- Improved brand reputation
- Enhanced customer trust and engagement
- Positive word-of-mouth referrals

High-Quality Service: Our dedicated team of professionals ensures the delivery of high-quality service and support, addressing customer inquiries and concerns promptly and effectively.

Personalized Experiences: We strive to provide personalized experiences that resonate with our customers and add value to their interactions with our brand.

Customer Satisfaction

Customer Feedback and Metrics

Surveys and Feedback: We regularly conduct customer satisfaction surveys and gather feedback to understand our clients' experiences and expectations.



Customer Effort Score

to assess the ease with which customers can interact with our company.



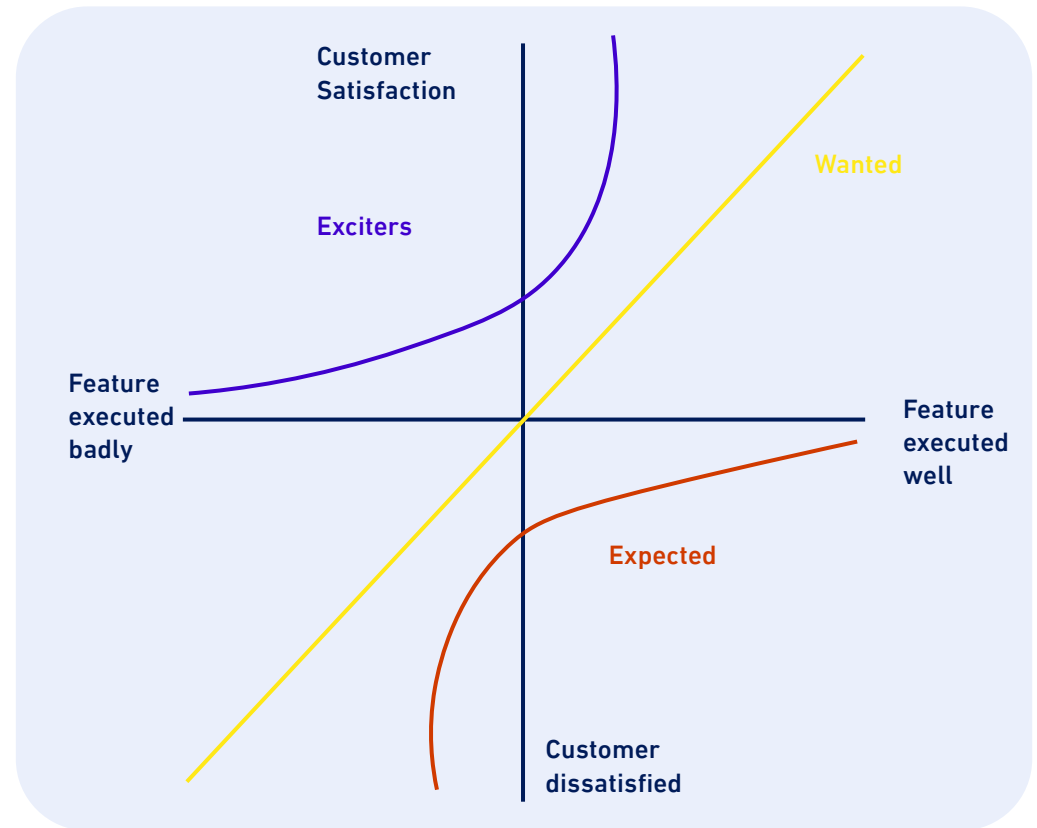
Customer Satisfaction Score

gauge customer satisfaction with our products and services.



Net Promoter Score

to measure customer loyalty and identify promoters and detractors.



Chatbot

We offer advanced chatbot solutions designed to enhance customer interactions and streamline business operations. Our chatbots provide instant, automated responses to customer inquiries, improving efficiency and satisfaction.

Features:

- Natural Language Processing (NLP)
- Multi-Channel Integration
- Analytics and Reporting



24/7 Availability: Provide round-the-clock support to your customers without the need for additional staff.



Instant Responses: Reduce wait times with immediate, automated responses to common questions.



Scalability: Easily handle increasing customer interactions without compromising service quality.



Personalization: Customize interactions based on customer data and preferences for a more personalized experience



Cost Efficiency: Lower operational costs by automating routine tasks and inquiries.

social media

At **Steady Step**, we offer comprehensive social media management services designed to enhance your brand's online presence and engage with your audience effectively. Our team of expert's crafts tailored strategies to drive growth and achieve your business goals.

Benefits:

- Increased Brand Awareness
- Enhanced Customer Engagement
- Data-Driven Decisions
- Cost-Effective Marketing



Content Creation: Producing high-quality, engaging content that resonates with your followers and promotes your brand message.

Community Engagement: Building and nurturing a loyal online community by responding to comments, messages, and interactions

Strategy Development: Creating customized social media strategies to align with your business objectives and target audience.



Advertising Campaigns: Developing and managing targeted social media ad campaigns to maximize reach and ROI.

Analytics and Reporting: Monitoring performance metrics and providing detailed reports to track progress and inform future strategies.

Platform Management: Managing your social media profiles across all major platforms

CRM

We provide cutting-edge solutions designed to enhance customer relationships, streamline operations, and drive business growth. Our CRM systems offer a comprehensive approach to managing and analyzing customer interactions throughout the customer lifecycle.

Marketing Automation: Streamline marketing campaigns with targeted and personalized communication.



Sales Automation: Automate sales processes to improve efficiency and close deals faster.



Centralized Customer Data: Consolidate customer information in one place for



CRM

Analytics and Reporting: Gain insights into customer behavior and business performance with advanced analytics and customizable reports.



Mobile Access: Access CRM data and manage customer relationships on the go with mobile-friendly solutions.



Customer Service and Support: Enhance customer support with efficient ticket management and self-service options.



CRM

Benefits:

- Improved Customer Relationships
- Increased Sales Efficiency
- Enhanced Customer Service
- Data-Driven Decisions Personalized Marketing

integration



zendesk

Nutshell

Jetpack CRM

freshsales



Microsoft Dynamics 365

mongoDB.

HubSpot

Kommo

freshworks

Microsoft Dynamics 365

SQL DATABASES

Bitrix24



Zoho

vtiger

ConnectWise



TECH

STEADY

DELIVERING EXCELLENCE



Steady Step Tech

We provide advanced services in cybersecurity and digital transformation, designed to address the complexities of the modern digital environment. We are committed to offering cutting-edge technological solutions that ensure data security and achieve digital transformation efficiently.

digital transformation framework

Data & Analytics

Data & analytics - used for insights and evidence based decision making, without it there is simply stagnation

digital business strategy & culture

Strategy & culture - If strategy and culture aren't right, it leads to digitisation of services

Staff & Customer Engagement

Staff & customer engagement - If engagement with stakeholders is wrong, it leads to resistance

Process and innovation

Process & innovation without - these, incoherent action occurs.

technology

Technology - rarely the differentiator technology does enable Digital Transformation and it is therefore vital that the right technology is embraced.

Advisory Services

Risk Assessment

Our Risk assessment services help organization to identify cyber risks they could be facing, its impact and level of tolerance.

Cybersecurity Strategy

Cybersecurity Strategy is the roadmap toward cyber excellence, we can help you to develop an effective strategy, with initiatives to implement it successfully

Compliance Services

Aims to help organizations navigate the complex landscape of regulations, standards, and frameworks related to cybersecurity compliance.

Operation Model

Focuses on optimizing the efficiency of your operations to implement your cybersecurity strategy

Org Chart & Capabilities

Forming the proper Org chart and the required capabilities is vital for realizing your cybersecurity strategy

Awareness & Learning

Intended to educate organizations and individuals about cyber threats and risk based on leading best practice



we offer 3CX, a next-generation enterprise phone system with an integrated contact center.



Designed for companies with 25 users and up, provides a comprehensive solution for managing voice communications, video conferencing, live chat.

Why 3CX?

Easy Set Up: have your IT team deploy 3CX in a matter of days or even hours.

Do-it-yourself admin: 3CX is so easy to manage your IT team can set up or delegate to department admin – extensions, call rules, and system configuration with ease.

Cut call costs: Break free from expensive multi-year fixed contracts with a flat annual fee – no per user/per month pricing.

Hosted or DIY: We let you choose – windows or Linux, hosted by 3CX or self-hosted on Amazon, Amazon LightSail, Digital Ocean, Azure or Google.

Key Features:

- Click 2 Call
- Live Chat
- Contact Center
- Integration
- Phone & Video Calls
- Remote Working

Trusted by 350K+ companies





we offer Asimily is an industry-leading risk management platform dedicated to securing connected devices.



They specialize in IoT and IOMT (Internet of Medical Things) cybersecurity, providing comprehensive solutions for visibility, vulnerability mitigation, threat detection, and incident response.

Asimily Features and Capabilities:

- **Inventory / Visibility:** Have an accurate list of your and third-party devices and their characteristics Remote Working.
- **Risk Reduction:** Eliminate all false positives risks and model lower-risk scenarios, then efficiently take the actions to reduce.
- **Incident Response:** Detect real-time threats (anomalies) and mitigate them. Analyze, respond to and close any discovered security issues.
- **Device Management:** Optimize every device across lifespan, utilization, security, and recalls. Also make smarter purchasing decisions by checking the risk score for devices before you purchase them.
- **Email monitoring.**
- **Vulnerability Mitigation.**

Trusted by Global Organizations





CYBER VIGILANT

We Offer cyber vigilant is the first homegrown threats intelligence product designed to offer an inclusive proactive approach to detect and generates alerts about cyber threats.

It combines multiple threat intelligence feeds to identify and analyze undetected cyber threats, through actively seeking out for potential threats in the dark web, deep web, social networks (Facebook, LinkedIn, Twitter, Telegram, etc.) and deep in the hidden corners of the dark web's black markets.

Key Features:

- Dark web Monitoring
- Customizable Dashboard
- Domain Checker
- Email Monitoring
- Private Feeds
- Tickets Systems
- Cyber Feeds
- Social Media Feeds

Key Benefits:

- Tailored Deployment
- Total Control
- Timely Alerts
- Swift Actions
- High level of accuracy
- Peace of Mind 24/7
- Insights at your fingertip
- Empowering your security team



We Offer Complay 360: is a comprehensive solution designed for organizations seeking to streamline their compliance journey effectively.

It provides a centralized hub that enables organizations to manage and navigate their compliance, Risks & Assets activities efficiently, by leveraging automation, documentation management, and reporting capabilities.

Key Features:

- Risk Assessment
- Compliance Monitoring
- Regular Review & Approval
- Notifications and Alerts
- Internal Auditing
- Reporting & Export
- Customizable Dashboard
- Task allocation & tracking

Key Benefits:

- Adherence to Regulatory
- Facilitated Collaboration
- Centralized Repository
- Compliance Management
- Strategic Risk Management
- Reporting Management
- Enhanced Efficiency
- Advanced Monitoring



clients

