PROCESS FILE No. 07 · OFFERED TO BPO SERVICE PROVIDERS

SaaS Software Sales Support

Selling, converting and retaining a catalogue of 105 software products — run from your floor, on a fixed monthly seat rate with commission on what the desk closes.

10–50	₹36–40k	up to 6%	40 days
SEATS PER FUNCTION	FIXED PER SEAT / MONTH	COMMISSION ON CLOSURES	TO GO-LIVE

What is in this file

THE PROPOSITION

Akontec.store is Akontec's own software marketplace — a catalogue of 105 products across platform tools, core business software, AI agents, industry editions and one-time application licences. The products exist, the storefront exists, and the pipeline arriving at it is larger than an in-house team can work.

That selling motion is what is being placed with a partner: answering the enquiries, converting the trials, prospecting the segments the store does not reach on its own, and holding on to the customers already paying.

AT A GLANCE

Process file	AKO-SAS-SSS-2026-07
Functions offered	Three
Minimum engagement	8 seats
Maximum allocation	50 seats
Delivery mode	Voice, chat, e-mail
Billing	Fixed + variable + commission
Contract term	12 months
Lock-in	3 months
Security deposit	Nil
Go-live	40 days

WHO THIS FILE IS FOR

Indian BPO service providers with a live floor and the appetite for a software sales line: consultative, product-led, English-first, and paid on a fixed seat rate with commission on top rather than on a pure commission.

Validity. Rates and allocations hold for forty-five days from issue. Functions are allotted against signed agreements, in the order they are received.

A software company's sales floor, run by someone else

Akontec builds and sells software at akontec.store. This file places the selling motion — not the building — with a BPO service provider.

What is actually being outsourced

A software catalogue generates three distinct streams of work, and all three are telephone and keyboard work rather than engineering. Enquiries and trial signups arrive at the storefront and need answering inside minutes, qualifying, demonstrating and converting. Segments the storefront never reaches on its own — a district's worth of clinics, a cluster of small manufacturers, an association of retailers — need prospecting deliberately. And customers already paying need onboarding, adoption checks, renewal calls, failed-payment recovery and a reason to move up a tier.

None of that requires access to source code, a product manager or a developer. It requires agents who know the catalogue, can run a clean twenty-minute demonstration, and will work a follow-up ladder without being chased. That is a BPO floor's core competence, which is why the work is being placed rather than hired.

Why a partner rather than an in-house team

Akontec's constraint is not demand, it is seats. The catalogue moved from a handful of products to 105 SKUs inside a year, and the storefront now carries more enquiry volume, more trials and more renewal dates than a small in-house team can work properly. Hiring against that curve means recruiting, training and supervising a sales floor — which is the exact thing a BPO service provider already does better and cheaper than a software company ever will.

So the division is the same one Akontec uses across its project lines. Akontec owns the product, the pricing, the storefront, the licence terms and the commercial risk. The partner owns the floor, the people and the supervision. Neither side does the other's job.

What makes this different from ordinary outbound

Three things. The desk can close — self-serve tiers are paid for by card on the storefront, so a conversation can end in revenue the same day, which is why commission sits on top of the seat rate here and did not on Akontec's market-entry process. The product is Akontec's own, so scripts, pricing, demo tenants and release notes come from the source rather than through a client's marketing department. And the customer base compounds: every month's conversions become next year's renewal book, which the same partner is paid to hold.

THE THREE STREAMS

Inbound. Storefront enquiries, trial signups, demo requests, pre-sales questions, abandoned checkouts.

Outbound. Named segments and verticals worked deliberately, product by product, to book and run demonstrations.

Retention. Onboarding, adoption, renewals, failed payments, churn saves and expansion inside the existing book.

WHAT AKONTEC KEEPS

- Product, roadmap and engineering
- Pricing, discount matrix and licence terms
- The storefront, payments and invoicing
- Enterprise and reseller negotiations
- Refunds, credits and legal escalations
- The customer contract and the commercial risk

In one line: Akontec brings the catalogue, the traffic and the tooling; the partner brings a certified, supervised floor; billing is fixed against the seat, with variable and commission earned on top.

One hundred and five products, ten families

No agent is certified on the whole catalogue. Each is certified on one family and a maximum of six products inside it — deep enough to demonstrate, never thin enough to bluff.

CODE	FAMILY	SKUS	WHAT SITS INSIDE IT	SELLS AS
PLT	**Platform layer**	5	Analytics, Workflow, Forms, Connect, Portal — the horizontal tools every other product plugs into	Subscription
CBS	**Core business software**	28	CRM, Books, HRM, POS, Helpdesk, Inventory and the rest of the operating stack for a small business	Subscription
COM	**Communication & marketing**	8	Dialer, LeadGen, Social and the messaging tools, kept separate from the contact-centre line	Subscription
AIA	**AI agents**	15	Task-specific virtual agents that attach to the products above rather than standing alone	Subscription
IND	**Industry editions**	12	Pre-configured bundles for a named trade — clinic, retail, school, workshop and similar	Subscription
APP	**Application platforms**	6	Ride, Deliver, Quick, Market, Home, Rental — complete applications sold as source code	One-time licence
LIC	**Licensing & bundles**	–	White-label reseller rights and on-premise deployments, quoted rather than listed	Quoted
DIG	**Digital products**	–	Templates, configurations and packaged assets bought outright from the storefront	One-time
SRV	**Productised services**	–	Fixed-scope implementation, migration and configuration packages	Fixed fee
TRN	**Training**	–	Product training for customer teams, sold alongside the licence	Fixed fee

HOW DEEP AN AGENT GOES

Far enough to run the demonstration, answer the twenty questions that account for most of what buyers ask, position against the two competitors that keep coming up, and state plainly what the product does not do. Anything past that line — an integration question, a migration plan, a security questionnaire — is routed to Akontec's solutions desk the same day, and routing it is scored as a correct answer, not a failure.

WHY THE CATALOGUE IS AN ADVANTAGE

A single-product desk lives and dies on one conversion rate. A catalogue desk has somewhere to go when the first product does not fit: a clinic that will not buy the practice edition may still buy Books and Helpdesk, and the agent has both in front of them. Cross-sell is written into the scripts for that reason, and it is the main reason this desk out-earns a single-product one on the same seat count.

PROVISIONED TO EVERY SEAT

A live demo tenant per certified product, seeded with realistic data. The published price book and discount matrix. Release notes before each release, not after. A battlecard per competitor. The twenty-question sheet, maintained by Akontec and versioned — agents work from the current sheet or they do not work.

Three functions, taken singly or together

A partner may run one function, two, or the whole motion. They share a catalogue, a toolset and a certification syllabus; they do not share a shift pattern, an agent profile or a scorecard.

F01

Inbound & trial conversion

Works what the storefront already produces: signups, trials, demo requests, pre-sales questions, abandoned checkouts. Speed is the whole game — the first response window decides most of the outcome.

Mix	35% voice / 65% chat & mail
Seats	8 to 30
Shift	Two shifts, 07:00–01:00 IST
Agent	Written-English strong

F02

Outbound SMB acquisition

Goes where the storefront does not reach: named segments, trade clusters, associations and verticals, worked product by product to book and run demonstrations that end in a self-serve purchase.

Mix	70% voice / 30% non-voice
Seats	10 to 50
Shift	Aligned to target geography
Agent	Consultative, demo-capable

F03

Retention, renewals & expansion

Holds the book already paying: onboarding in the first thirty days, adoption checks, renewal calling ahead of date, failed-payment recovery, churn saves and the move up a tier or on to a second product.

Mix	55% voice / 45% non-voice
Seats	8 to 30
Shift	Follows the renewal calendar
Agent	Patient, account-minded

Which function to take first

IF YOUR FLOOR IS CHAT-STRONG

Take F01. It is the fastest to certify, carries the lowest salary band, and the volume arriving is already there — nothing has to be prospected into existence. It is also the cheapest place to learn the catalogue.

IF YOUR FLOOR SELLS

Take F02. It carries the highest seat rate and the highest commission, and it rewards a floor that already knows how to work a list. It is also the least forgiving of a weak supervisory layer.

IF YOU WANT THE ANNUITY

Take F03. The book grows every month the other two functions work, the calling volumes are humane, and a partner holding the renewal book is the last one Akontec would ever move a mandate away from.

ALLOCATION POLICY

Seats are allocated in blocks of five. A first-time partner is allocated a single function and a maximum of fifteen seats; the second function and the balance of seats are released after one full scorecard month at or above the eighty-point band. Partners already running an Akontec process may be allocated their full request at signing.

RUNNING ALL THREE

A partner running the full motion certifies once, supervises once and keeps the customer inside one building from first enquiry to third renewal. It is the arrangement Akontec prefers — and the only one that earns the cross-function bonus described on page 13.

Everything the storefront already produces

₹36,000
FIXED PER SEAT / MONTH

#	WORKSTREAM	WHAT THE DESK DOES	STANDARD
01	**First response**	Answers every storefront chat, form enquiry and pre-sales mail inside the response window, in the buyer's own channel, without pushing them into a different one.	10 min, chat
02	**Qualification**	Establishes business size, current tooling, the problem being solved and the buying window, and records it against the account before a demonstration is offered.	Every enquiry
03	**Trial activation**	Walks a new trial through first configuration and the two or three actions that predict conversion, because a trial that never got set up never converts.	Day 0 and 1
04	**Demonstration**	Runs the twenty-minute scripted demonstration on a live tenant, against the buyer's stated problem rather than a feature tour.	On request
05	**Trial follow-up ladder**	Four contacts across the trial window at fixed points, each carrying a reason to call rather than a check-in, ending in a decision either way.	4 touches
06	**Checkout assistance**	Recovers abandoned carts and failed card attempts, answers the tax, currency and billing-cycle questions, and stays on the line to completion.	Within 2 h
07	**Cross-sell at close**	Offers the one adjacent product that fits the stated problem — never more than one — at the point the first purchase completes.	Scripted
08	**Routing**	Sends enterprise-sized, integration-heavy and reseller enquiries to Akontec the same day, with the qualification already written up.	Same day
09	**Reporting**	Keeps the CRM current at shift close and publishes the enquiry, trial and conversion counts to the daily template.	Shift close

WHAT THE MONTH LOOKS LIKE

An agent on this function handles roughly two hundred and forty conversations a month across chat, mail and voice, runs about thirty demonstrations, and is expected to convert twenty-two per cent of the trials assigned to them. The work is bursty — storefront traffic does not arrive evenly — which is why the function runs two overlapping shifts and why adherence is weighted more heavily here than on the other two functions.

HEADLINE MEASURES

First response, chat	≤ 10 min
First response, e-mail	≤ 2 hours
Trial-to-paid conversion	≥ 22%
Demonstration held rate	≥ 70%
Customer satisfaction	≥ 4.4 / 5
Cart recovery rate	≥ 25%

Where the storefront does not reach

₹40,000
FIXED PER SEAT / MONTH

#	WORKSTREAM	WHAT THE DESK DOES	STANDARD
01	**Segment build**	Turns an assigned segment — a trade, a cluster, a city, an association membership — into a verified list of businesses with a named decision maker and a current contact number.	Weekly refresh
02	**Fit screening**	Screens each business against the edition being sold: headcount, outlets, transaction volume, current software and the pain that justifies replacing it.	Before dial
03	**Outbound calling**	Works the list on a five-touch cadence across two weeks, in English and the regional language, with e-mail and message sequences running alongside the calls.	45 connects / day
04	**Demonstration booking**	Books the demonstration into the agent's own diary rather than someone else's, so the person who created the interest is the person who runs the session.	18 / month
05	**Demonstration delivery**	Runs the session on a live tenant seeded with data from that trade, ending with a written recap, a price and a next step with a date on it.	Certified agents
06	**Close on self-serve**	Takes the buyer through checkout on the storefront within the published price book and discount matrix. No discount outside the matrix, ever.	6 logos / month
07	**Trade and association work**	Works association lists, trade-body memberships and event attendee lists as named campaigns, including pre-event outreach and post-event follow-up.	By campaign
08	**Handover**	Passes every closed account to Function 03 with a written account brief, or to Akontec where the deal is enterprise-sized or needs a contract.	Within 48 h
09	**Pipeline discipline**	Maintains a rolling pipeline at three times the monthly target, with every opportunity carrying a stage, a value and a dated next action.	3× coverage

WHY THIS FUNCTION CARRIES COMMISSION

The agent who prospected the account also demonstrates it and also closes it on the storefront. There is no third party between the conversation and the money, and no client sales team taking the credit. Commission is therefore paid on what the seat actually produced — six per cent of the first-year net licence value — and it is the difference between this desk and an ordinary appointment-setting process.

HEADLINE MEASURES

Connects per agent per day	45
Demonstrations booked	18 / month
Demonstration held rate	≥ 65%
New customers per agent	≥ 6 / month
Pipeline coverage	3× target
Price-book compliance	100%

The book is worth more than the next sale

₹38,000
FIXED PER SEAT / MONTH

#	WORKSTREAM	WHAT THE DESK DOES	STANDARD
01	**Welcome and onboarding**	Calls every new customer inside two working days, confirms what they bought it for, and walks the configuration that makes the product stick.	≤ 2 days
02	**Thirty-day adoption**	Checks usage against the handful of actions that predict a renewal, and intervenes where a customer has gone quiet rather than waiting for the renewal date.	Day 7, 21, 30
03	**Renewal calling**	Works the renewal calendar ahead of date — sixty, thirty and seven days out — so that a renewal is a conversation rather than a card declining silently.	60/30/7 days
04	**Failed-payment recovery**	Recovers declined cards and lapsed mandates by telephone and message, inside the grace window, before the account suspends.	≥ 65% recovered
05	**Churn saves**	Takes every cancellation request as a conversation: establishes the real reason, applies the retention matrix, and records the reason whether or not the save lands.	≥ 30% saved
06	**Expansion**	Moves customers up a tier, adds seats, or attaches the adjacent product the account has grown into — on evidence of usage, never on a calendar prompt.	≥ 6% of book
07	**Annual conversion**	Converts monthly subscribers to annual terms where the account is healthy, which is the single cheapest reduction in churn available to the desk.	By campaign
08	**Voice of the customer**	Logs every feature request, complaint and competitor mention against a fixed taxonomy and publishes the weekly summary to Akontec's product desk.	Weekly
09	**Reference building**	Identifies satisfied customers willing to act as references or case studies and hands them to Akontec's marketing desk.	Monthly

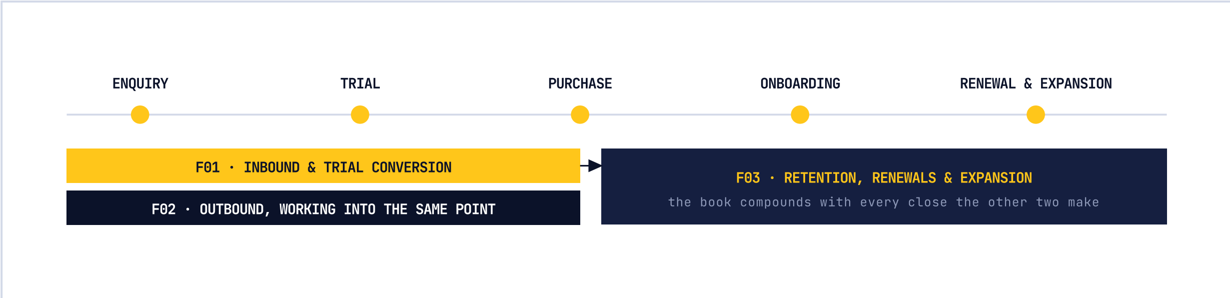
THE COMPOUNDING ARGUMENT

Every customer the other two functions close arrives in this book and stays there. A partner holding Function 03 sees its addressable work grow every month without prospecting for it, and the renewal and expansion commissions grow with it. It is the quietest of the three functions and, over a twenty-four month horizon, usually the most profitable.

HEADLINE MEASURES

Gross renewal rate	≥ 88%
Failed-payment recovery	≥ 65%
Churn-save rate	≥ 30%
Expansion on book	≥ 6%
Onboarding completion	≥ 90%
Customer satisfaction	≥ 4.5 / 5

One customer, three desks, no gaps



THE DESK MAY

- Explain, position and demonstrate any certified product
- Quote from the published price book
- Apply a discount that sits inside the published matrix
- Take a buyer through storefront checkout on a self-serve tier
- Extend a trial once, inside the published limit
- Apply the retention matrix on a cancellation
- Raise and track a support ticket on the customer's behalf
- Route anything outside the above to Akontec, same day

THE DESK MAY NOT

- Promise a feature, a fix or a release date
- Commit to a custom development or an integration
- Discount outside the matrix or alter licence terms
- Issue a refund, a credit note or a waiver
- Answer a security or compliance questionnaire
- Promise a data migration or quote one
- Negotiate an enterprise or reseller agreement
- Represent itself as Akontec's employee or branch

CUSTOMER DATA

Every record the desk touches is Akontec's and, through Akontec, the customer's. Agents work inside Akontec-provisioned systems with role-scoped access — a seat can see the accounts assigned to it and nothing else. Payment details are never seen, read back, or recorded: the buyer enters their card on the storefront themselves, and an agent who asks for a card number on a call has committed a breach, not a shortcut.

ENFORCEMENT

The limits above sit in the quality form as a mandatory block. A call that breaches one scores zero however good the rest of it was, and a confirmed pattern voids the pod's variable component for the month. Routing correctly, by contrast, is scored as a pass — the desk is never penalised for knowing where its mandate ends.

Nobody sells software they cannot demonstrate

Certification is not an induction formality on this process. An uncertified agent in a billed seat is not billable, and a seat that loses certification stops being billable the same day.

01

Tier one — platform foundations

Two days for every agent regardless of function: what the Akon platform is, how the products relate, subscription mechanics, the price book, the discount matrix, the storefront checkout, and the limits of the mandate. Written assessment at eighty per cent.

02

Tier two — product certification

Four days per family. An agent certifies on one family and a maximum of six products inside it. Covers configuration, the twenty questions, the two competitors, the honest limitations and the cross-sell path. Written and scenario assessment at eighty-five per cent.

03

Tier three — demonstration certification

A live twenty-minute demonstration to an Akontec assessor playing a buyer from the target trade, scored on discovery, relevance, accuracy, handling of the unscripted question and the close. Two attempts; a third requires the agent to retake tier two.

04

Recertification

Quarterly for every agent, and within ten working days of any major release affecting a certified product. Release notes reach the floor before the release reaches customers, never after.

05

Decertification

Two consecutive months below the quality threshold, or a confirmed material misstatement about a product to a customer, removes the agent from the certified list. The seat stops billing until a certified replacement occupies it.

WHO TRAINS

Akontec deploys a trainer for the first batch on site and certifies two of the partner's own people as internal trainers during that batch. Every subsequent batch, refresh and backfill is run by the partner's trainers against Akontec's syllabus, with Akontec assessing tier three throughout. The cost of the deployment sits with Akontec.

THE SIX-PRODUCT CAP

Partners ask to widen it, and the answer is no. An agent carrying six products answers accurately; an agent carrying twenty guesses, and a guess about software is a refund three months later. Catalogue breadth is achieved by specialising agents across a pod, not by loading every agent with the whole store.

TIME TO PRODUCTIVITY

Tier one	2 days
Tier two	4 days
Tier three	1 day
Supervised pilot	8 days
Full productivity	Day 40

How a floor is put together

SUPERVISORY STRUCTURE, PER FUNCTION

ROLE	F01	F02	F03	NOTE
Sales associates	12	25	15	Certified, named, dedicated
Team leaders	1	3	1.5	1:8 on F02, 1:12 elsewhere
Quality analyst	0.5	1	1	Certified on the Akontec form
Product specialist	0.5	1	0.5	Tier-three certified, handles the hard question
MIS	0.5	0.5	0.5	Fixed template, fixed calendar
Support ratio	**21%**	**22%**	**23%**	**Of associate headcount**

The product specialist is specific to this process and is not optional. It is the role that keeps an agent from inventing an answer about software, and a pod without one is suspended from billing at the next review.

SHIFT COVERAGE

FUNCTION	WINDOW, IST	PATTERN
F01 — Inbound	07:00-16:00 / 16:00-01:00	Two overlapping shifts, six days, storefront traffic never stops
F02 — India & APAC	09:30-18:30	Six days, aligned to Indian and South-East Asian business hours
F02 — EMEA	13:00-22:00	Five days, evening shift, return transport required
F02 — Americas	18:30-03:30	Five days, night shift, transport both ways, loading applies
F03 — Retention	09:30-18:30 + evening	Follows the renewal calendar; a short evening block for overseas accounts

PROVISIONED BY AKONTEC

- Akon CC — dialler, routing, recording
- Akon CRM — accounts, pipeline, renewal calendar
- Akon Helpdesk — chat, mail and ticket queues
- Storefront admin, role-scoped to assigned accounts
- A live demo tenant per certified product
- Price book, discount matrix, battlecards, release notes
- Syllabus, quality form, scorecard computation
- Trainer for the first batch and every major release

PROVIDED BY THE PARTNER

- Floor, workstations, headsets, dual screens on F02
- 20 Mbps leased line with an independent redundant link
- UPS for the floor, two hours or more of generator cover
- Recruitment at 115% of allocation, against the profile
- Payroll, statutory compliance, shift transport
- Supervision, quality, product specialist, MIS
- Biometric access, CCTV, disabled media and print
- Certified backfill inside seven working days

Dual screens are a hard requirement on F02 and F03: an agent running a demonstration on one screen and the account record on the other closes materially better than one alt-tabbing between them.

Fixed against the seat, variable against the scorecard, commission against the close

Three components. The first is certain, the second is earned monthly, the third is earned per transaction and paid after the refund window closes.

FUNCTION	FIXED / SEAT	VARIABLE / SEAT	COMMISSION	SEATS
F01 — Inbound & trial conversion	₹36,000	up to ₹14,000	4% of first-year value	8-30
F02 — Outbound SMB acquisition	₹40,000	up to ₹18,000	6% of first-year value	10-50
F03 — Retention & expansion	₹38,000	up to ₹16,000	4% expansion / 2% renewal	8-30
Night-shift loading, Americas roster	**+₹6,000**	**unchanged**	**unchanged**	**–**

Rates are per certified, named, productive seat completing the month, exclusive of Goods and Services Tax. First-year value means net licence value after discount and taxes, for the twelve months following the transaction.

VARIABLE WEIGHTING, BY FUNCTION

MEASURE	F01	F02	F03
Conversion — trials, logos or renewals held	30	35	35
Engagement — response time, demos held, saves	25	20	20
Expansion and cross-sell	–	–	20
Customer satisfaction	20	–	15
Pipeline and CRM hygiene	–	15	–
Quality, price-book and mandate compliance	15	30	10
Adherence, shrinkage and attrition	10	–	–
Composite	**100**	**100**	**100**

RELEASE BANDS, ALL FUNCTIONS

COMPOSITE SCORE	VARIABLE RELEASED
95.0 and above	100% + quarterly bonus
90.0 – 94.9	90%
80.0 – 89.9	70%
70.0 – 79.9	40%
Below 70.0	Nil

QUARTERLY BONUS

Three consecutive months at or above 95.0 release a further five per cent of the quarter's fixed billing — ₹1,50,000 on a twenty-five seat F02 pod.

WHAT REDUCES THE INVOICE

Four things and no others: a seat vacant beyond seven working days, billed pro rata; an uncertified agent in a billed seat; an agent blended onto another campaign during the shift; a confirmed mandate or compliance breach. No platform fee, no tooling deduction, no revenue share on the fixed component.

ONE-TIME INDUCTION FEE

₹1,50,000 per function at signing, covering trainer deployment, certification of the first batch, demo tenants, the collateral kit and platform provisioning. Not a deposit and not refundable. There is no security deposit on this process.

RATE REVISION

Seat rates are fixed for the twelve-month term and revised only at renewal. Commission rates may be revised upward by Akontec at any time and downward only at renewal, on sixty days' notice.

What a pod returns

COMMISSION LADDER, AGAINST QUARTERLY TARGET

ACHIEVEMENT	MULTIPLIER	F02 EFFECTIVE
Below 80%	1.00×	6.0%
80 – 99%	1.00×	6.0%
100 – 119%	1.25×	7.5%
120% and above	1.50×	9.0%
Running all three functions	**+0.5 pt**	**on every rate**

WHEN COMMISSION IS PAID, AND CLAWED BACK

Earned on realisation, not on order. A transaction in month M clears the thirty-day refund window during M+1 and pays with the M+2 cycle. A refund or chargeback inside sixty days reverses it in full; a new account that churns inside ninety days reverses half. Reversals net against the next commission line, never invoiced back.

THREE MODELLED PODS — AT THE 80-89.9 BAND, ON INDICATIVE SEPTEMBER 2026 METRO COSTS

MONTHLY	F01 · 12 SEATS	F02 · 25 SEATS	F03 · 15 SEATS
Fixed component	4,32,000	10,00,000	5,70,000
Variable component, at 70%	1,17,600	3,15,000	1,68,000
Commission on realised business	1,53,600	2,10,000	1,06,000
Gross billing to Akontec	**7,03,200**	**15,25,000**	**8,44,000**
Associates, fully loaded	2,76,000	6,00,000	3,52,500
Supervision, quality, product specialist, MIS	1,11,500	2,51,000	1,31,500
Seat infrastructure and connectivity	51,600	1,07,500	64,500
Facility, power and utilities	45,000	65,000	50,000
Recruitment, admin and overhead	50,000	75,000	60,000
Total monthly cost	5,34,100	10,98,500	6,58,500
Monthly contribution	**1,69,100**	**4,26,500**	**1,85,500**
Contribution margin	24.0%	28.0%	22.0%
Annualised contribution	20,29,200	51,18,000	22,26,000

Commission lines assume the SLA minimum, not a stretch: F01 at twenty conversions per agent on an average first-year value of ₹16,000; F02 at five new customers per agent on ₹28,000; F03 at a renewal book of ₹35,00,000 with ₹9,00,000 of expansion. Cost inputs are indicative — substitute your own wage, rent and utility figures before committing.

WHAT MOVES THE NUMBER MOST

The score band. On the F02 pod, the gap between the 70–79 band and 95-plus is ₹1,89,000 a month on the same seats and the same cost base — bought with supervision, not headcount.

Realisation, not order. A commission line is only as good as the transactions that survive the refund window — pods that oversell to hit a number keep less of it.

Attrition. A certified agent takes seven days to replace and seven more to certify — every point above target costs about a third of a seat's contribution.

CASH SHAPE OF THE FIRST SIX MONTHS — F02, 25 SEATS

MONTH	BILLING	COST	MONTHLY	CUMULATIVE
01 — mobilisation	—	8,61,000	-8,61,000	-8,61,000
02 — ramp, 60% seats	6,00,000	10,98,500	-4,98,500	-13,59,500
03 — full, no commission yet	13,15,000	10,98,500	+2,16,500	-11,43,000
04-05 — commission begins	15,25,000	10,98,500	+4,26,500	-2,90,000
06 — payback	**15,25,000**	**10,98,500**	**+4,26,500**	**+1,36,500**

Peak exposure is month two at roughly ₹13.6 lakh, recovered by month six. Taking F01 first rather than F02 halves it.

Two calendars, both fixed

The seat runs on a monthly calendar. Commission runs on a longer one, because a sale is not revenue until the refund window has closed.

MONTH	D+3	D+5	D+7	D+10	D+20
delivery	system data frozen reconciliation shared	partner invoices fixed + prior variable	scorecard published 3 days to dispute	fixed component settled	variable compo settled

COMMISSION · transaction in month M clears the refund window in M+1 and settles with the M+2 cycle

How the month is closed

Dialler, helpdesk, CRM and storefront data are frozen on the third working day and a reconciliation statement — productive seats, staffed days, conversations, demonstrations, conversions and realised transactions — goes to the partner before anything is computed. The partner has two working days to flag a discrepancy in the underlying data. The scorecard, when it publishes, is therefore arithmetic rather than argument.

Commission is reconciled separately and at a slower cadence. Every transaction attributed to a seat carries the agent, the account, the product, the net value and the transaction date; the commission statement lists them line by line, with reversals shown against the transaction that caused them rather than as an unexplained deduction.

Disputes

A scorecard may be disputed within three working days, in writing, against a named measure and with the records relied on. A commission statement may be disputed within seven, because the underlying transactions take longer to check. Akontec responds within five working days, and the undisputed portion of any invoice is released on the normal calendar rather than held against the disputed part.

PAYMENT TERMS

Fixed component	D+10
Variable component	D+20
Commission	M+2 cycle
Quarterly bonus	Next cycle
Mode	NEFT / RTGS
Retention	Nil
Security deposit	Nil
Contingent on customer payment	No

ATTRIBUTION

A transaction is attributed to the seat whose activity last touched the account inside the ninety days before it. Where two functions touched it — an outbound agent who demonstrated, an inbound agent who closed — the commission is split sixty-forty in favour of the demonstration. The rule is published in the agreement and is not negotiated case by case.

> A missed settlement date entitles the partner to suspend delivery on seven days' written notice without breaching the agreement, with interest at one and a half per cent a month on the outstanding amount.

The numbers each function is held to

Computed from Akon CC, the helpdesk, the CRM and the storefront ledger. Nothing in a scorecard appears for the first time at month end.

MEASURE	F01	F02	F03	SOURCE
First response, chat	≤ 10 min	–	≤ 30 min	Helpdesk timestamp
Connected conversations per agent per day	–	45	38	Dialler, above 30 seconds
Demonstrations per agent per month	30	18	–	Calendar and recording
Demonstration held rate	≥ 70%	≥ 65%	–	Calendar reconciliation
Conversion — trials, new customers, renewals	≥ 22%	6 / agent	≥ 88%	Storefront ledger
Expansion on the managed book	–	–	≥ 6%	Storefront ledger
Failed-payment recovery	–	–	≥ 65%	Billing ledger
Customer satisfaction	≥ 4.4	≥ 4.2	≥ 4.5	Post-interaction survey
Quality evaluation score	≥ 85%	≥ 88%	≥ 85%	Akontec evaluation form
Price-book and mandate compliance	100%	100%	100%	Quality audit, mandatory block
CRM closure, same shift	100%	100%	100%	System audit at shift close
Schedule adherence	≥ 94%	≥ 92%	≥ 92%	Workforce log against roster
Monthly attrition	≤ 8%	≤ 8%	≤ 7%	Certified headcount movement

Quality framework

Eight interactions per agent per month are evaluated against the Akontec form — a mix of calls, chats and, on F02 and F03, at least two recorded demonstrations. The form carries four scored sections — discovery, product accuracy, commercial handling and the close — plus one mandatory block: price book, discount matrix, no promises about roadmap or integration, no card details taken by voice. A failure there scores the interaction at zero.

The partner's quality analyst scores; Akontec re-scores a tenth of the sample and the two must calibrate within five points. An agent below threshold enters a documented four-week plan.

GOVERNANCE CADENCE

FORUM	FREQUENCY	ATTENDING
Product and release briefing	Weekly	Specialist, Akontec
Quality calibration	Fortnightly	QA, Akontec QA
Scorecard and commission review	Monthly	Partner management, Akontec
Catalogue and target review	Quarterly	Both principals

REMEDIATION, NOT PENALTY

A missed service level attracts a written improvement plan on a thirty-day horizon, not a fine beyond the variable band it already affects. Two consecutive months below the seventy-point composite entitles Akontec to reduce the allocation; three entitles either party to terminate on thirty days' notice.

Forty days from signature to full ramp

WINDOW	STAGE	WHAT HAPPENS	GATE
Day 1–6	**Contracting and audit**	Agreement, NDA and data processing addendum executed; induction fee settled; floor, network, power and access controls audited; seats allocated.	Floor sign-off
Day 7–13	**Recruitment**	Hiring at 115% of allocation on the Akontec aptitude, written-English and voice assessments, with Akontec on the final panel for the first batch.	Offers released
Day 14–20	**Academy**	Tier one, tier two and tier three run back to back; two of the partner's own people certified as internal trainers during the same batch.	Certified list
Day 21–30	**Supervised pilot**	Live work at half capacity, every demonstration recorded and reviewed, with daily calibration against Akontec.	Go-live sign-off
Day 31–40	**Ramp**	Ramp to full allocation; reporting moves to steady state; commission attribution runs from the first live transaction.	Full capacity
Day 41+	**Steady state**	First full scorecard published on the seventh of the following month; first commission statement with the cycle after that.	First scorecard

COMMERCIAL TERMS

Process file	AKO-SAS-SSS-2026-07
Contracting entity	Akontec Synergy Private Limited
Term / lock-in / notice	12 mo / 3 mo / 60 days
Minimum / maximum allocation	8 / 50 seats
First-time partner cap	One function, 15 seats
Induction fee	₹1,50,000 per function
Security deposit	Nil
Commission clawback window	60 days refund / 90 days churn
Exclusivity / non-solicitation	Non-exclusive; term + 24 months
Governing law and venue	India; courts at Chennai
Offer validity	45 days from issue

ELIGIBILITY

- Private limited company or LLP, two years or older
- Operating floor of 25 seats or more, with 8 free
- Prior sales, inside-sales or technical-support delivery
- Dual screens available on F02 and F03 seats
- 20 Mbps leased line with an independent redundant link
- UPS and two hours or more of generator cover
- Biometric access, CCTV, media and print disabled
- PF and ESI compliant payroll, clean litigation record
- ISO 27001 held, or committed within six months

A physical or video floor audit precedes every allocation and is repeated annually. The audit report forms an annexure to the agreement.

ACCEPTANCE IN PRINCIPLE

Partner entity

Function and seats requested

Authorised signatory

Designation and date

Return to support@akontec.com. This file is an invitation to partner, not a contract; rights and obligations arise only on execution of the master services agreement.

AKONTEC .STORE

Akontec builds and sells business software at akontec.store, and places the processes around it with BPO service providers across India.

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