

Tracking, or how to make a quantum leap in business

Innovative methodology, by which Callboxs assists its customers to be 10 steps ahead of their competitors

ANNA YOTOVA, CEO AND CO-FOUNDER OF CALLBOXS

What makes Callboxs different from its competitors?

Our most distinctive competitive advantage is Tracking. In this dynamic environment and rapidly changing world, it is becoming increasingly necessary for businesses to respond quickly, and to be adaptable and flexible. Tracking is a collection of techniques and methods designed to help companies find and implement the most successful business models for them, in the shortest amount of time. The method also allows a company to scale, grow and "run" much faster towards success in a short period of time. Many of the entrepreneurs face difficulties and the so-called "glass ceiling", when they put in a lot of effort but to no avail. They want to take the business to the next level, but despite all efforts, nothing changes. Here comes Tracking in order to take business to a higher level, to discover and expand the "bottlenecks" and to reveal new horizons for scaling. Tracking is also designed to accompany the development of startups at all stages of their development.

A great pride of Callboxs is its team. Tell us more about your employees and the efforts you make to develop their skills?

That is correct, for us the main principle is that the person is our greatest asset. We believe that professionalism and education are important, but they are based on "yesterday" knowledge. At Callboxs, we implement convergent learning methodologies and meta-habits for our employees. We strive to maintain a horizontal organisational structure, proactive management, and our short-term goals are to gradually transform Callboxs into a



turquoise company, at least in some of its parts. We want to minimise the hierarchical structure in the company, make it transparent and give employees great freedom in self-expression and decision-making, replace KPIs with values and goals and empower our employees to develop and be creative.

In what way does Callboxs earn customers' trust?

We believe that trust is earned by maximum transparency, dedication, personal approach and, of course, results achieved. At Callboxs, we have always aimed at an individual approach. We have never been an assembly line BPO company. We endeavour to add value to our products by improving processes, recognising weaknesses, strengthening advantages and much more. For us, there is nothing more inspiring and motivating than seeing our customers' success, knowing that we are a part of it. We see that the formula of success is in the synergy $2+2=5$. Every Jobs has his Wozniak. Our goal is to be that Wozniak for our customers.

What tendencies do you see at the outsourcing market and how do you adapt to them?

Outsourcing is a concept that has existed for many years, but with the ever-increasing globalisation and integration of the world, the opportunities for companies to benefit from outsourcing are greater than ever. Now companies of all types and sizes have the opportunity to benefit from outsourcing, gaining access to specialised personnel, resources, opportunities to cut costs and improve the overall experience of their customers. I think the focus will shift – value will come before price. The lowest price will no longer be the priority. The trend of forming new outsourcing areas in Central and Eastern Europe continues. Strategic partnerships are growing. There is an increasing number of strategic partnerships between multinational com-

panies. Seeking partnerships with BPO service providers is an opportunity to leverage strengths, expertise, and deliver high-level solutions. Furthermore, development of automation, focus on security, cloud technologies, niche outsourcing, attracting and retaining the best personnel will shape the overall picture of the BPO services market. As regards the question of how we adapt to these changes, I can say that if most companies develop in the usual way from the past to the future, then we strive to build our strategic process the other way - from the future to the present. With the help of tracking, we manage to adapt to the future that has not yet arrived. Just ten years ago, it was fashionable to have a Nokia phone,

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and now that company is out of the market, and Kodak has also lost its greatness. What these two companies have in common is that they failed to recognise the changes in the market in time and did not start to adapt. For every business, it is necessary to see the weak points, to be able to reorient in time and find new drivers for growth.

Will you tell us more about the new projects of the company?

Our company's projects are quite large-scale. We work on various programs for integration and acceleration of entrepreneurs, development of startups, educational programs, etc. We feel very inspired by the idea of having the opportunity to support business in Bulgaria, to be part of the creation of a modern entrepreneurial culture, to develop ambitious young people who have business ideas. We believe that Bulgaria has many of them. A big advantage is that, as an outsourcing company, we have clients from different areas of business and we can see the problems in

each segment, which makes us focus on the idea of developing entrepreneurs in Bulgaria. Currently, we are in the process of creating a training program related to tracking. This program will include various methodologies which aim to comprehensively cover business processes, to be useful to entrepreneurs in the management of their business to the greatest possible extent, as well as to be able to adequately respond to the ever-changing business environment and the world where we live. We are also creating a team of specialists who, also with the help of tracking, can create successful start-ups, and support them throughout their entire process and stages of development.

What motivates you to keep going?

We are motivated by success. Our customers' success is our success. All our meaningful and motivating concepts are beyond the limits of the material world. It should be perceived in the sense of flow, movement. Making profit cannot be the essence - it is a necessity, not the essence. Our meaning structures are related to the creation of values, environmental friendliness and benefits for business and society. This has motivated me to write a book that would benefit entrepreneurs and start-up companies in the stages of their development. In the book "Entrepreneur's Manual, Startup Guide" I have tried to convey, in general terms, the methodology of tracking in an accessible way. This is also my motivator to work as a volunteer mentor at an international Tracking Academy. I believe that we, all people, have our strengths, unique qualities and knowledge that we should share with others. Giving value to others creates value for us.