



PSEB

APPLICATION FOR CALL CENTER REGISTRATION

Call Center Registration Process

To enroll with PSEB as a registered call center, please follow a simple three-step process:

1. Fill the call center registration Form
2. Attach all the documents mentioned in the forms and on PSEB website
3. Enclose the necessary remittances and send to PSEB

FEE STRUCTURE

Call Center registration certificate issued by PSEB is location specific and is valid only for the location for which it is issued. Separate certificate shall be required for each branch/additional/alternate location.

1. Registration Fee for new call center is Rs. 10,000/- for its Principle/Main Office and Rs. 5,000/- for each branch (if any).
2. Annual fee for Renewal of call center Registration (For Principle/Main Office) is Rs. 15,000/- and for each branch/additional/alternate location is Rs. 5,000/-.
3. Arrears @ 15,000/- per year for Principle/Main Office and Rs. 5,000/- for each branch (if applicable).

Call Center with expired registration exceeding a period of two years should note that a surcharge of Rs 10,000/- will be charged (apart from applicable fee and arrears) upon submission of renewal request.

Please note that all payments can only be made through demand draft / pay order in favor of 'PSEB'

CODE OF CONDUCT

All registered call center of PSEB are bound to conform to the Code of Conduct

Relationship with Client: Dealings with clients must be conducted in an ethical manner; terms of agreements should be clearly and precisely expressed and fulfilled in good faith; work undertaken should be carried out promptly and efficiently and client's interests properly safeguarded and confidentiality maintained.

Relations with Fellow Call Centers: Dealings with fellow call centers must be conducted in a positive and professional manner and in utmost courtesy and fairness; property rights, work results, confidential data and vendor/client relations of fellow members ought to be respected; and no engagement in harmful, disparaging or predatory tactics will be entertained.

Relations with Principals: Call Center shall represent Principals in a fair and business like manner in accordance with their contract, their property and other rights; and provide full and accurate business records.

Relations with Employees: Call Center shall strive to employ high caliber staff and offer fair and equal opportunities for growth and development. Relevant training and constant upgrading of the employees has to be provided in line with job responsibilities. Also, employees have to be informed of their obligation to keep important data confidential. And of the fact that any professional misconduct constituting of unauthorized disclosure of confidential nature or violation of copyright laws will cause employers to take disciplinary action.

Relations with Public: Call Center shall promote effective use of information technology as an instrument for social and economic good and act as good corporate citizens and fulfill their responsibilities to the community.

Relations with International Community: Call Center shall promote communication with foreign countries, based on international cooperation. They would not harm Pakistan's image, while conducting business abroad.

Declaration

We have read the 'Code of Conduct' applicable to members of PSEB and we agree to abide by it in complete letter and spirit.

Name: Designation:

Place: Date: Company Stamp:

Signature of Authorized Signatory:

CHECKLIST OF DOCUMENTS
(TO BE ATTACHED WITH THE APPLICATION FORM)

For New Call Center Registration

- Registration Form** completed in all respects, duly signed and stamped.
- Brief **company profile** on the company letterhead / printed corporate brochure.
- Necessary **Remittances** in favor of PSEB (PO/DD only).
- Visiting Card** for key personal (Optional).
- NTN** Certificate.
- CNIC** of all Directors/Shareholders/Partners/Proprietor.
- Photo Copy of **Passport** (for Directors/Shareholders/Partners/Proprietor with foreign nationality).
- Attested copy of **Memorandum and Articles of Association** including the copy **Incorporation certificate**. (For Companies only).
- Attested copy of the **Partnership Deed**, (In case of Partnership firm).
- Certificate of Registration**, Registrar Office certified copy (for registered firm).
- Bank Statement** of the preceding six months.
OR
Bank Account Certificate (In case of new account) only company account with company name and the person who operate the account would be accepted.

For Call Center Registration Renewal

- Registration Form** completed in all respects, duly signed and stamped.
- Latest Brief company profile** on the company letterhead / printed corporate brochure.
- Necessary **Remittances** in favor of PSEB (PO/DD only).
- Visiting Card** for key personal.
- Certificate of Turnover (R Forms)**: Signed by the Company Auditor or Chief Executive Officer (CEO) of the applicant or equivalent, stating their gross turnover from "call center" in the last financial year.
- Call Center **Inspection/Physical Verification Request**.

Note:

1. Once the completed application form along with the required documents are received, it usually takes about 6-7 working days to process and issue the registration certificate.
2. Before formal operationalization, provisional call center registration will initially be granted by PSEB with the validity of 60 days, and can be extended upon formal written request for maximum of 60 days only.
3. A physical verification visit of operational call center would be planned on request and after successful verification; a registration certificate with the validity of one year is issued. The verification procedure is repeated at the time of renewal of call center or any time deemed necessary.
4. For more details and clarification please visit
http://www.pseb.org.pk/item/callcenter_register



PAKISTAN SOFTWARE EXPORT BOARD

2nd Floor, Evacuee Trust Complex, F-5 Agha Khan Road, 44000
Islamabad. Tel.: +92-51-111 333 666 Fax: +92-51-9204075
Email: info@pseb.org.pk URL www.pseb.org.pk



CALL CENTER REGISTRATION/RENEWAL FORM

Application for*

New Registration Renewal of Registration

Previous Registration No (for renewal cases only): _____

Corporate Details

Name of Call Center*: _____

Subtitle (division/subsidiary of...) _____

Call Center Location*: _____

Corporate Address*: _____

City*: _____ Province: _____ Year of Establishment*: _____

Phone*: (_____) _____ Fax: (_____) _____ Email*: _____

URL*: _____

Call Center Head in Pakistan*: _____ Designation*: _____

Email*: _____ Phone (Direct): (_____) _____

Mobile*: (_____) _____

Corporate/Legal Structure*

- Public Ltd Public Ltd (Listed) Private Ltd
- Proprietorship Partnership Liaison Office
- Registered Firm Other (please specify): _____

Type of Call Center*

Domestic International

Nature of Call Center*

Inbound Outbound Blended

Contact Person for PSEB

Name*: _____

Designation*: _____ Email*: _____

Phone : (_____) _____ Ext (if any): _____ Mobile* : (_____) _____



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Key Personnel Information*

S.N	Name	Designation	Email	Mobile
1		Head of Organization		
2		Head of Technical		
3		Head of Finance		
4		Head of Marketing		
5				
6				
7				

Principle/Branch Offices Information (If any*)

Branch -A

Address: _____

 City: _____ Country: _____ Postcode: _____
 Phone: _____ Fax: _____ E-mail: _____
 Contact Person: _____

Branch -B

Address: _____

 City: _____ Country: _____ Postcode: _____
 Phone: _____ Fax: _____ E-mail: _____
 Contact Person: _____

Attach list for additional branches



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Business Activities (Sector Wise) * (Check all that apply)

Financial & Insurance Institutions, services etc.	<input type="checkbox"/>	Trading	<input type="checkbox"/>
Mortgage	<input type="checkbox"/>	Network Operations	<input type="checkbox"/>
Transportation	<input type="checkbox"/>	Billing Service (Medical/Others)	<input type="checkbox"/>
Telecommunications	<input type="checkbox"/>	Tele-medicine	<input type="checkbox"/>
Hotel	<input type="checkbox"/>	Tele-education	<input type="checkbox"/>
Vehicle Tracking Services	<input type="checkbox"/>	News/Media	<input type="checkbox"/>
Medical Transcription Services	<input type="checkbox"/>	Other (Please Specify):	<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>

List of Principals

Company Name	Project/Campaign	Country	Address

Revenue Information (for renewal cases only)*

(Your revenue declaration helps PSEB formulate effective policies and convince the Government to make investment in IT infrastructure and facilitation. PSEB will keep your data confidential and only aggregates will be shared).

- i. Export Revenue during last Year (choose PKR or US \$)
 PKR: _____ US \$: _____
 Projected export revenue for next year (choose PKR or US \$)
 PKR: _____ US \$: _____
- ii. Domestic revenue during last year
 PKR: _____
 Projected domestic revenue for next year
 PKR: _____



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If you are reluctant to share exact revenue numbers, please provide the following data instead

- i. Domestic Revenue during last year (in PKR):
 - Up to 5 Million 5 – 10 Million 10 - 25 Million 25 - 50 Million
 - 50 - 100 Million 100 – 200 Million 200 - 300 Million 300 - 500 Million
 - 500 Million or Above

- ii. Export Revenue during last year (in US \$):
 - Less than 50,000 50,000 – 150,000 150,000 – 300,000
 - 300,000 – 600,000 600,000 – 1.5 Million 1.5 Million – 3 Million
 - 3 Million – 6 Million 6 Million – 12 Million 12 Million or Above

- iii. Registered with State Bank of Pakistan as exporter: Yes No
 SBP registration #: _____

Export Revenue distribution during last financial year (for renewal cases only)*

IT/ITeS Export Revenue in %				
America	Europe	Middle East	Asia	Other

Connectivity*

- 1. Provider: _____ Bandwidth (Kbps/Mbps): _____
 Media: DSL Wireless Fiber ISDN
 Other (Please Specify): _____ Backup (If any): _____
 Are you satisfied with your connectivity Y/N if No what alternatives you are considering:

2. Bandwidth connectivity details from the proposed Center to the POP's at the Foreign/Local end locations

- 3. Address of the foreign/local end POP: _____
 A. Existing bandwidth, if any: _____
 B. New Bandwidth connectivity/ additional connectivity requested: _____
 C. Total Bandwidth (from PTA Authorized Service Provider), A +B: _____

4. Whether the proposed Call Center will have data connectivity to any data centre of the client? If yes, give connectivity details, addresses etc.



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- 5. PSTN connectivity details (Only for domestic call centers)*: _____
 No. of PRI's proposed at the domestic call center: _____
 Whether these PRI's lines will be incoming only: _____
- 6. Whether the proposed call center will be inter-connected to any other call center of the company/firm? If yes, give connectivity details

- 7. Do the International and Domestic Call Centers share same telecom infrastructure? If YES, what type of segregation is done to keep both the operations unlinked?

(ALL BANDWIDTHS TO BE TAKEN MUST BE FROM PTA AUTHORISED SERVICE PROVIDERS ONLY)

Employment and Human Resource*

- Call Center Professionals: _____
- IT Professionals: _____
- Marketing Professionals: _____
- No. of Agents: _____
- No. of Employees: _____
- Other Staff: _____

Office Space*

- 1. Current Location
 Owned Rented
- 2. Covered Area (Sq.ft): _____
 If rented, what is the current rent per month per Sq.ft (in Rs):
 30 – 50 51 – 100 101 – 150 151 or above
- 3. Are you satisfied with your current office space Yes No
 If No, would you like to move to: STP Own Arrangement
- 4. What would be the expected rent per Sq.ft (in rupees)?
 STP: 30 – 50 51 – 100 101 – 150 151 or above
 Own Arrangement: 30 – 50 51 – 100 101 – 150 151 or above



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Declaration*:

1. We confirm that the information provided by us in this form is correct and it is open to verification by PSEB or their legally appointed representatives.
2. We undertake that the call center operation will not be misused or used for any other purpose other than call center operation.
3. In case of any type of misuse of call center operation, call center registration shall immediately be cancelled by PSEB and the licensed telecom service provider shall be authorized to immediately terminate services and undertake legal action under the relevant laws of Pakistan.
4. Authorized Government security agencies will have the right to intercept the traffic/data originated/terminated at the call centers for the purpose of analysis and scrutiny.
5. I/We understand that this certificate is for call center registration/renewal only with no legal obligation on part of PSEB.
6. We hereby confirm that the Application Form has been read and understood fully and agree upon all conditions set forth in the form.

Name: _____ Designation: _____ Company Stamp: _____

Authorized Signatory: _____ Date: _____