



Simplify Operations.
Reclaim Your Time.

NCRi

Group of Companies

COMPANY PROFILE



OVERVIEW

NCRi at a Glance

Since 2008, NCRi has partnered with Fortune 500 organizations worldwide, delivering uninterrupted, around-the-clock operational excellence across every engagement.



5800+

Clients
catered

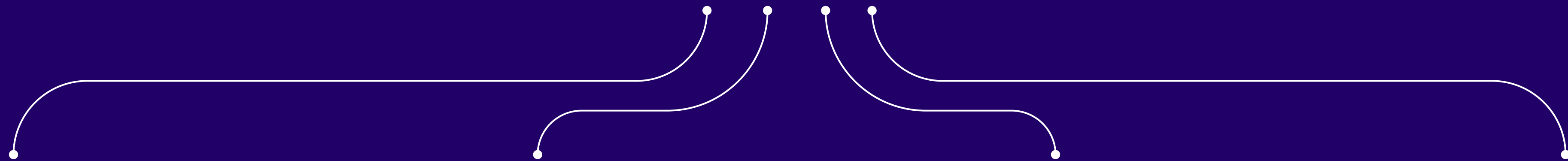
1,9000+

Professionals
hired

07

Countries we
have connected

Our Ecosystem



Enterprise Solutions Across
HR, Data, Marketing, & More



Product Design, User
Research, & Branding



Global BPO Outsourcing and
Accounts Receivable Management



Enhanced CX experience
through AI & Automation

* NCRi Solutions serves as the primary point of contact for all client engagements across our ecosystem.

OUR CLIENTS

Industries We Served

Financial



Digital & Customer



Telecoms



Automobile



Energy



Retail



Client Testimonials



"I knew that we were asking for a lot of work and we weren't exactly sure how it would all get done. But I am so glad I trusted the folks to get it done. I was especially impressed by how they ran the design sprints and kept us updated daily. I was finding out new information about our product perceptions every single day, and I'm truly excited to implement the changes they've suggested."



"We have partnered with Ideate Innovation on a range of projects in the digital financial services industry where they have brought deep insights of the sector, the market context and user needs. IDEATE has led design research as well as supported our team designing user experiences and testing them in small pilots. Ideate Innovation has been a reliable partner to us, working through large multi-partner projects."



"We've worked with a few design and marketing agencies over the years, and communication is almost always where things fall apart. NCRi hasn't had that problem! They're responsive, they keep us in the loop, and when we push back on something, they fix it in the next revision. Solid team, wouldn't hesitate to recommend them."



"It has been a pleasure to work with the NCRi team. The team is knowledgeable, kind, and passionate about their work and their clients. The attention to detail and "outside the box" thinking is exactly what our business needed. We have seen an uptick in our social media presence and can credit that back to NCRi. We would highly recommend NCRi."



"As a company that prioritizes innovation and quality, we were thrilled with the company's approach to our product rebranding. Their expertise in UX design ensured that our new branding wasn't just visually appealing—it was also user-centric. They conducted thorough market research and user testing to make sure our rebrand would resonate with our target audience."

OUR SERVICES

What We Offer

Technology and AI

- AI & Automation
- IT Services

Data and Digital Solutions

- Data Analytics
- Product Design & Innovation
- Marketing & Growth Services

Talent and Business Support

- Human Resource & Lifecycle
- Financial Consulting
- Virtual Assistance

Customer and Revenue Operations

- Accounts Receivable Management
- Quality Assurance
- Call Center Solutions

AI & Automation

NCRi builds AI-powered systems that help businesses automate workflows, cut manual work, and make faster, smarter decisions.



Predictive Operations System



Decision Intelligence Platform



Growth Intelligence Engine



Intelligent Engagement System

2.5M

Leads per month,
zero manual intervention

15%

Sales uplift
(A/B tested)



Results from our work with **China Pacific Insurance Company (CPIC)**

[Read the full case study here](#)

HR & Lifecycle

NCR designs and manages integrated, data-driven HR systems that improve performance across the entire employee lifecycle.

RPO (Recruitment Process Outsourcing)



Talent Acquisition & Assessment



Employee Lifecycle Management



Technical & Cross-Functional Hiring

ERP Implementation



HR Lifestyle



HR Technology Enablement (ERP Frappe)

AI-Based HR Solutions



People Analytics & Workforce BI



AI Knowledge Base & Quartz BI

26%

Cost per hire reduction

96%

Position Fill Rate

~15

Average time-to-fill (in days)

[Review Our Portfolio](#)

Product Design and Innovation

Design digital products and brand experiences that perform in the real world, from concept to launch

User Research & Strategy



Qualitative and
Quantitative Research



Insight Synthesis &
Market Positioning



Product Strategy
& Roadmapping

Product Design & Brand Strategy



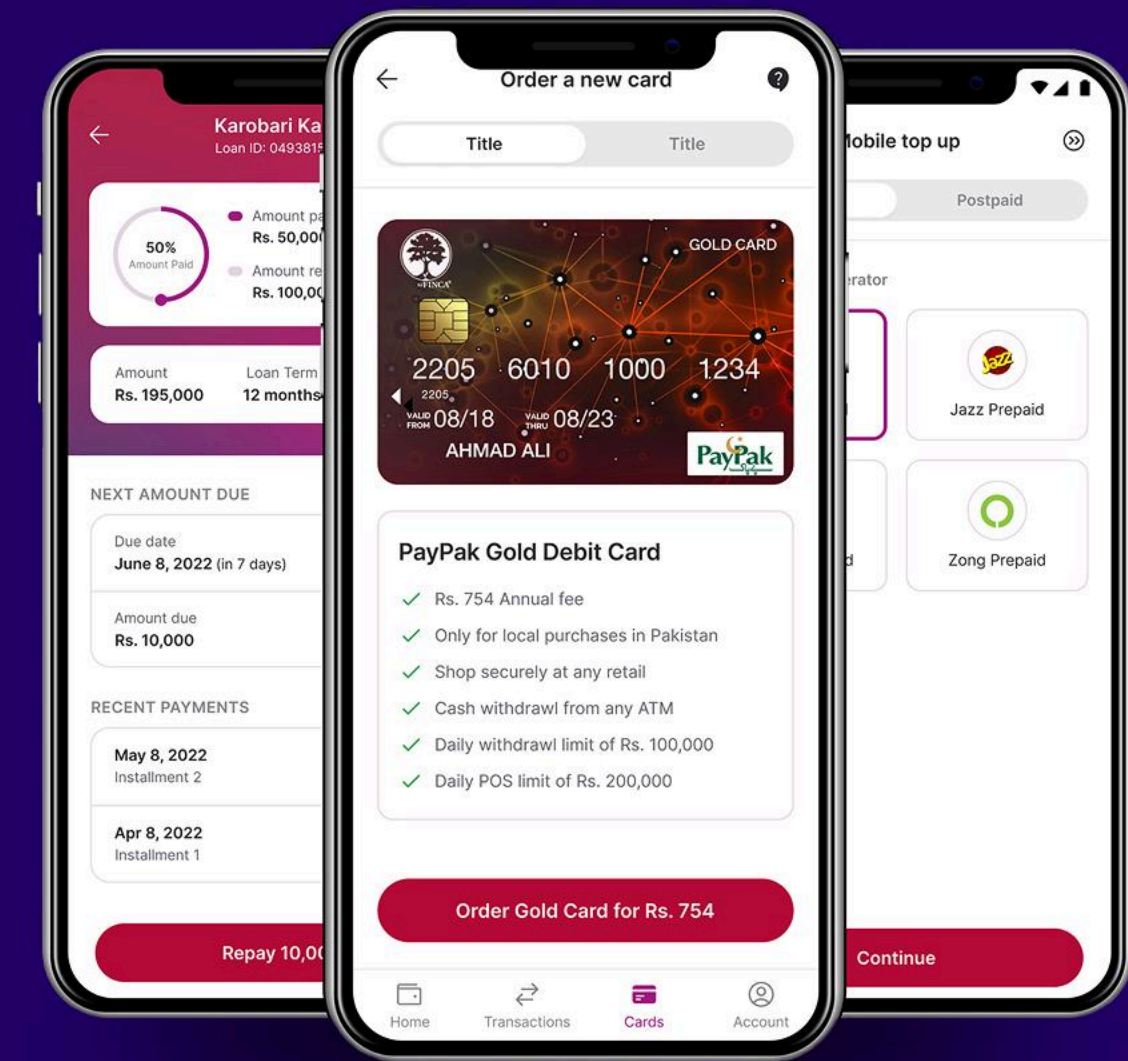
End-to-End
UI/UX Design



Brand Identity
& Systems



Conversion-Focused
Digital Experiences



14+

Industries served

60+

Projects completed

500+

Cross platform user journeys designed

[Review Our Portfolio](#)

Data Analytics

Transform complex business data into actionable insights that drive informed decision-making and strategic growth.



Real-time reporting and performance dashboards



Predictive analytics and trend forecasting



Integrated data across systems and functions

Tools used :



20.06%

Inventory risk surfaced through warehouse-level analysis

78.81 Mn

Revenue leakage uncovered via Power BI diagnostic

[Read the full case study here](#)

Marketing & Growth Services

Deliver measurable growth with data-driven performance marketing campaigns optimized for maximum business impact.

Strategy and Brand

-  Brand & Growth Marketing
-  Public Relations & Influencer Marketing

Demand Generation

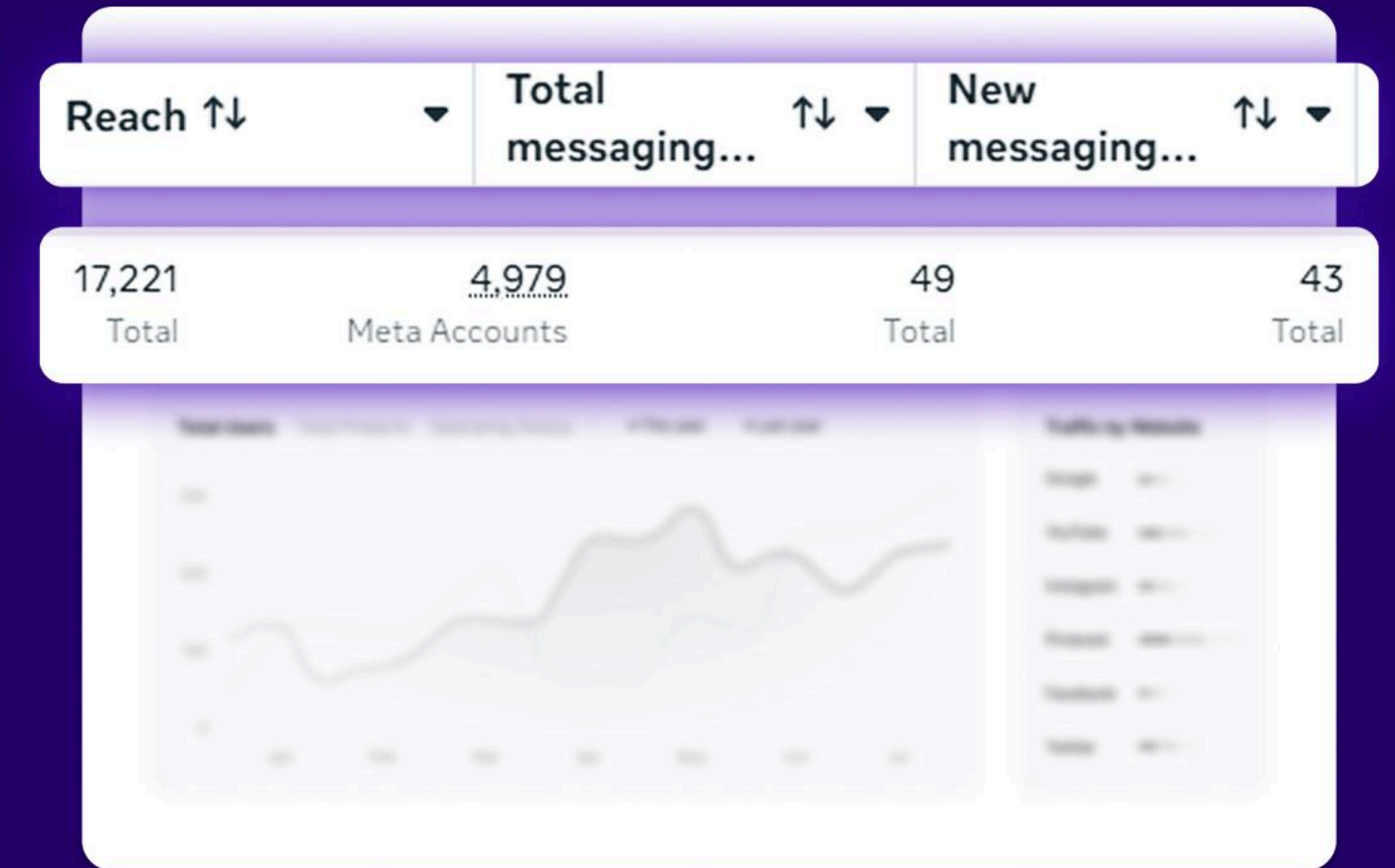
-  Paid Advertising & Media Buying
-  Email Marketing

Digital Presence

-  Website Management & Optimization
-  Content & SEO

Creative & Engagement

-  Social Media & Community Management
-  Design and Animation



40+

Leads generated
in 2 months

3x

Impressions

4-5x

Lower cost
per lead

[Review Our Portfolio](#)

Quality Assurance

AI-powered QA, governance, and analytics for better customer operations, quality, and CX.

Monitoring & Compliance



Omni-Channel
QA Monitoring



Compliance & Risk
Management



Agent Performance
& Coaching

Insights & Optimization



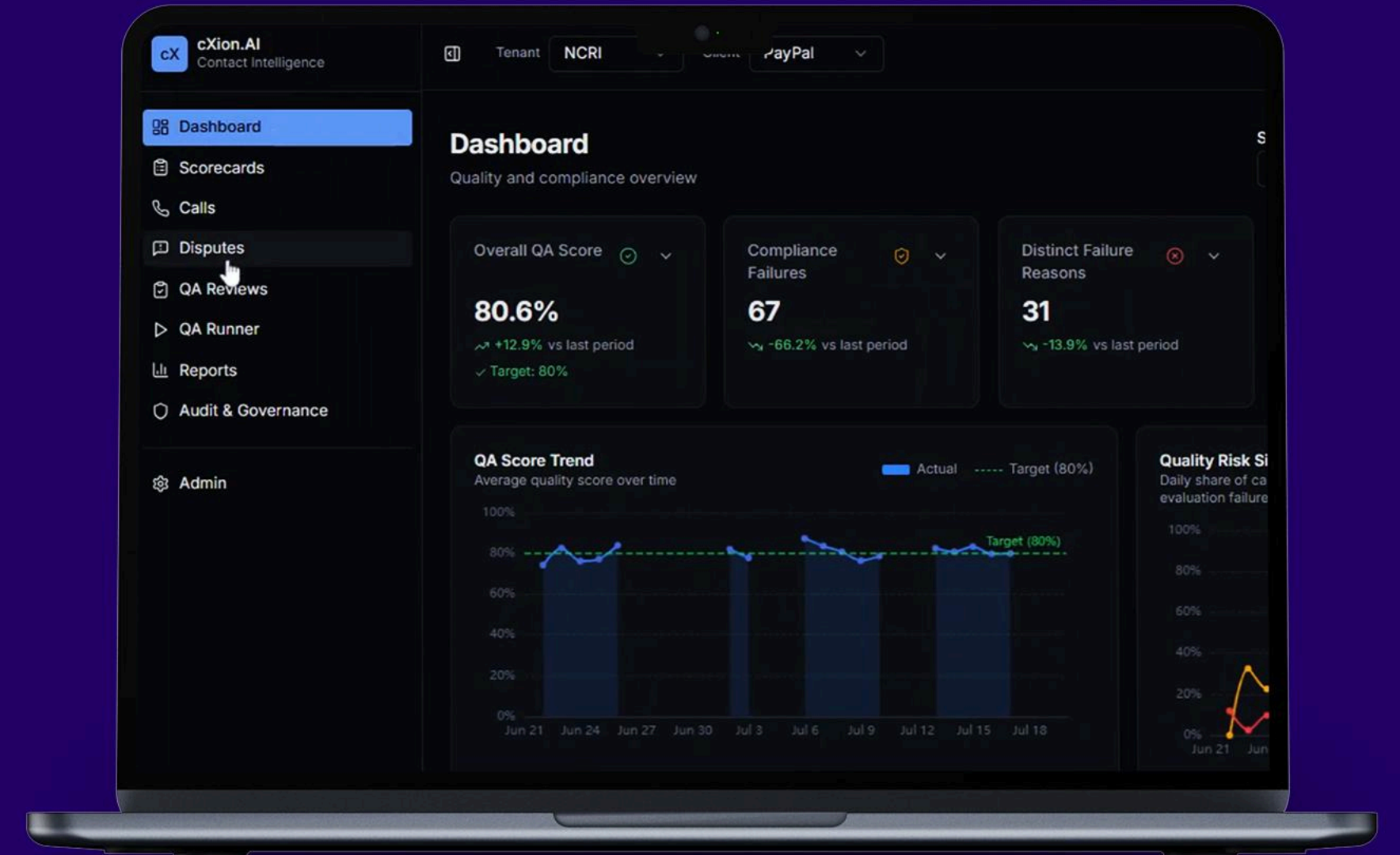
Conversation &
Sentiment Analytics



Root Cause Analysis &
Process Improvement



QA Reporting &
Performance Intelligence



cXion.ai Dashboard — Real-Time QA & CX Intelligence

40%

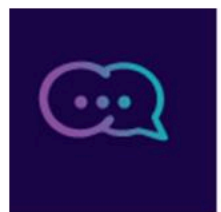
Reduction in
compliance errors

25%

Increase
in CSAT

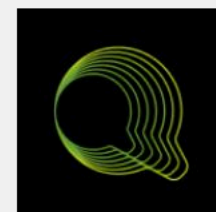
[Review Our Portfolio](#)

Our Products



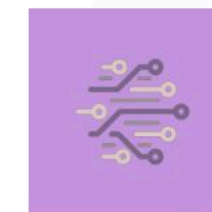
Chartquartz

AI-powered conversational support for customer service, helpdesk operations, and client engagement. Enhances our Customer Experience services with intelligent, always-on customer support.



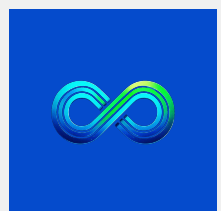
QuartzGPT

Transforms workforce data into real-time HR insights, dashboards, and people analytics. Empowers our HR Services with data-driven workforce planning and decision-making.



LeadGenius

Generates verified leads, market intelligence, and competitor insights. Accelerates our Marketing Services with smarter prospecting and business development.



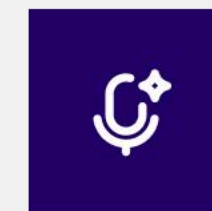
SupplySense

Optimizes demand forecasting, inventory planning, and supply chain performance. Strengthens our Operations & Supply Chain services through intelligent planning and resource optimization.



Velocity ERP

Streamlines HR operations from onboarding to payroll and performance, while connecting people and processes for efficient service delivery.



cXion.ai

AI-powered QA analyzes 100% of customer interactions to drive compliance, performance, and coaching insights—enhancing CX through actionable intelligence.

Managed Business Services

IT Services

Scalable technology infrastructure and digital growth solutions.

Finance & Accounting

Expert financial management, reporting, and compliance.

Call Center Solutions

Customer-centric contact center operations built for satisfaction and loyalty.

Virtual Assistance

Skilled support enabling teams to focus on strategic priorities.

Accounts Receivable Management

Streamlined receivables management to improve cash flow and accelerate collections.



**Haroon
Mahmood**

CEO & PRESIDENT,
NCRI GROUP

Accomplished banking executive
with 20+ years leading
multinational financial institutions



**Umair
Shafique**

CHIEF INNOVATION
OFFICER, UAE

Digital banking product
strategist with over a decade
of experience building fintech
and banking products across
Saudi Arabia and the UAE.



**Marcelle
Laverriere**

DIRECTOR OF
COMPLIANCE, CANADA

Driving strategic planning,
process transformation,
and operational
excellence.



**Michael
Morrison**

CHIEF REVENUE
OFFICER, USA

Driving global sales and
revenue growth through
customer experience and
outsourced service
strategy.



**Ali
Murtaza**

CHIEF DESIGN
OFFICER, UAE

Solving complex challenges
through research, strategy,
and design for clients across
financial institutions



**Susan
Bowman**

VP, HUMAN RESOURCES,
CANADA

Leading talent acquisition and
human resources across CXAi,
and NCRI spanning global
recruitment, HR strategy, and
operations.



Leading Every Step

Success Stories



MindBridge

AI Customer Assistant

Challenge

MindBridge needed a scalable knowledge assistant to handle 110K+ calls, 60K+ emails, and 25K+ chats while providing support beyond human agent availability.

Requirement

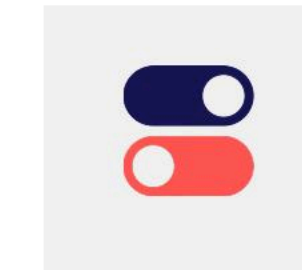
Deliver 24/7, source-grounded customer support without relying on human agents for every interaction.

Our Approach

Deployed ChatQuartz as a live, customer-facing AI assistant. Ingested MindBridge's website and documentation into a RAG-based knowledge base for accurate, source-grounded responses. Built confidence thresholds that escalated low-confidence queries to human agents with full conversation context preserved.

Results

Enabled 24/7 customer support with zero dependency on agent availability. Deployed enterprise-wide across MindBridge's customer channels with unlimited user seats.



CarSwitch

Experience Overhaul & Brand Unification

Challenge

CarSwitch's previous rebrand was left incomplete, limited to a logo and color palette, leaving products disconnected from the intended brand identity during market expansion.

Requirement

Create a cohesive brand system that unified the experience across products and touchpoints.

Our Approach

Built a complete brand system covering identity, guidelines, typography, and imagery. Rolled out the new branding across web and mobile while supporting market expansion. Used heat map and user flow analysis to improve the visibility of SafeSwitch, the brand's premium offering.

Results

Delivered a unified brand experience across all touchpoints. Improved engagement, conversion rates, and user sessions across redesigned products. Increased SafeSwitch visibility and sign-ups through data-driven placement.

Success Stories



IRC

Malnutrition Treatment
Budget Tool

Challenge

Malnutrition treatment budgeting relied on expensive, hard-to-access expertise, limiting who could use cost-efficiency data. IRC needed an intuitive web app that could package this expert knowledge for governments and implementers across different contexts, like Pakistan and Nigeria.

Requirement

Create an intuitive, flexible tool that enables non-experts to model and compare treatment cost scenarios while maintaining contextual accuracy.

Our Approach

Conducted stakeholder research across Pakistan and Nigeria to identify contextual gaps and user needs. Built and tested low and high-fidelity prototypes to validate user journeys, logic, and interface design. Ran in-person workshops for final validation and provided remote design support throughout development handoff.

Results

Delivered an end-to-end product design that evolved into SCALE — a publicly launched tool now used by ministries of health and humanitarian partners to model treatment costs and plan for greater reach.



MMBL

Messaging & Incentive Design
for Digital Financial Services

Challenge

Dost, MMBL's digital financial product, had low awareness and adoption among women entrepreneurs, despite services tailored to them. Rural vs. urban differences and varying tech access made the barriers hard to pin down.

Requirement

Uncover the real barriers to adoption and develop messaging and incentives that would drive awareness and active usage of Dost.

Our Approach

Conducted direct research with women micro-entrepreneurs to understand safety concerns, financial behaviors, and cultural context. Mapped community leaders and peer networks as trust-building channels. Prototyped and tested marketing concepts, then designed targeted incentives through weekly design sprints for continuous refinement.

Results

Delivered user-validated messaging and a research-backed incentive structure built around real adoption barriers, giving MMBL a clear path to grow Dost's reach among women micro-entrepreneurs.

Success Stories



Making Roots

Social Media Revival &
Lead Generation

Challenge

Making Roots' social media presence had become dormant, resulting in flat engagement, limited reach, and no lead generation.

Requirement

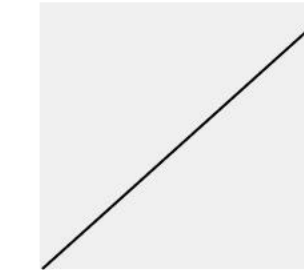
Rapidly revive their social presence while preserving the brand's core messaging.

Our Approach

Rebuilt presence on LinkedIn and revived dormant Meta accounts (Instagram & Facebook). Ran targeted Meta ad campaigns for lead generation. Managed full social media operations: content, creative, copywriting, and community messaging — staying true to the brand's core voice.

Results

Impressions grew 3x and reach increased 1.5x as the dormant page came back to life. Engagement increased 82% across social channels. Generated 45+ qualified leads through Meta ads during the critical admissions window — within a span of one month.



[Redacted]

Global Tech Distributor

Challenge

\$3.34B in revenue was masking significant returns and inefficiencies, with return timelines reaching 90–99 days against a 14-day policy.

Requirement

Identify the operational gaps driving hidden revenue leakage, compliance violations, and inventory risk.

Our Approach

Built a Power BI diagnostic across sales, warehouse, and product data. Pinpointed warehouse-level losses and identified IN600 and CA600 as the highest-risk sites.

Results

Uncovered \$78.81M in hidden revenue leakage, representing 2.36% of total revenue. Exposed 20.06% inventory-driven stock risk and drove policy and category strategy changes at the highest-risk warehouses.

Simplify Operations Reclaim Your Time

Ready to Transform Your Operations?

 [ncrisolutions](https://ncrisolutions.com)