

## KallFly: Business Process 'Home' Outsourcing

Singapore, Singapore  
CEBU CITY, Philippines  
Vince Loremia  
<https://www.youtube.com/watch?v=gwoGwk3pRIQ>



Year Founded:  
2014

**Organization type:**

for profit

Project Stage:

Growth

**Budget:**

\$1,000 - \$10,000

Website:

<http://www.jfdi.asia/portfolio/kallfly>

**Twitter:**

<https://twitter.com/KallFly>

**Facebook:**

<https://www.facebook.com/KallFlyNow/>

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### Project Summary

#### Elevator Pitch

**Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.**

Kallfly is an On-Demand virtual Contact Center marketplace, connecting businesses with experienced home-based call center agents. Kallfly lets you handle calls on the fly!

**WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"**

What if we bring jobs at home and give more opportunity to the youth, senior citizen, pregnant women, people with disabilities?

#### About Project

**Problem: What problem is this project trying to address?**

Traditional call centers are built around SIP infrastructure. It takes two weeks for a new client to set up a new job campaign; clients have to pay for over provisioned capacity, with a "minimum order" of 7-10 call center agents, and an initial deposit of US\$5,000. Also, there will be 1.3 million call center agents by 2016 commuting for hours to their cubicles. Most call center agents travel hundreds of miles to big cities to find jobs.

**Solution: What is the proposed solution? Please be specific!**

Kallfly is a virtual contact center and marketplace. As a virtual call center, it lets small and medium businesses start and operate their own CUSTOMER SUPPORT, LEAD GENERATION, APPOINTMENT SETTING, VIRTUAL ASSISTANCE, TELEMARKETING campaigns easily and cost-effectively. For call center agents, KallFly allows them to work at home on a very flexible time and eliminates hours of time and money spent travelling in the middle of the night. Businesses only pay what they need. They can easily ramp up or ramp down the number of call center agents whenever the call volume changes. They pay as they go; they pay as they grow. We empower talented people to bring their jobs at home and never leave their provinces any more.

**Awards**

Asia Social Innovation Award 2015

Impact: How does it Work

**Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.**

Kallfly is an On-Demand virtual Contact Center marketplace, connecting businesses with experienced home-based call center agents. For call center agents, KallFly is a web app that provides a familiar interface to a script, access to the client software systems, and integrated VoIP via WebRTC. For client businesses, Kallfly is a virtual contact center where they can upload their script, grant access, and launch any number of agents by time of day, day of week, or week of year. As a marketplace that connects the two, Kallfly can offer dynamic pricing of agents, with bidding for hourly rates and hold time priority. As with traditional call centers, agents can train to serve multiple campaigns and multiple clients.

**Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.**

We have helped 65 agents working at home especially women who needs to take good care of their families. 43 Businesses have increasingly save up costs on their call center operations while maintaining the quality.

**Spread Strategies: Moving forward, what are the main strategies for scaling impact?**

We will partner to Local Government Units to pinpoint those are eligible to be part of the KallFly platform as Home based Call Center agents. Moving forward, KallFly will expand the services from voice to chat, sms, social media and other channels. We will make a multichannel agent a new job for the millennials. Also, we will accept different needs for chinese, japanese, spanish and other languages. Thereby, making the platform as the source for multilingual agents too.

Sustainability

**Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?**

The good thing with KallFly is we make money on every business we close deal with. We charge \$7 per hour / agent inclusive with hiring, selection, onboarding, training, operation and management plus the cloud based telephony along with the VOIP minutes. We do get a profit about 35-40 percent after we give salary and other expense.

**Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?**

Both Arise and Liveops have similar service from us which are based in the US and servicing fortune 500 companies and with home based agents based in the US. We are providing service to small and businesses worldwide but focus now on US, Singapore, Australia and UK (which are already adept to outsourcing) connecting with home based agents in the Philippines.

Team

**Founding Story**

Mark Lapuz first experimented and play around with Asterisk as a programming language since 2009. He then service it to a client in the US as a cloud telephony service. I, Vince Loremia, was looking for a similar service for a client last 2013. We did not close the deal but continued expanding the business as we've seen an opportunity. We pitch to JFDI.asia in singapore and was accepted as one of their teams for their 2014A acceleration program. We then expanded from a cloud telephony service to a marketplace. Thereby, providing staff (workforce) + cloud telephony application for businesses on-demand.

**Team**

Mark Lapuz, as our CEO and Founder is a Telephony expert. I, Vince Loremia, as COO. Web + Mobile + Cloud Engineer. Founded [www.tudlo.co](http://www.tudlo.co). JFDI.ASIA as one of our board member. Anthony Noel, Business Process Association in the Philippines, Member and KallFly Adviser.

Background

**Please confirm how you heard about the Unilever Awards:**

Facebook

**Please confirm your role in the initiative (eg Founder/co-Founder) and your organisational title:**

Co-Founder

**Which of the 8 UN Global Goals (Sustainable Development Goals) pre-selected for this competition does your solution relate most closely to? [select all that apply]**

Decent Work and Economic Growth.

Leadership and the Unilever Awards

**Please provide examples of any previous entrepreneurial initiatives you have pioneered.**

I have founded first unified disaster preparedness and emergency application which is now widely used in the Government of the Philippines - [www.tudlo.co](http://www.tudlo.co)

**Beyond your existing team, who else are you working with to achieve your objectives, eg partners, advisors, mentors?**

Our advisers includes JFDI.ASIA team who were also our first early investor. We also partner with 4 VOIP providers.

