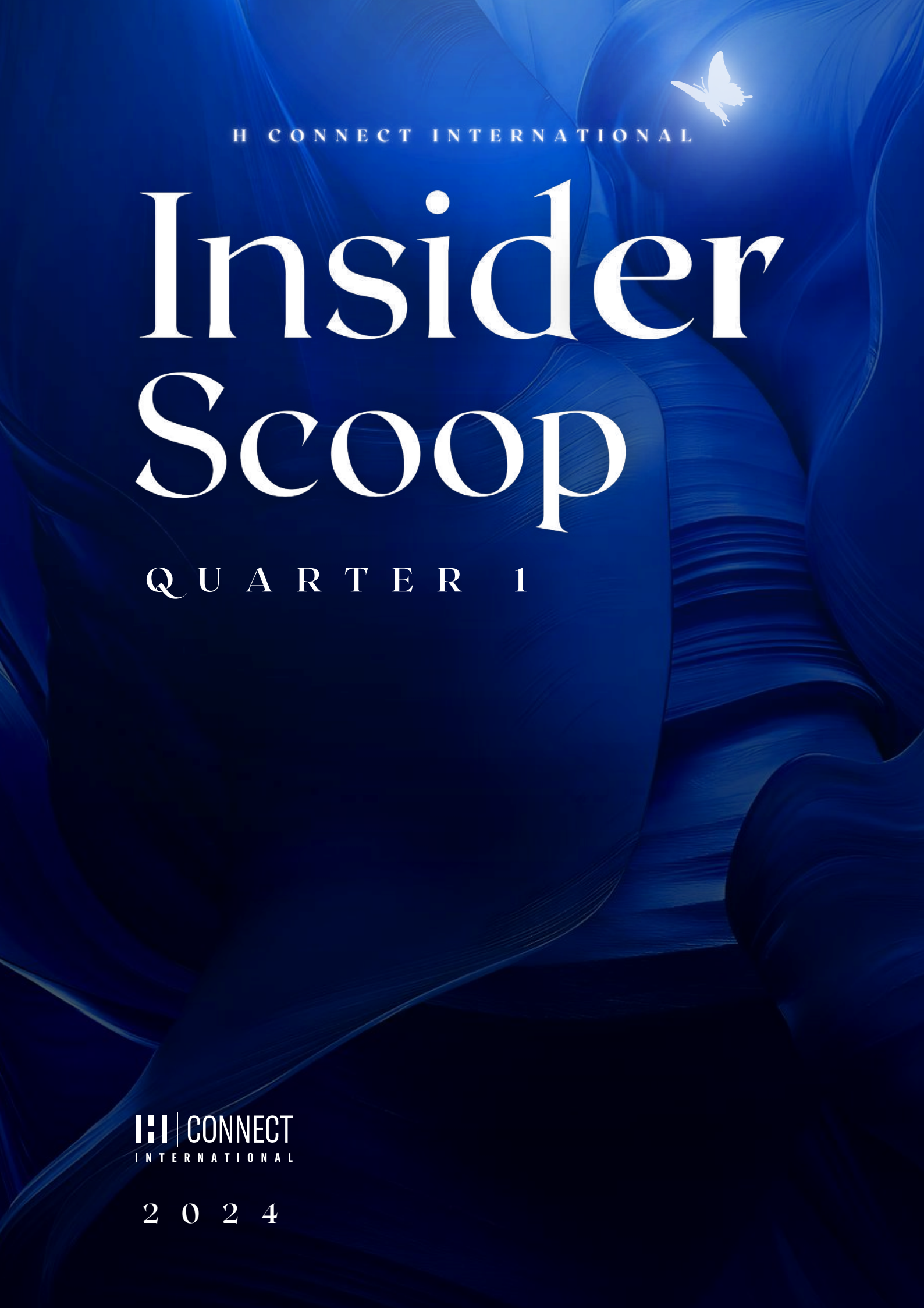

H CONNECT INTERNATIONAL
Insider Scoop
QUARTER 1
H | CONNECT
INTERNATIONAL
2024

A NOTE FROM RAKHIL

As we celebrate the New Year in Sri Lanka and specifically at H-Connect International, it's an opportunity for us to reflect and renew bonds, not just with our family and friends but also with our customers and partners.

The last Quarter was another exciting one as we continued to build on our foundations, this time with a partnership with CPA Australia. Being one of the first 4 firms in Sri Lanka to be recognized as a training partner is a fantastic achievement and will help us further scale our business. A big thank you to everyone involved.

Over the past few weeks, Deshaka and I have been connecting with our clients and soliciting their feedback on our performance. I'm pleased to say that the feedback has been positive. We've also received feedback that there are significant opportunities to do more.

As we continue to scale our team, we, as a collective, need to reflect on our customers. Unlike a typical transaction where the customer relationship ends with a purchase, in our case, this is where it begins.

At H-Connect International we have 3 key goals from a customer experience viewpoint: Reduce Customer Turnover, Increase Customer Spending, and Make Customers Happier. If we can deliver on Customer Satisfaction, the first 2 will automatically happen.

The biggest piece of constructive feedback we've received is to work on our communication. While our clients appreciate our service, they want to engage with us more deeply. They want to know if we have an issue or if they are holding up any work. They want their workloads to be lightened but also appreciate they may be the issue. We deliver great work and should be confident in why we do it.

Over the next few weeks, we are looking forward to engaging with you all, seeing where the Big Koru will take us and most importantly getting your feedback on how we continue to scale as an organization.

Thank you!



"The people who are crazy enough to think they can change the world are the ones who do"

This quote is from Apple's "The Crazy Ones", part of the firm's 1997 "Think Different" campaign. This quote from decades ago will never lose its relevance.

I am delighted to celebrate another milestone- "2024, The Year of Stability"
We have had an excellent couple of years with ambition, growth, resilience, and most importantly inspiring teamwork.
This year we endeavor to establish stability in our key strategic pillars: Our People, Customers, and Shareholders.
There was a great analogy from Rakhil during our January Leadership Offsite Training that continues to resonate with me. He likened our company's growth to that of a child, where we are transitioning from the toddler stage to joining preschool. As toddlers, we're constantly in motion, exploring new skills, and reveling in our newfound freedom. However, as we move into the preschool stage, life becomes more structured. We're guided to develop essential skills, face challenges, and expected to hone specific abilities.
This analogy highlights our company's evolution, signifying a shift towards a more structured approach to business growth. It's an exciting phase where we're encouraged to examine every aspect of our operations and embrace the opportunities for development and advancement.

While I am proud of all our wins, I am committed to focusing on areas where we can improve. I want to create a mind of continuous improvement.
In 2024, our focus is on fostering a mindset of "Stability". Our people, our customers, and shareholders need peace of mind. And this year is all about putting that in place.
As a team, I encourage us to dedicate ample time to engage with our customers, I want you to hear their heartbeat. Listen to what they have to say, focus on the key message, and make every effort to delight our customers.

As always, our people are the core of our business, and we value your input in making this workplace a truly exceptional environment. Let's work together as a team to ensure that we take pride in our company and brand. At H Connect International, creating an inclusive workplace is an ongoing journey – one where we celebrate diverse voices, provide equal opportunities and develop a culture of continuous learning for our employees to thrive and succeed. Investing in talent development is fundamental to our ethos, equipping our teams with the skills they need to be 'future-resourceful'. I am committed to fostering a culture of continuous learning and development for each member of our team.

I strongly believe a clearly defined purpose and a shared vision are important elements of team success. If people's personal agendas are aligned with that of the team, then additional motivation is unnecessary.

Thank you for your valuable contributions to the Big Koru Conversations. There have been fantastic ideas shared and I took note of each and every one of them.
Finally, here are my 8 thoughts for you to think about in 2024. Let's make this year truly an exceptional one for yourself.

1. **Dare to dream big:** Break free from limits and dream without boundaries.
2. **Celebrate your uniqueness:** Shine bright by embracing what makes you special.
3. **Believe in yourself:** Have the confidence to say, "I can and I will" and tackle challenges head-on.
4. **Explore new paths:** Take the road less traveled to uncover your true potential.
5. **Overcome challenges:** Face difficulties with determination and keep moving forward.
6. **Make connections for change:** Reach out to bring positive change to your community and beyond.
7. **Seek knowledge:** Stay curious and surround yourself with people who inspire you to learn.
8. **Learn from every experience:** Every moment, whether good or bad, is an opportunity to grow and gain wisdom!

I look forward to your continuous collaboration and support in making all this happen.
Remember "Teamwork makes the dream work".

With lots of Love and Respect ,

Deshaka

OUR LEGACY

Our legacy spans over 100+ years of the Hirdaramani Group - a family-owned, Billion-Dollar conglomerate. We are committed to doing the right thing today, for a better tomorrow.

OUR MISSION

To serve as a true extension of our clients. Making things better exercising people, process and technical excellence.

OUR PURPOSE

To make a meaningful impact through absolute value creation.

OUR PHILOSOPHY

We follow a client-first philosophy. We don't just work, we care.

OUR VALUES



STRONGER TOGETHER



KEEP IT MOVING



MAKE THINGS BETTER



CREATE THE FUTURE



BELIEVE WE CAN

H CONNECT INTERNATIONAL

Forward Together

MASTERING GREATNESS - A BRAINS & BRAWN CHALLENGE





Racing against the clock and braving the Colombo heat, our team of 5 embarked on a quest of Brains & Brawn set forth by a Great Place to Work Sri Lanka. As time ticked on, the skills of our cross-functional team who came from different departments merged seamlessly to solve riddles, crack codes and unlock mysteries.

As we thought hard and ran fast through the streets of Colombo, we embodied the core aspects that make an effective team- strategic planning, decision-making, problem-solving, and time management.

Upon returning to the floor the next Monday, it was clear the dynamics between the team had strengthened.

Who knew all you needed was a set of cryptic clues and blistering heat?

POWER APPS WORKSHOP



This quarter, we welcomed Aslam Marikkar, a seasoned IT professional, to lead a dynamic Power Platform workshop.

This wasn't your average lecture. We dove headfirst into building apps, automation, and even chatbots, exploring the potential of machine learning.
The energy was electric as we received personalised coaching, tackled real-world challenges, and gained hands-on experience with Power Apps.
Think streamlined accounting, automated workflows, and data-driven insights – that's the power of Power Apps in action!
We're already using it to revolutionise our IT Help Desk, and this workshop equipped us to take our project even further.
This workshop was another step in our journey to elevate business functions through innovative solutions.

We stay ahead of the curve. Always.

BUILDING BRIDGES: EMBRACING DIVERSITY FOR WOMEN EMPOWERMENT



In honour of International Women's Day 2024, Great Place to Work Sri Lanka brought inspiring women from all walks of life together for an empowering conversation. From entrepreneurs with decades of experience to freshers just stepping into the world of corporate, the room held a diverse collection of perspectives.

The panel discussion featuring prominent individuals in the Sri Lankan business landscape brought out the milestones we've achieved, the key contributions that made such achievements possible as well as the existing gaps and what initiatives need to be introduced to bridge these gaps.

A dynamic workshop that followed allowed the participants to learn about each other's experiences and shed light on the differences in our journeys getting to this point.

As every woman came forward to share their stories, the energy in the room was truly moving.

Amidst occasional media resentment and internal discord surrounding this day of celebration, these dialogues serve as important reminders of the necessity to continue sharing and advocating. Genuine equality goes beyond policies, structures, and regulations; it can only be achieved within the collective mindset and conviction of men and women alike.

2024 - Q1

UPDATES FROM WITHIN

Client Visits



This quarter, our clients flew in from across the globe to renew, strengthen, and further the relationships we've built over time.

We had teams from 4 different clients join us at H Connect International and we all sat down for strategy meetings, open discussions, and interactive conversations.

Some of them brought their entire leadership teams along, a testament to the strong ties we have built which exceeds more than just a business partnership.

Some of the key takeaways from this quarter's visit are:

- Communication and Strategy: Our clients sat down with their offshore teams at HCI to ensure that we understood their present needs and future goals. This allowed us to align our strategies to meet expectations and proactively suggest solutions that support their long-term growth.

- Strengthening Relationships: Client visits aren't just about business; they are about building lasting connections. Returning clients, some bringing their entire leadership team, solidified relationships that extended beyond Zoom calls and emails. These in-person interactions fostered a rapport and paved the way for stronger collaboration and mutual understanding. Team spirit soared through gift exchanges and get-togethers, reinforcing our existing relationships.

- Client Passion for Expansion: The enthusiasm for the expansion of their offshore operations was clear among all our clients. All clients committed to expand their operations at HCI and expressed interest in pursuing additional collaborative opportunities.

- Proactive Approach and Efficiency: Our meticulous preparation and seamless execution during the client visit solidified our reputation for proactiveness and reliability. We ensured the visit caused no disruptions to daily deliverables which reinforced our reputation as a reliable and dependable partner, consistently exceeding expectations.

These visits have always been a turning point in client relationships and a real testament to our commitment to co-created growth and the enduring partnerships we build.

2024 - Q1

UPDATES FROM WITHIN



1st Anniversary

On the 23rd of January 2023, our team packed up and moved from The Hub to the 23rd floor of the World Trade Centre. Together, over this past year, we turned the 23rd floor into more than just an office.

In celebration of this wonderful milestone, we all came together to mark one amazing year of huddles, brainstorms, and victories on the 23rd floor.

We kicked off the festivities with the youngest members of each team proudly cutting the cake – a tribute to the thriving culture we've built that empowers young talent. Nostalgic videos showcased our collective achievements, while the CEO's speech highlighted how we conquered the many challenges that 2023 brought with it. As we shared cake and belted out karaoke tunes, we were reminded of what it is that makes our culture so special- diversity, unity, and understanding.

From The Hub to the 23rd floor, our growth continues to reach new heights. The sky's the limit, and our ascent continues.

Cupid's Catwalk

Valentine's '24 at HCI celebrated the essence of our team: creativity, laughter, collaboration, and love.

Our event kickstarted with some fun games to get everyone's energy pumping followed by a few heartfelt words to highlight the sentiments of the day.

The spotlight was on our one-of-a-kind fashion show. Cupid's Catwalk had everyone's creative juices flowing and we went all out with pistachio shells, gunny sacks, garbage bags, and old newspapers that transformed into runway-worthy masterpieces in just a matter of a few hours.

And our heartfelt "Wall of Love" overflowed with wholesome messages from around the team, solidifying the theme of the day: love shared and received.



2024 - Q1

UPDATES FROM WITHIN



Koru Conversations

This quarter, our core teams sat down together for another round of BIG KORU conversations: a formal-informal discussion to gather insight, share perspectives, and truly understand each of our roles.

What works? What doesn't? What do we do about it?

These are the questions we asked in a safe and open space for every single one of us to voice our opinions and share our diverse experiences.

We reached informed decisions, streamlined our ideas, and wrote out our team's goals for the year, word for word, on Koru banners.

For the rest of the year, these banners will serve as constant reminders of the plans we've set in motion, guiding our teams in the right direction.

And thus, the HCI philosophy continues- Open doors and extended arms.

Offsite Training

Every now and then, even the leadership needs perspective.

This was exactly why we hosted our offsite camp: A strategy workshop to reiterate what leadership means within HCI, to discuss our game plans for 2024, and mostly, to give all our leaders a start-of-the-year boost.

Under the theme of 'unlocking potential' what unfolded was a weekend of bold ideas, strategic discussions, and leadership-building activities.

Everyone connected, one leader to another, and left with fresh perspectives for the promising year ahead.



2024 - Q1

UPDATES FROM WITHIN



Run For Their Lives

Last quarter, our team organised "Blossoms of Hope", where we raised significant funds for the Apeksha Cancer Hospital.

This quarter we wanted to do more.

So, we joined 3,500 other fellow citizens for Run For Their Lives, a 5km run through the streets of Colombo organized by the Rotaract Club of Colombo Uptown. An initiative that took place for the 11th consecutive year and has raised over 40 million LKR for the patients of the Apeksha Hospital.

With each stride we took, we gained clarity.

We understood the power of choosing a cause that resonates deeply and standing together – as a company, as individuals, and as human beings.

Annual Health Check-Up

Health was, is, and will always be a priority within HCI. And we always walk the talk.

So, to support the culture of overall well-being that we promote within our team, we organize an Annual Health Check-up for our entire team, in partnership with Nawaloka Premier Centre.

With designated time allocated outside of working hours, each of us took part in a complementary full-body check-up.

Our entire team made use of this opportunity because as we navigate the hustle of corporate lives, we understand that health comes first.



UPDATES FROM WITHIN

Inspire Inclusion '24



At H Connect International, we are 60% women.

In celebration of the culture we've built, we hosted "Inspire Inclusion '24", an empowering event in line with the global theme for International Women's Day 2024.

What started as a morning of gratitude, cupcakes, and heartfelt cards progressed into an evening of empowering conversations.

We were joined by an esteemed guest line-up which included Zahara Ansary, the country manager at AICPA & CIMA, Lakmali Priyangika, the CEO of CA Sri Lanka, and Ken Vijayakumar, the president of the CIPM Sri Lanka. Together, we sparked some meaningful discussions that ignited inspiration in each and every one of us.

From championing inclusion to finding joy in the work you do, our conversations covered it all. We understood how the BPO industry had broken barriers for women for decades in terms of equal opportunity and recognition. Our panelists had words of advice and actionable insights for all of us on work-life integration, setting boundaries, and promoting diversity and inclusion within our work culture and beyond.

We asked the difficult questions, debated the ever-present controversies, and celebrated all the milestones along the way.

Inspire Inclusion '24 was a once-in-a-lifetime opportunity to network with the heads of our industry but at the same time, it was a celebration of how far we've come and a show of strength for the long road ahead.

The day left us deeply moved, inspired, and ready to rise together.

2024 - Q1

UPDATES FROM WITHIN

CPA Australia Recognized Employer

On **January 2nd**, H Connect International was officially awarded the title of CPA Australia Recognised Employer (REP), and this is no simple feat. It is but a testament to our dedication to creating a world-class environment for our team to thrive.

This milestone translates into exceptional opportunities for our entire team, including:

- **Self-assessment tools:** We can benchmark our learning and development (L&D) capabilities against international best practices.
- **Recognition of L&D efforts:** Our commitment to employee development is officially recognized by CPA Australia.
- **Competitive edge in recruitment:** The REP designation sets us apart when attracting top accounting talent.
- **Streamlined engagement with CPA Australia**: Both our company and our people can more easily connect with CPA Australia resources and opportunities.

We remain committed to attracting, developing, and retaining the best accounting talent.

And with this new recognition, we've raised the bar once more but our pursuit of excellence continues.

CPA AUSTRALIA | RECOGNISED EMPLOYER PARTNER





GET TO KNOW THEM

AHAMED

GET TO KNOW THEM

SAJID



My CPA Journey

DAMIAN WILLIAMS



Achieving the globally recognized Certified Public Accountant (CPA) qualification has been one of my main goals since embarking on my journey in the world of accounting. The CPA qualification is a mark of professional competence recognized and respected globally. Now part of the dynamic BPO industry with H Connect International (HCI), the CPA qualification holds special significance because it not only enhances my professional competence but also positions me as a trusted expert in accounting within the international outsourcing landscape.

My personal experience working at HCI has been nothing short of transformative in shaping my aspirations and providing the necessary tools for professional growth. The company recognizes that beyond the walls and screens, it's the passion of the people who drive success forward. I experienced this firsthand in how I was encouraged and supported in the pursuit of my CPA qualification.

In my role, I was exposed to a diverse range of accounting practices and industries under just one client. The company's clientele spans various industries, providing an enriching experience that extends beyond a traditional accountant's. This has been invaluable in broadening my knowledge base, allowing me to develop a comprehensive understanding of financial principles, compliance regulations, and industry-specific nuances.
I would not have accumulated as much knowledge across industries, clients, and countries anywhere else.

A significant source of support and guidance I received in my journey was from the mentorship program established at HCI. I was assigned a seasoned CPA professional as my mentor, which enabled me to precisely apply my learnings at work and grasp the intricacies of the qualification, in practice. This set me up for success, step by step.

While completing my qualification, I was also juggling the responsibilities of new parenthood. The management at HCI stood by me through it all and granted me access to study materials, and flexible work hours/arrangements. I felt truly supported throughout the entire process. It was clear that the company cared about my professional growth and personal well-being, and that to me was a key driver.

The internal training programs and workshops at HCI go beyond routine skill-building exercises, delving into contemporary accounting trends, emerging technologies, and necessary soft skills to manage international clientele. Access to such resources has not only enhanced my technical skills but also equipped me with the critical thinking, problem-solving, and practical application required for success in the field.

The culture at HCI was yet another source of inspiration. The open door policy and freedom of expression ensured I was always heard and could reach out to anyone at any time, to discuss, clarify, and learn. This policy is not limited to work matters and helped me personally with words of motivation, guidance, and wisdom.

The company's emphasis on work-life balance and employee satisfaction is evident through the supportive work environment, facilitative leaders, and vibrant engagement activities all combined with challenging and rewarding work assignments. This has made every day at HCI a step forward in not only achieving my educational goals but also reaching a state of professional and personal fulfillment in the work I do.

This commitment to well-being has fostered a sense of tangible loyalty and dedication among the team, which was felt by me too. I intend to apply what I have learned and use this qualification to support the teams with their work, and colleagues who are aiming for their CPA qualification as well.

This, therefore, isn't just my success story, but rather, ours. I am grateful for the shared journey, I am excited for the future we will shape together.

Their story

OUR PEOPLE, OUR STORIES

KAREN

I like to think my life is full of laughter, love, adventure, and colour, thanks to a touch of familial tie-dye magic!
This is a peek into my story- the world of a girl who's always exploring.
My latest interest has been exploring Sri Lanka together with my loved ones. I like travel and adventure, and this beautiful island nation with its many underrated destinations, has an enormous amount of undiscovered treasures to find! Every long weekend is an opportunity and most of them, I seize.

But Sri Lanka is just the first stop on my bucket list. My ultimate dream is to travel the world and explore all the beautiful corners of it, one country at a time.
My life isn't all about travel. Sometimes, spending a quiet evening watching stand-up comedies with my boyfriend and his contagious laughter is the greatest escape I can ask for.

Speaking of laughter and escape, that's where Colourcoven, the tie-dye business co-created with my mom, comes in.
During the Pandemic lockdown, we transformed a childhood memory into something more- our very own tie-dye clothing line.
For me, Colourcoven isn't just a business, it's a form of therapy that lets me take a break from everyday life. My favourite part is that magical moment where the colors dance on the fabric right before the final pattern sets in.

Colourcoven has also given me some quality mother-daughter time, where we learned to express ourselves in the most creative way possible- all while adding a splash of color to the world.

Rugby is my other love.
It all started with my dad, a former rugby player. As a little girl, we'd watch every rugby match together, from school games to international matches till it became a family tradition of sorts. My boyfriend, also a rugby player, just added to our family's rugby craze. My ultimate dream now is to experience the electrifying energy of the Rugby World Cup someday.
So, there you have it, my life is a blend of travel dreams, shared laughter with my boyfriend, creative expression with Colourcoven, and a healthy dose of rugby fandom.

Some days it's chaotic, other days it's calm but I have no complaints because it's filled with the most important ingredient of all – love!



Their story

OUR PEOPLE, OUR STORIES

YUSRI

As a child, I was always on the move, whether it was chasing after a soccer ball on the field or spending hours playing cricket. Sports was my escape, and it laid the foundation for a lifelong love of adventure.

Growing up, I also developed an interest in computers and all sorts of tech and I had a constant dream of being a data scientist. Because of this, soon after my A/Ls, I pursued a degree in Computer Science, a decision that shaped my future in ways I couldn't have imagined.
During my studies, I stumbled upon an internship opportunity at H Connect International, specializing in analytics—a golden ticket that allowed me to enter the world of data science.
It was here that my passion for analyzing data truly came to light.

But amidst the hustle of academic pursuits and professional growth, there was a time when my interests took a different turn. In 2015, as an eighth grader looking for any form of escape, I discovered the joy of cycling.
Soon, my brother also joined me and we turned a simple pastime into an adventure of exploring Colombo's hidden corners.
However, like many hobbies, cycling faded into the background as life grew busier.

Once COVID hit I re-discovered the freedom of cycling and hit the trail running as soon as I could. I upgraded my rusty old bicycle to a sleek, high-end road bike, and started pedalling further, including challenging routes from Colombo to Kalutara and beyond.
The most challenging of all rides was the monumental 100-kilometer journey from Colombo to Galle. Setting off before dawn, my brother and I had one of the best adventures of our lives. That moment when we crossed the finish line in Galle is a feeling of accomplishment I will never forget.

And now, my biggest dream is to participate in one the biggest cycling events in Sri Lanka called "Race the Pearl," a 600km ride challenge in 24 hours from Point Pedro to Point Dondra. Not just for the personal challenge, but for all the teamwork along the way.
Looking ahead to the future, my aspirations go beyond Sri Lanka. I dream of participating in international cycling tours in the Middle East and even competing in Ironman world competitions. These dreams are not just about personal achievement but also about pushing the boundaries of what's possible.

As I continue to chase my professional goals in the world of data science, cycling remains an integral part of my life—a source of joy, a way of staying active, and an endless adventure waiting to be explored.
If there is one lesson I learned through cycling, it's that life is not just about reaching the destination but embracing the journey along the way.



H CONNECT INTERNATIONAL

OUR ACHIEVERS



Nishadi Madalakanda

CA SL5 Integrated Case study.
Ranked 2nd Islandwide.



Krtya Chandrakumar

CIMA COMPLETION

Success Stories

BPM



In a heartening display of partnership, we recently welcomed a team of representatives from one of our UK-based clients in February. What was planned to be a routine visit transformed into much more- a meaningful exchange of ideas, where deeper connections were fostered and better understanding was built.

For this return visit, the entire leadership team came down to our office, which marked a milestone in our long-standing relationship.

The board was truly impressed by the expertise and efficiency we've continuously demonstrated across diverse processes, which prompted decisions to reinforce resources to new departments and ensure all our efforts were billable.

The outcomes of our discussions included:

- Our team expanded from 8 to 11.5 full-time equivalents (FTEs). Our team now encompasses the entirety of the company's back-office operations, with only the directors physically located at headquarters.
- We secured a 10% increase in billing.
- We expanded our service offerings to include new departments like Auditing, Human Resources, and Medical Review.

A standout moment from the visit was the thoughtful gesture by our team members, Hasini and Yasuri, who whipped up a spread of traditional Sri Lankan sweets and a delightful lunch served in banana leaves- a symbol of Sri Lankan culture. The directors thoroughly enjoyed the Lankan lunch experience.

Beyond the boardroom discussions, the visit brought everyone closer together on a personal level. The directors took the initiative to get to know each member of the team, furthering trust and confidence in our partnership. It was apparent in the interactions that the team at H Connect International had become a true extension of them.

This visit was a prime example of a partnership founded on trust, collaboration, and mutual respect—a testament to our shared commitment to success.

Telepathy

Neuralink's Revolutionary Brain Chip Implant

Imagine controlling a robot through just your thoughts.
Imagine being able to communicate brian-to-brain.
Imagine a coin-sized cure for every neurological disease we've considered incurable

We no longer have to imagine.

Elon Musk's Neurotechnology company, Neuralink, has taken the first step in turning this seemingly impossible scenario into something that might just be possible.

In late January, the world held its breath as Elon Musk announced the first successful implant of a brain-computer interface (BCI), no larger than a coin, with wires thinner than hair into a human, where it would monitor brain activity and transmit the information to a computer through a Bluetooth connection.

Details around the implant, now called "Telepathy" and its specific capabilities still remain limited. All we know for sure is that the initial results from the human trial indicate successful detection of neuron activity, an important first step in establishing a communication bridge between the brain and external devices.

From what Neuralink has previously stated, these are the potential applications of this implant:

Control smartphones or other digital devices through your brain.
Allow paralyzed individuals to control prosthetic limbs or communication devices directly with their thoughts.
Stroke rehabilitation.
Epilepsy management.
Memory enhancement.

Previously conducted animal trials show footage of monkeys playing basic video games using their brain implants, without moving their arms at all.

While the success of Neuralink's human implant is a significant step forward, there are still challenges to overcome. The long-term safety of brain implants is yet to be fully understood. Additionally, ethical considerations around privacy, surveillance concerns, and the potential misuse of such implants need to be carefully addressed.

Neuralink's human implant is a bold step into the future of technology. While the path ahead is filled with uncertainties, this breakthrough opens doors to a world of possibilities.

Finding Me

ABDULLAH AHAMED



It's taken me 22 years to really sit down and think about who I am. I may not have it all figured out yet, but I have grown to appreciate the journey of self-realization. It’s a beautiful process. It's like watching a flower bloom; new discoveries, new layers, and new depths, at different times. Figuring out what makes me, me.

Sometimes it felt like confronting parts of myself. But something inside me always told me that in those moments of vulnerability, the most growth occurs. And it's right. I realized that all you need is a bit of courage, soul-searching, and a lot of love and acceptance. From then on, trust me, whatever feels right to you is right!

What if I tell you, that the beautiful part of the process is realizing that it's ongoing? I mean, there's always more. More to learn, more to discover, more to uncover about ourselves and the world around us. And that, in itself, is a beautiful thing.

So, if you're in the midst of your own journey of self-realization, I would say, “embrace it”. Embrace the ups and downs, the twists and turns, the moments of clarity and also confusion. Because each step you take brings you closer to understanding the beautiful, complex, and wonderfully unique person that you are. Isn’t that beautiful?

2024 - Q1

Enhancing Client Satisfaction

THE CORNERSTONE OF SUCCESSFUL BPO PARTNERSHIPS

RUKMI WEERAKOON



In the evolving landscape of Business Process Outsourcing (BPO), client satisfaction is the foundation on which enduring partnerships are built.
In this article, we'll break down the basic principles of client satisfaction in the world of BPO and explore actionable strategies to take it to new heights.
Client satisfaction, in the context of the BPO Industry, is the holistic experience clients have with their service provider which includes factors like: service quality, responsiveness, reliability, communication, and overall value proposition
Additional key components include trust, transparency, and empathy in every engagement.

Why Should A Client Be Kept Satisfied?

Happy clients are BPO gold. They maintain business with selected partners for longer, bringing stability and revenue. Since attracting new clients can be tough, keeping existing clients satisfied is a win-win for building strong, long-term relationships.
Happy clients are loyal, leading to upselling opportunities and a boost in reputation. They become brand advocates, attracting new clients with positive word-of-mouth. This way of reaching new clients would derive highly positive and effective new relationships
Looking at the bigger picture, satisfied clients will ensure the job security of thousands of offshore individuals who bring in foreign revenue, which goes a long way and contributes to economic growth and stability.

What Can We Do?

Elevating client satisfaction will require a proactive and multifaceted approach, integrating both operational excellence and a client-centric philosophy.

- Client satisfaction depends on understanding their needs, work style, and customer service goals. Invest time to tailor solutions and service models that meet these unique expectations.
- Open communication is key: collaborate, address concerns quickly, and keep clients informed on progress.
- Proactively address potential issues and empower your team to resolve them quickly. This shows responsiveness and boosts client satisfaction.
- Satisfied employees and satisfied clients go hand in hand. Invest in training, address skill gaps, and empower employees to deliver exceptional service.
- Regular staff reviews and client surveys help identify areas for improvement. Take action, communicate it, and track progress.

Move beyond the ordinary client-provider relationship. By prioritizing client needs, continuously improving, and delivering exceptional value, BPOs can create long-term partnerships that fuel mutual success. This collaborative approach lays the groundwork for shared growth and prosperity.

Put simply, go the extra mile to build more than just contracts. Build relationships by always keeping the client at heart.

Happiness

LAKSHIKA RODRIGO



- **How do we find happiness?**
- **Where does happiness reside?**
- **Who has the power to make us happy?**

These are questions often pondered about happiness. However, the real question we should be asking is, “Where does our happiness truly lie?”

Finding happiness is a deeply personal journey that varies for everyone.
Research in positive psychology suggests that happiness is an internal state influenced by various factors including genetics, personality traits, life circumstances, and intentional activities. While we often seek happiness externally, true and lasting happiness can only come from within ourselves.
In psychology, we often say “First, you need to be happy yourself before you can make others happy.” It is important to understand the significance of this statement.
Even in your own lives, you might have noticed this: When you neglect your happiness and well-being to please others, you often find yourself feeling drained out and unable to provide the support you intended in the first place.
Therefore, prioritizing our happiness is not selfish; it's essential for our ability to positively impact the lives of others.

Has the question, “Who am I?” ever crossed your mind?
“Who am I?” doesn't refer to your job title, academic qualifications, or family roles. It has more to do with your beliefs about yourself, others, and the future, your weaknesses and strengths, your likes and dislikes, and what makes you comfortable or uncomfortable.
Finding yourself, and understanding your essence is the best way to discover your happiness because it varies from person to person. By truly knowing yourself, you can understand what you truly want in life.
Humanistic psychology emphasizes the concept of “inner potential” within everyone. This philosophy suggests that everyone has limitless inner potential, and uncovering it is essential before you die. By tapping into your inner potential, you can experience true fulfillment and enjoy life to its fullest, even if only for a day.

Another interesting approach to happiness is Logotherapy, introduced by Viktor Frankl, which focuses on existentialism.
Logotherapy centers around the idea that we are born to discover the freedom of life and fulfill our unique will. According to Frankl, finding and pursuing our purpose will lead to genuine happiness. Therefore, it's important to dedicate time to ourselves, to listen and understand our inner voice.
Most of the time, we find ourselves fulfilling someone else's dreams and abandoning our own aspirations, thereby losing touch with our true selves. Many of us mistakenly believe that happiness is dependent on materialistic values alone, but in truth, happiness is profoundly spiritual.

2024 - Q1

Quarterly Impact

PEOPLE-FOCUSED

- Our team has expanded by 11 new members.
- We have completed 191.5 Hours of training

OPERATIONS-FOCUSED

- 27 audits.
- 171 financials.
- 341 tax returns.
- 309 IAS and BAS.
- 77 SOAs.
- 78 SMFSs.

STATS

OUR SOCIAL REACH

- Our socials have 165,985 impressions.
- We have gained 2,121 new followers.
- We have reached 9,857 new accounts
- We have gotten a total of 147,082 views on our TikTok videos

H CONNECT INTERNATIONAL

2024 - Q1

Search Saga

SCAN THE QR CODE OR CLICK THIS TEXT TO PLAY THE WORD SEARCH

We are having a raffle draw soon to determine the winner!

WhatsApp '**DONE**' to **+94 778300794** with a picture of the completed word search

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Stronger Together











