



We believe intelligent companies  
deserve an **EQUALLY INTELLIGENT**  
approach to **CUSTOMER SUPPORT.**



INTELLIGENT  
CUSTOMER  
SUPPORT

We exist to be the smart partner to disruptive digital companies seeking experts in customer support outsourcing.



INTELLIGENT  
CUSTOMER  
SUPPORT



# OUR PEOPLE COME FIRST

Our culture is our focus. We ensure our team is treated with the highest standards of care, from the bottom, up.



## TOP TALENT

We deliberately take the time and effort needed to find and vet the very best talent to support your customers in the best way possible.



## PEDIGREE

80% of our team is college-educated, while 10% have master's degrees.



## UNPARALLELED TRAINING

Our interactive P2P training style encourages dialog & critical thinking. Rigorous testing ensures that we certify only the smartest agents.



## APPLYING INTELLIGENCE

Our people aren't hired to follow a script. We hire critical thinkers and intelligent, empathetic problem solvers, and empower them to use common sense – not just process and protocol. And our senior management is right by their side to ensure this culture is maintained.



## SUPPORTING OUR SUPPORT

We believe the better we take care of our team, the better they take care of your customers. This means state-of-the-art facilities, generous amenities and benefits – like a shuttle service to work and gourmet, chef-prepared meals – to create an environment for our team to thrive, grow and learn.

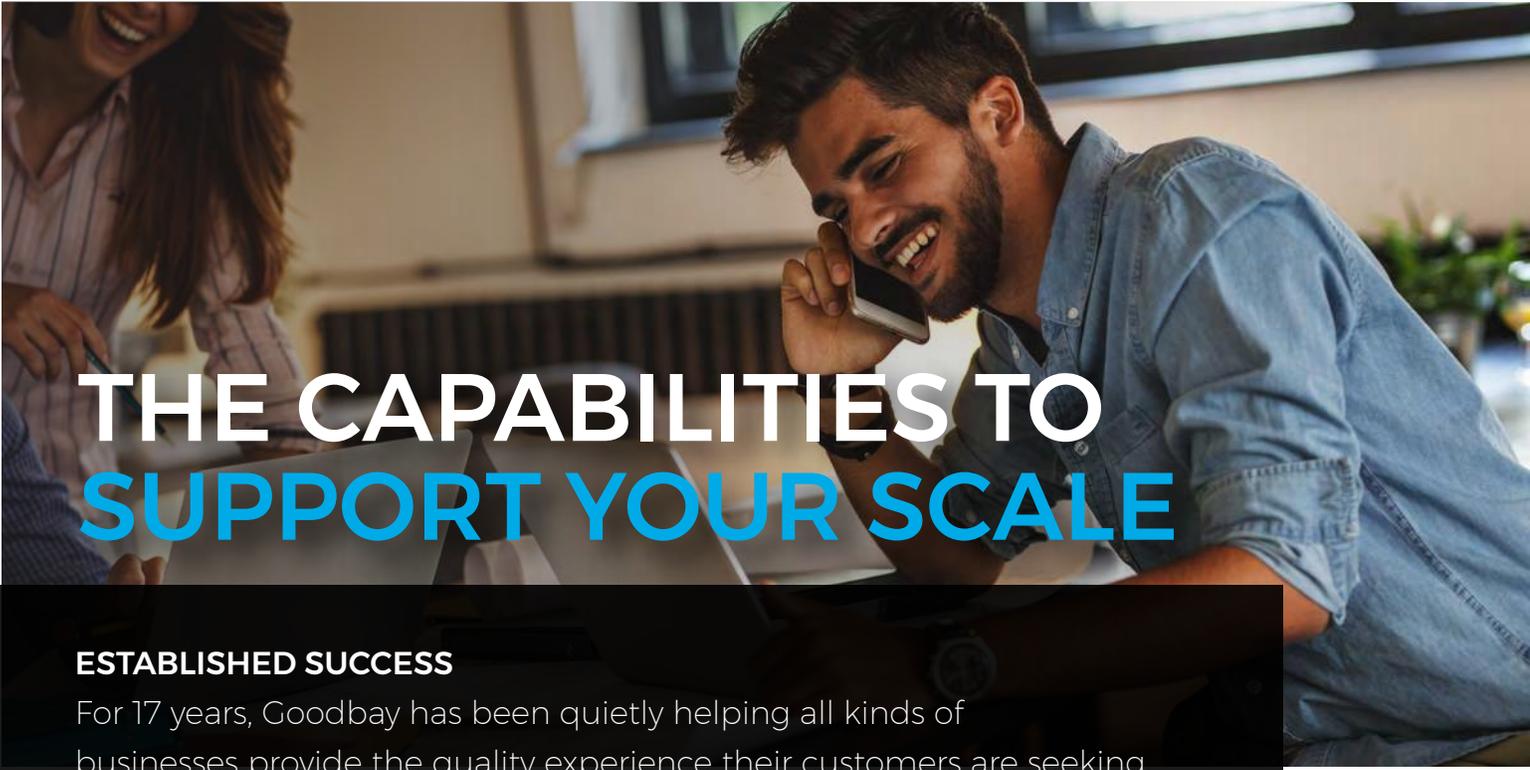


## WE GET YOU

We believe it's our job to understand your company and your customers to the core. We aren't just memorizing manuals and product specifications. We're using your technology, playing the games, using the apps and integrating the services into our daily lives – that way we come to know your company, inside and out. Our team not only becomes a part of yours, we become your customers too.

*"After interviewing many firms, I realized that Goodbay was run very differently than other offshore outsourcing companies... I got the sense that our customers and critical business process would be treated with the utmost care, which is why I moved forward."*

*- CEO of Diversified Consumer Electronics Company*



# THE CAPABILITIES TO SUPPORT YOUR SCALE

## ESTABLISHED SUCCESS

For 17 years, Goodbay has been quietly helping all kinds of businesses provide the quality experience their customers are seeking.

We work with top-tier digital, disruptive companies around the world in:

- Gaming
- Consumer Electronics / IoT
- Media / Entertainment
- Mobile App / Mobile First
- Ecommerce
- Fintech
- New economy
- Unicorns
- And beyond!



## FROM STARTUP TO UNICORN

We have a passion for helping startups grow their way to success. We started small ourselves, so we know how important it is to have a dependable, flexible partner as you grow. So, when your small business turns into an international phenomenon, we'll be there at every step along the way to help you scale.

## SUPPORT FOR ALL YOUR NEEDS

Our omni-channel, multi-lingual support and flexible pricing is well-suited for your business needs – today and beyond.

Answer  
more tickets,  
*intelligently.*

goodbay   
TECHNOLOGIES

INTELLIGENT  
CUSTOMER  
SUPPORT

# A CONSULTATIVE APPROACH

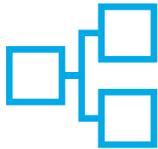
Part call center management,  
part management consultancy

We are the customer-support outsourcing partner that's part call center, part management consultancy. We constantly try to stay one step ahead, ideating and asking the "so what?" questions. **Why? Because we give a damn!**



## READY FOR ANYTHING

Our call center is located in Electronic City in Bangalore, India. We offer voice, email, live chat and social media support. We do customer service, inbound sales, and technical support. We stay nimble to accommodate ebbs and flows in ticket volume for 24/7 support.



## FLEXIBILITY

We are more than flexible. We can scale and descale quickly without compromising our team's intimate knowledge of your product and business.



## Data Leads the Way

We put our intelligence to work to help you improve while you grow. Our data-oriented, consultative management team deploys comprehensive analytics throughout the customer journey in order to help you make meaningful business decisions about strategy, profitability, bug fixes and more. We aren't satisfied with a closed ticket. We're constantly asking "why?" a ticket originated and analyzing the data to look for insights. We are thinking ahead on how to reduce ticket drivers and volume, because that is intelligent customer support.



Smarter Hiring + Data Analytics = Intelligent Customer Support



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## WHO ARE WE?

Founder, Sapan Shahani, born in Bombay and raised in Hong Kong, came to the US to study Finance & Entrepreneurship at the Wharton School of the University of Pennsylvania. After a career in strategy consulting, he left to pursue an idea he discovered after reading an article in *The Economist* that described the world's best companies moving their support to India. Since 2002, Goodbay Technologies has grown to over 1,300 people strong based on the formula of treating both our people and our customers well. To this day, Sapan points to this simple reason for his company's success; as in the words of a longtime client, it's "*because I know you give a damn.*"