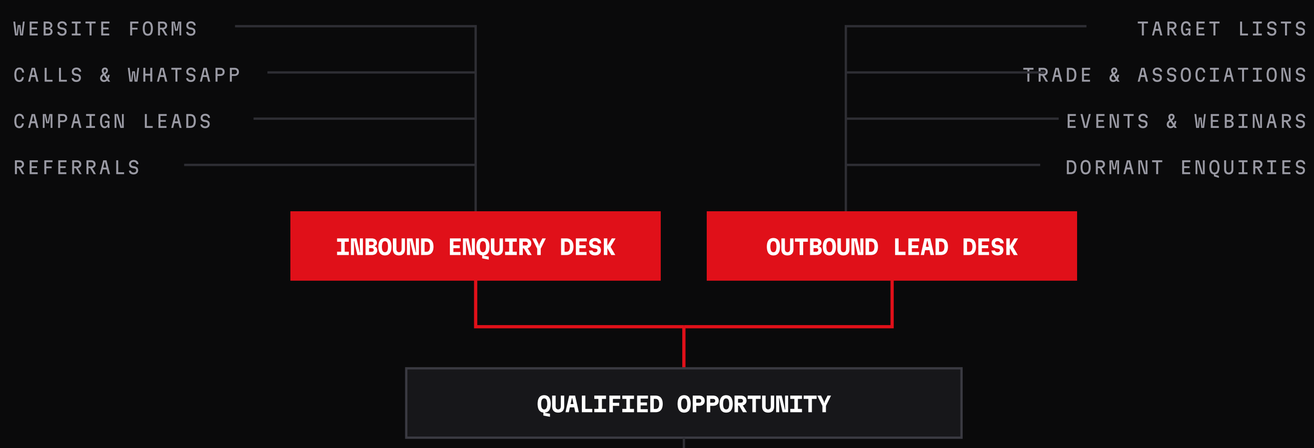
CATEGORY 03 · SERVICE PROJECTS · OFFERED TO BPO SERVICE PROVIDERS

Business Enquiry & Lead Generation Support

The front office for all five Akontec service verticals — answering every enquiry that arrives, building the pipeline that does not, and putting qualified meetings in front of Akontec's consultants.



handed to Akontec's consultants, who scope, quote and close

10–50	**₹38–48k**	**₹900**	**35 days**
SEATS PER ENGAGEMENT	FIXED PER SEAT, BY BAND	PER ACCEPTED OPPORTUNITY	SIGNATURE TO GO-LIVE

PROCESS FILE AKO-SVC-ELG-2026-08

What is in this file

WHO THIS FILE IS FOR

Indian BPO service providers with a live floor and an inside-sales or customer-contact capability. This is enquiry handling and business development for professional services — consultative, English-first, measured on response time and lead quality rather than on call volume.

THE PROPOSITION

Akontec's Category 03 sells five professional services: digital marketing, professional employees, AI automation, software development and technology consulting. Enquiries for all five arrive every day across akontec.info and its vertical sites — and the pipeline that does not arrive on its own has to be built.

That front-office work is the process being placed with a partner. The desk answers, qualifies, prospects and books. Akontec's consultants scope, quote and close.

AT A GLANCE

Process file	AKO-SVC-ELG-2026-08
Service lines covered	Five
Streams	Inbound, outbound, nurture
Role bands	Two
Minimum engagement	10 seats
Maximum allocation	50 seats
Delivery mode	Voice, chat, e-mail
Billing	Fixed + variable + per opportunity
Term / lock-in	12 months / 3 months
Security deposit	Nil
Go-live	35 days

Validity. Rates and allocations hold for forty-five days from issue. Seats are allotted against signed agreements, in the order received.

Somebody has to pick up the phone

A services business loses more revenue to slow responses and an empty pipeline than to losing bids. This process places both problems with a partner.

The two halves of the problem

The first half is inbound. Akontec's Category 03 runs a master site and four vertical sites, each carrying forms, numbers and chat. Enquiries arrive at all hours and in every shape — a genuine ERP requirement, a small business asking what digital marketing costs, a recruiter's pitch, a student's question. Every one of them needs answering quickly, because in professional services the firm that responds first is very often the firm that is shortlisted. Consultants cannot do that: they are billable, they are in workshops, and a form that arrives at eleven in the morning sits until the evening.

The second half is outbound. Inbound alone does not fill a services pipeline — it is lumpy, it skews toward the smallest engagements, and it arrives for whichever vertical happens to be ranking that quarter. Building deliberate pipeline means target lists per service, a segment worked properly, and somebody making the first fifty calls that produce the one conversation worth a consultant's hour.

Why it is being placed with a partner

Because both halves are floor work, not expert work. They need speed, coverage across time zones, disciplined follow-up and supervision — a BPO service provider's core competence. Building the same capability in-house would mean Akontec recruiting, training, rostering and covering attrition on a contact floor, which is precisely the thing it would rather buy than build.

So the line is drawn where it always is on Akontec's project lines. Akontec owns the services, the pricing, the scoping and the commercial risk. The partner owns the floor, the people and the supervision. The desk never quotes and never advises; it finds the conversation and puts it in front of somebody who can.

What makes this different from ordinary lead generation

Three things. The desk carries five different services, each with a different buyer — a marketing head, an HR head, an operations head, a CTO and a managing director — so certification is per line and the qualification criteria change with the line. The billing is predominantly fixed, so a partner is paid for a staffed, certified seat rather than gambling on a commission. And an opportunity here is worth defending: a consulting or ERP engagement is a six-figure contract, which is why the desk is paid a share of what it sources as well as a fee for producing it.

THREE STREAMS, ONE DESK

A — Inbound. Every enquiry that arrives, answered inside the window, qualified and routed.

B — Outbound. Segments and target lists worked deliberately, service by service, to a booked meeting.

C — Nurture. Dormant enquiries, lost opportunities and proposal follow-up kept alive on a published cadence.

WHAT STAYS WITH AKONTEC

- Scoping, solutioning and the proposal itself
- Pricing, commercial terms and negotiation
- All professional advice and recommendations
- The client contract and the delivery that follows
- Acceptance or rejection of every opportunity raised
- Marketing spend, campaigns and the sites themselves

In one line: Akontec brings five live service lines and the demand around them; the partner brings a certified, supervised contact floor; billing is fixed against the seat, with a scorecard variable and a fee per accepted opportunity on top.

Five services, five buyers, one desk

The pitch, the qualifying question and the person who answers the phone are different for every line. That is why an agent certifies on two lines, not five.

SERVICE LINE	WHO BUYS IT	WHAT A GOOD ENQUIRY LOOKS LIKE	WHERE OUTBOUND DEMAND IS BUILT
Digital Marketing & Lead Generation	Founder or marketing head, SMB to mid-market	An active budget, a product with a defined market, and dissatisfaction with current agency or in-house output	Trade clusters, e-commerce sellers, clinics and retail chains, event attendee lists
Professional Employees (PES)	HR head or operations head	A live headcount requirement with an approved budget, a role definition and a joining window	Growing firms, staffing-heavy sectors, companies posting repeat vacancies
AI Automation Services	Operations head or COO	A repetitive, high-volume process the business can name, and a cost or error problem attached to it	Back-office heavy industries, BPOs, finance and logistics operations
SaaS / PaaS / ERP Development	CTO, IT head or managing director	A defined build or replacement need, a decision maker identified and a timeline inside twelve months	Manufacturers on ageing systems, distributors, institutions, funded startups
Technology Consulting & Implementation	Managing director or board	A stated problem — systems, scale, cost or compliance — and the authority to commission advice	Mid-market groups, family businesses in transition, firms mid-expansion

ROUTING IS THE FIRST SKILL

A large share of inbound arrives on the wrong page or asks for the wrong thing: a company asking about hiring that actually needs automation, a marketing enquiry that is really an ERP problem. The desk is trained to hear that and route it to the line that fits rather than the line it landed on. Correct re-routing is scored as a win on the quality form, not as a deviation.

ALLOCATION AGAINST LINES

A partner is allocated service lines, not the whole category by default. First-time partners take two lines and up to fifteen seats; the balance follows one full scorecard month at or above the eighty-point band. Lines are added by amendment rather than by a fresh agreement.

VOLUME, NOT GUESSWORK

Each line arrives with a published baseline from Akontec's own systems for the preceding quarter — enquiries received, conversion to qualified, meetings held. Seat counts and targets are sized against that baseline and re-sized quarterly rather than being guessed at signing.

Every enquiry, answered before it cools

STREAM A

#	WORKSTREAM	WHAT THE DESK DOES	STANDARD
01	**First response**	Answers every form submission, call, chat and mail arriving on akontec.info and the four vertical sites, in the channel it came from, inside the response window.	5 min, calls 30 min, forms
02	**Intent capture**	Establishes in the first conversation what the business does, what problem prompted the enquiry, which service fits and who else is involved in the decision.	Every enquiry
03	**Routing**	Assigns the enquiry to the correct service line — which is frequently not the page it arrived on — and to the right Akontec consultant queue.	Same conversation
04	**Qualification**	Tests the enquiry against the published criteria for that line on page 08 and records the evidence for each answer rather than a yes or no.	4 working hours
05	**Meeting booking**	Places a discovery call in the consultant's diary directly, issues the invitation and a written brief, and runs reminders at forty-eight and four hours.	Within 24 h
06	**Information requests**	Answers the questions the published material already covers — what a service includes, how engagements are structured, typical timelines — and sends the approved collateral.	Same day
07	**Screening out**	Closes what is not business — job applications, vendor pitches, students, spam — politely, with the correct disposition recorded so campaign spend can be corrected.	Same day
08	**Out-of-hours cover**	Works the overnight queue at the start of the first shift so that nothing that arrived after close is older than the next morning.	By 10:00 IST
09	**Record keeping**	Closes every enquiry in the CRM the same shift with source, line, disposition and next action, so the marketing spend behind it can be measured honestly.	Shift close

WHY THE RESPONSE WINDOW IS FIVE MINUTES

A business enquiry for professional services is almost never exclusive. The same problem has usually been put to two or three firms the same afternoon, and the one that calls back inside the hour is the one that gets to ask the qualifying questions first. It is the single cheapest advantage available to Akontec in this category, and it is the reason first response carries the heaviest weight on the scorecard.

HEADLINE MEASURES

First response, inbound call	≤ 5 min
First response, form or chat	≤ 30 min
Enquiries qualified same day	≥ 95%
Routing accuracy	≥ 95%
Enquiry to meeting booked	≥ 22%
Abandoned inbound calls	≤ 5%

The pipeline that does not arrive on its own

STREAM B

#	WORKSTREAM	WHAT THE DESK DOES	STANDARD
01	**Segment build**	Turns an assigned segment — a sector, a city, a trade body, an event list — into a verified universe of businesses that plausibly need the service being sold.	Weekly refresh
02	**Contact discovery**	Identifies the buyer for that line by name and role, verifies the direct number and e-mail, and suppresses anything failing consent or registry screening.	Before dial
03	**Outbound calling**	Works the list on a five-touch cadence across two weeks in English and the regional language, with e-mail and message sequences running alongside.	50 connects / day
04	**Problem-first conversation**	Opens on the problem the service solves rather than the service — a process that breaks at volume, a vacancy open ninety days, a system nobody can extend — and listens for the trigger.	Scripted, not read
05	**Qualification**	Applies the published criteria for the line: need, authority, budget indication, timeline and whoever holds the incumbent relationship.	Per criteria
06	**Meeting booking**	Books the discovery call into the consultant's diary with a written brief the consultant can read in ninety seconds, and protects it through the reminder cycle.	10 / agent / month
07	**Campaign and event work**	Runs registration drives for webinars and events, works attendee lists before and after, and executes post-event follow-up inside seventy-two hours.	By campaign
08	**Referral and alliance calling**	Works Akontec's existing client base and named alliance partners for referrals on a published cadence, which is the cheapest qualified opportunity available.	Monthly cycle
09	**Pipeline discipline**	Holds every opportunity in the CRM with a stage, an indicative value, a named decision maker and a dated next action, at three times the monthly target.	3× coverage

TEN MEETINGS, NOT A HUNDRED

A consulting or ERP discovery call costs Akontec a senior hour, so the target is deliberately modest and the acceptance bar is deliberately high. An agent producing ten accepted opportunities a month is performing; an agent producing twenty-five that are rejected on arrival is destroying the process. Rejected opportunities carry no incentive and count against the quality score, which is the whole design.

HEADLINE MEASURES

Connects per agent per day	50
Accepted opportunities	10 / month
Opportunity acceptance rate	≥ 85%
Meeting held rate	≥ 70%
Pipeline coverage	3× target
Registry and consent compliance	100%

Most of the pipeline is already in the system

STREAM C

Every services business sits on a bank of enquiries that went quiet and proposals nobody chased. Working that bank is cheaper than generating a single new lead.

#	WORKSTREAM	WHAT THE DESK DOES	STANDARD
01	**Proposal follow-up**	Chases every proposal Akontec has issued on a fixed ladder — day three, day seven, day fourteen, day thirty — to a written answer either way, and records the reason when it is no.	Fixed ladder
02	**Dormant enquiry revival**	Works enquiries that went quiet at thirty, ninety and one hundred and eighty days with a reason to call rather than a check-in.	Monthly sweep
03	**Closed-lost revisit**	Revisits opportunities lost more than six months ago, where the incumbent decision is due for review or the original blocker has plausibly changed.	Quarterly cycle
04	**Nurture sequences**	Runs the approved e-mail and message sequences per line, monitors engagement, and calls the contacts whose behaviour indicates the timing has changed.	Per cadence
05	**Cross-line introduction**	Offers the one adjacent Akontec service that fits a stated problem — never more than one — to existing clients and live opportunities.	Scripted
06	**Database hygiene**	De-duplicates, corrects and enriches the contact base continuously, and retires records that have failed three verified contact attempts.	Continuous
07	**Reporting**	Publishes the daily activity file and the weekly pipeline pack — by line, by source, by stage — from system data on a fixed calendar.	10:00 next day
08	**Source intelligence**	Reports weekly on which sources, segments and messages are producing accepted opportunities, so Akontec can move marketing spend on evidence.	Weekly

WHY THIS STREAM PAYS FOR ITSELF

A dormant enquiry has already cost marketing money to create and has already told you it has the problem. Revival rates on a properly worked bank run several times ahead of cold prospecting, at a fraction of the effort — which is why Stream C is included in every allocation rather than sold as an extra.

HEADLINE MEASURES

Proposals with a written answer	≥ 90%
Dormant bank worked, monthly	100%
Revival to accepted opportunity	≥ 6%
Database accuracy	≥ 95%
Reporting punctuality	100%

ONE DESK, THREE STREAMS

Streams are not separate teams. Inbound is protected first — an agent on a live enquiry leaves the outbound list — and Stream C fills the gaps in the day. The roster publishes who is protecting inbound at any hour, and that person is not counted on an outbound target for those hours.

What counts as an accepted opportunity

The incentive on page 12 is paid per accepted opportunity, so the definition is published rather than negotiated. Akontec accepts or rejects within two working days, with a reason.

THE FIVE COMMON TESTS — EVERY LINE, EVERY OPPORTUNITY

TEST	WHAT MUST BE EVIDENCED IN THE RECORD
Identified need	A problem stated in the prospect's own words, not an assumption written by the agent
Authority	The person spoken to either decides or names who does, with that person's role recorded
Budget indication	A band, a previous spend or an acknowledgement that funding exists — not a firm figure
Timeline	A decision window inside twelve months, stated rather than inferred
Agreed next step	A discovery call accepted, in the diary, with the invitation issued

LINE-SPECIFIC ADDITIONS

SERVICE LINE	ADDITIONAL TEST	INDICATIVE FLOOR
Digital Marketing	An active or lapsed marketing spend, and a product or service with an identifiable buyer	Retainer viable
Professional Employees	An open requirement with a role definition, headcount and joining window	2+ positions
AI Automation	A named repetitive process with volume attached, and a cost or error problem the business can quantify	Process named
SaaS / PaaS / ERP	A build, replacement or extension need with a technical or executive owner identified	Scope outlined
Technology Consulting	A board-level or MD-level problem and authority to commission paid advice	MD engaged

REJECTION, AND WHAT HAPPENS TO IT

Akontec rejects an opportunity only against a named test, in writing, inside two working days. A rejected opportunity carries no incentive and counts against the acceptance rate. A partner may dispute a rejection within three working days with the record attached, and a rejection not issued inside the two-day window is deemed accepted — the clause runs both ways deliberately, because a desk cannot improve against feedback it never receives.

QUALITY OVER QUANTITY, IN NUMBERS

Acceptance rate is weighted at thirty points on the scorecard, while raw activity is weighted at ten. An agent gaming the count will earn less within one month, not eventually. Calibration sessions run fortnightly on live records so that the desk's reading of the bar and Akontec's stay within five points of each other.

Where the desk stops

This desk speaks to businesses in Akontec's name about professional services. An overstep is not a service failure, it is a commercial exposure — so the boundary sits in the quality form as a mandatory block.

THE DESK DOES	THE DESK DOES NOT
Answer, qualify and route every enquiry received	Quote a price, a rate or an estimate of any kind
Describe what each service covers, from approved material	Scope an engagement or commit a timeline
Explain how engagements are typically structured	Give technical, commercial or professional advice
Test the published criteria and record the evidence	Promise a capability, a technology or an outcome
Book discovery calls into a consultant's diary	Negotiate terms, discounts or payment schedules
Send the approved collateral and case material	Name another Akontec client without written clearance
Chase proposals to a written answer either way	Send a document that is not in the approved library
Escalate anything outside the above, the same day	Represent itself as Akontec's employee or as a consultant

Calling and messaging compliance

Outbound calling observes the Indian telecom regulator's commercial communication framework, including registry screening before dial, permitted calling hours and the required identification at the start of the call. Messaging runs only on approved templates from Akontec's registered sender identities. Where an engagement targets an overseas market, the destination jurisdiction's consent regime applies and is configured before the first dial.

Compliance is not left to the agent's judgement. Screening is applied at the dialler, calling windows are enforced by schedule, and the identification line sits in the script as a mandatory field on the quality form. A breach scores the call at zero regardless of its other merits, and a repeat pattern is an escalation to the partner's management under the agreement.

Data

Every enquiry, contact record and call recording belongs to Akontec and, through Akontec, to the business that made contact. The partner is a processor and holds no rights over the data beyond the mandate.

- Work performed inside Akontec-provisioned systems only
- Role-scoped access, per service line
- No local downloads; media and print disabled
- Recordings retained ninety days, then purged
- Individual NDA before credentials are issued
- Access revoked within 24 hours of exit
- Certificate of deletion within 7 days of expiry

INDEMNITY POSITION

Akontec indemnifies the partner against claims arising from its services, its published material, its pricing and its contractual dealings with a client. The partner indemnifies Akontec against claims arising from breach of the calling, messaging and data obligations above, from the conduct of its personnel, and from any statement made outside the approved material. Neither party carries consequential loss. The full position sits in clauses 9 to 13 of the master services agreement.

Two bands, one roster

BAND 1

Business Development Associate

Carries the inbound window, the outbound cadence and the nurture bank. Qualifies against the published criteria, books the meeting and keeps the record honest.

Profile	Graduate, 1–3 yrs inside sales
Lines certified	Two
Target	10 accepted / month
Fixed	₹38,000
Variable	up to ₹12,000

BAND 2

Senior Qualification Specialist

Takes the enquiries that need a better conversation — consulting, ERP, multi-line — writes the consultant brief, and is the escalation point before Akontec.

Profile	4+ yrs B2B or solution sales
Lines certified	Three, incl. consulting
Target	12 accepted / month
Fixed	₹48,000
Variable	up to ₹15,000

MIX AND SUPERVISION

Band 1 / Band 2 mix	70 / 30
Team leader	1 : 10
Quality analyst	1 per 20
Research & data analyst	2 per 20
MIS executive	0.5 per 20

The research analysts are specific to this process and are not optional: an outbound desk without a clean, refreshed list is a desk making calls at the wrong companies, and no amount of supervision fixes that.

COVERAGE WINDOWS

COVERAGE	WINDOW, IST	PATTERN
Inbound enquiry window	08:00–21:00	Two overlapping shifts, six days; inbound is never unstaffed
Outbound, India and APAC	09:30–18:30	Six days, aligned to Indian business hours
Outbound, Gulf	10:30–19:30	Sunday to Thursday
Outbound, UK and EU	13:00–22:00	Five days, evening loading applies
Weekend enquiry cover	10:00–16:00	Skeleton roster; overnight queue cleared by 10:00 Monday

PROVISIONED BY AKONTEC

- Akon CC — dialler, inbound routing, recording
- CRM with the enquiry, opportunity and nurture objects configured
- Chat, form and mailbox integration across all five sites
- Approved scripts, objection handling and collateral library
- Seed data and licensed database access for list building
- Sequencing engine with templates locked at Akontec's end
- Certification syllabus, quality form and scorecard

The partner provides the floor, the leased line and redundancy, power backup, recruitment at 115% of allocation, payroll and transport, the supervisory layer above, biometric access and disabled media, and certified backfill inside seven working days.

Certification before a seat takes a call

An agent speaking to a managing director about a consulting engagement cannot be learning the service on the call. Core first, then two lines, then a live assessment.

01
Core module — two days, every agent

What Akontec is and what the five service lines do, how an engagement is structured, the systems, the routing rules, the mandate limits and the calling compliance regime. Written assessment at eighty per cent.

02
Line modules — a day and a half each, two lines per agent

The buyer, the problem language, the qualifying criteria, the two competitors that keep coming up, the honest limitations and the routing signals for that line. Scenario assessment at eighty-five per cent. Band 2 agents carry a third line, always including consulting.

03
Conversation assessment — one day

A live qualifying conversation with an Akontec assessor playing a buyer from the target segment, scored on listening, problem framing, criteria coverage, the unscripted question and the close to a next step. Two attempts.

04
Supervised period — ten working days

Live work with every opportunity record checked before submission, daily calibration between the partner's quality analyst and Akontec, and the first inbound calls taken alongside a team leader.

05
Recertification

Quarterly on the core module, and within ten working days of any change to a service, a criterion or the collateral library. Changes are published before they take effect, never after.

WHO TRAINS

Akontec deploys a trainer and a consultant from each certified line for the first batch, and certifies two of the partner's own people as internal trainers during it. Every subsequent batch, refresh and backfill is run by the partner against the same syllabus, with Akontec assessing the conversation stage. The deployment cost sits with Akontec.

THE TWO-LINE RULE

Partners ask to certify agents on all five lines. The answer is no. An agent carrying five buyer profiles reaches for the wrong one under pressure, and on this desk the wrong question to a managing director ends the opportunity in the first ninety seconds. Breadth comes from rotation across the floor, not from overloading a seat.

TIME TO PRODUCTIVITY

Core module	2 days
Two line modules	3 days
Conversation assessment	1 day
Supervised period	10 days
Full productivity	Day 35

Fixed seat, scorecard variable, fee per opportunity

Three components. The seat is certain, the variable is earned monthly against published measures, and the third is paid for every opportunity Akontec accepts.

BAND	BILLED FOR	FIXED	VARIABLE	MAXIMUM
Band 1 — Business Development Associate	Inbound window, outbound cadence, nurture bank	₹38,000	up to ₹12,000	₹50,000
Band 2 — Senior Qualification Specialist	Complex enquiries, consultant briefs, escalation	₹48,000	up to ₹15,000	₹63,000
Per accepted opportunity	Paid on Akontec's acceptance, any band, any line		₹900 each	–
Share of closed business	**1.0% of first-year contract value on desk-sourced engagements**		**on realisation**	–

Seat rates are per certified, named, productive seat completing the month, exclusive of Goods and Services Tax. An evening or split-shift roster covering UK and EU hours carries a loading of ₹5,000 per seat.

THE COMPOSITE SCORECARD

MEASURE	WEIGHT	THRESHOLD
Opportunity acceptance rate	30	85%
First response inside the window	25	95%
Meeting held rate against booked	15	70%
Pipeline and CRM hygiene	10	100%
Activity against published target	10	90%
Adherence, shrinkage and attrition	10	Per SLA
Composite	**100**	–

Acceptance is weighted three times heavier than raw activity, which is deliberate: this process is not improved by more calls to the wrong companies.

RELEASE BANDS

COMPOSITE	RELEASED	BAND 1 SEAT
95.0 and above	100%	₹50,000
90.0 – 94.9	90%	₹48,800
80.0 – 89.9	70%	₹46,400
70.0 – 79.9	40%	₹42,800
Below 70.0	Nil	₹38,000

QUARTERLY BONUS

Three consecutive months at or above 95.0 release a further five per cent of the quarter's fixed billing — ₹1,23,000 on a twenty-seat desk.

HOW THE OPPORTUNITY FEE AND THE SHARE WORK TOGETHER

The ₹900 is paid on acceptance, in the month it is accepted, whether or not the engagement ever closes — the desk is paid for producing a qualified conversation, which is the thing it controls. The one per cent is paid on top when Akontec actually wins the work, on realisation of the client's first payment, and is reversed if the contract is cancelled inside sixty days. A consulting or ERP engagement at ₹12 lakh first-year value therefore carries ₹12,000 to the partner, on top of the ₹900 already earned.

WHAT REDUCES THE INVOICE

Four things and no others: a seat vacant beyond seven working days, billed pro rata; an uncertified agent, not billable until certification clears; an agent billed at a band they are not certified at, billed down; an agent blended onto another process during the shift, voiding that seat's variable for the month. No platform fee, no data charge, no deduction for tooling.

What a twenty-seat desk returns

Modelled at the 80–89.9 band on published targets rather than a stretch, using indicative September 2026 metro cost inputs.

MONTHLY BILLING — 14 BAND 1 / 6 BAND 2	BASIS	₹
Band 1 fixed	14 × 38,000	5,32,000
Band 2 fixed	6 × 48,000	2,88,000
Variable released at 70%	20 seats	1,80,600
Accepted opportunities	212 × ₹900	1,90,800
Share of closed business	1.0%	36,000
Gross billing to Akontec	**—**	**12,27,400**

PARTNER COST BASE	₹
Band 1 associates, fully loaded at ₹22,000	3,08,000
Band 2 specialists, fully loaded at ₹30,000	1,80,000
Supervision — 2 TL, QA, 2 research analysts, MIS	2,14,000
Seat infrastructure and connectivity	86,000
Facility, power and utilities	55,000
Recruitment, admin and overhead	60,000
Total monthly cost	**9,03,000**

TWENTY-SEAT DESK, 80–89.9 BAND

₹3,24,400

MONTHLY CONTRIBUTION · 26.4%

₹38,92,800

ANNUALISED CONTRIBUTION

WHERE THE BILLING COMES FROM

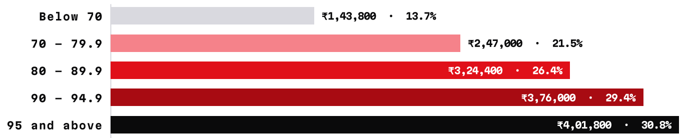
Fixed seat rate	67%
Scorecard variable	15%
Accepted opportunities	15%
Share of closed business	3%

Two-thirds of the billing does not depend on how the month went, which is the point: the partner carries performance risk, not demand risk.

WHAT MOVES THE NUMBER

Acceptance rate, twice over. It carries thirty points of the scorecard and it decides how many of the opportunities produced are actually paid for. A desk at seventy-five per cent acceptance earns roughly ₹48,000 a month less than one at ninety, on identical activity and an identical cost base.

MONTHLY CONTRIBUTION BY SCORE BAND — SAME TWENTY SEATS, SAME COST BASE



CASH SHAPE OF THE FIRST FIVE MONTHS

MONTH	BILLING	MONTHLY	CUMULATIVE
01 — mobilisation	—	−8,90,000	−8,90,000
02 — go-live, part month	9,20,000	+17,000	−8,73,000
03-04 — steady	12,27,400	+3,24,400	−2,24,200
05 — payback	**12,27,400**	**+3,24,400**	**+1,00,200**

Peak exposure is month one at roughly ₹8.9 lakh, carrying the induction fee and payroll against no billing, recovered by month five. A ten-seat entry allocation roughly halves it.

Opportunity volumes assume the published target rather than a stretch: Band 1 at ten accepted opportunities per agent per month, Band 2 at twelve, and six closed engagements a month at an average first-year value of ₹6,00,000. Cost inputs are indicative — substitute your own wage, rent and utility figures before committing.

A calendar, not a conversation

Every date below is contractual, and payment to the partner is not contingent on when Akontec's own client settles.

MONTH	D+2	D+5	D+7	D+10	D+20
delivery	acceptance window closes on the month's opportunities	partner invoices – fixed, variable, opportunity fees	scorecard and acceptance log published	fixed and opportunity fees settled	variable and closed share settl

How the month is closed

Every opportunity submitted during the month is accepted or rejected inside two working days of submission, so by the second working day of the following month the count is already settled — there is no month-end negotiation about what qualified. The dialler, CRM and enquiry systems are frozen alongside it and a reconciliation statement goes to the partner: productive seats by band, staffed days, enquiries handled, response times met and missed, opportunities submitted, accepted and rejected with reasons.

The acceptance log is published with the scorecard, opportunity by opportunity, with the rejection reason against each. A partner should never discover at month end that a week's work was rejected — every decision is visible in the system within two days of the submission that prompted it.

Disputes

A rejection may be disputed within three working days with the record attached; a scorecard within three of publication. Akontec responds within five working days. The undisputed portion of an invoice is released on the normal calendar rather than held, and an unresolved dispute goes to the monthly commercial review.

PAYMENT TERMS

Fixed component	D+10
Opportunity fees	D+10
Variable component	D+20
Closed-business share	On realisation
Quarterly bonus	Next cycle
Mode	NEFT / RTGS
Retention	Nil
Security deposit	Nil

ONE-TIME INDUCTION FEE

₹1,75,000 at signing, covering trainer and consultant deployment for the first batch, the core and line modules, system provisioning and the collateral set. Not a deposit and not refundable. There is no security deposit on this process.

A missed settlement date entitles the partner to suspend delivery on seven days' written notice without breaching the agreement, with interest at one and a half per cent a month on the outstanding amount. The clause is reciprocal.

The numbers the desk is held to

Computed from the dialler, the CRM and the enquiry systems, and visible to the partner's supervisors in real time. Nothing appears for the first time at month end.

MEASURE	STANDARD	STREAM	MEASURED BY
First response, inbound call	≤ 5 minutes	A	Dialler timestamp against arrival
First response, form or chat	≤ 30 minutes	A	CRM timestamp against submission
Enquiry qualified and routed	4 working hours	A	CRM lifecycle
Routing accuracy	≥ 95%	A	Akontec re-routing log
Connects per agent per day	50	B	Dialler, above 30 seconds
Accepted opportunities per agent	10 / 12	B, C	Acceptance log, by band
Opportunity acceptance rate	≥ 85%	All	Acceptance log
Meeting held rate against booked	≥ 70%	All	Consultant diary reconciliation
Proposals chased to a written answer	≥ 90%	C	Opportunity record
CRM closure, same shift	100%	All	System audit at shift close
Registry and consent compliance	100%	B, C	Quality audit, mandatory block
Monthly attrition	≤ 8%	All	Certified headcount movement

Quality framework

Eight interactions per agent per month are evaluated against the Akontec form — a mix of inbound calls, outbound conversations and submitted opportunity records. The form carries four scored sections — opening and identification, listening and problem framing, criteria coverage with evidence, and the close — plus one mandatory block: the mandate limits and calling compliance rules from page 09. A failure there scores the interaction at zero.

The partner's quality analyst scores; Akontec re-scores a tenth of the sample and the two must calibrate within five points. An agent below threshold enters a documented four-week plan.

GOVERNANCE CADENCE

FORUM	FREQUENCY	ATTENDING
Queue and pipeline huddle	Daily	TL, agents
Acceptance calibration	Fortnightly	QA, Akontec sales
Source and campaign review	Monthly	Akontec marketing
Scorecard and commercial review	Monthly	Partner management
Target and baseline review	Quarterly	Both principals

REMEDIATION, NOT PENALTY

A missed service level attracts a written improvement plan on a thirty-day horizon rather than a penalty beyond the variable band it already affects. Two consecutive months below the seventy-point composite entitles Akontec to reduce the allocation; three entitles either party to terminate on thirty days' notice.

Thirty-five days from signature to go-live

WINDOW	STAGE	WHAT HAPPENS	GATE
Day 1–5	**Contracting and audit**	Agreement, NDA and data processing addendum executed; induction fee settled; floor, network, power and access controls audited; service lines and band mix allocated.	Floor sign-off
Day 6–12	**Recruitment**	Hiring at 115% of allocation against both band profiles, on the Akontec aptitude, voice and written assessments, with Akontec on the final panel for Band 2.	Offers released
Day 13–19	**Certification**	Core module, two line modules per agent and the live conversation assessment, with two of the partner's people certified as internal trainers in the same batch.	Certified list
Day 20–30	**Supervised period**	Live enquiries taken alongside a team leader, every opportunity record checked before submission, daily calibration with Akontec on the acceptance bar.	Go-live sign-off
Day 31–35	**Go-live**	Full allocation, checks move to sampling, outbound targets begin to apply and opportunity fees start accruing.	Full capacity
Day 36+	**Steady state**	First full scorecard and acceptance log published on the seventh of the following month.	First scorecard

COMMERCIAL TERMS

Process file	AKO-SVC-ELG-2026-08
Contracting entity	Akontec Synergy Pvt Ltd
Term / lock-in / notice	12 mo / 3 mo / 60 days
Minimum / maximum	10 / 50 seats
First-time partner cap	Two lines, 15 seats
Band mix	70 / 30
Opportunity fee	₹900 on acceptance
Closed-business share	1.0% of first-year value
Induction fee	₹1,75,000
Security deposit	Nil
Exclusivity / non-solicitation	Non-exclusive; term + 24 months
Governing law and venue	India; courts at Chennai
Offer validity	45 days from issue

ELIGIBILITY

- Private limited company or LLP, two years or older
- Operating floor of 25 seats or more, with 10 free
- Inside sales, telesales or customer-contact experience
- Neutral, business-grade English across the floor
- Ability to staff an inbound window to 21:00 IST
- 20 Mbps leased line with an independent redundant link
- UPS and two hours or more of generator cover
- Biometric access, CCTV, media and print disabled
- PF and ESI compliant payroll, clean litigation record
- ISO 27001 held, or committed within six months

A floor audit precedes every allocation and is repeated annually. The audit report forms an annexure to the agreement.

ACCEPTANCE IN PRINCIPLE

Partner entity

Service lines requested

Seats and band mix

Authorised signatory

Designation and date

Return to support@akontec.com. This file is an invitation to partner, not a contract; rights and obligations arise only on execution of the master services agreement.