



COMMUNICATIONS
Private Limited

GROW YOUR BUSINESS WITH AI



Eastern India Technosoft Pvt. Ltd.

www.eitpl.in

About EITPL

We work with you to address your most critical business priorities

We help transforming the world's most important business into vigorous, agile organization that anticipate the unpredictable, adapt, rapidly to disruption and outcompete their opposition



OUR SOLUTIONS

We are creating solutions for your organizations



Computer Vision



Machine Learning



Natural Language Processing



Mobile Application



Annotation



Embedded & IoT Solutions

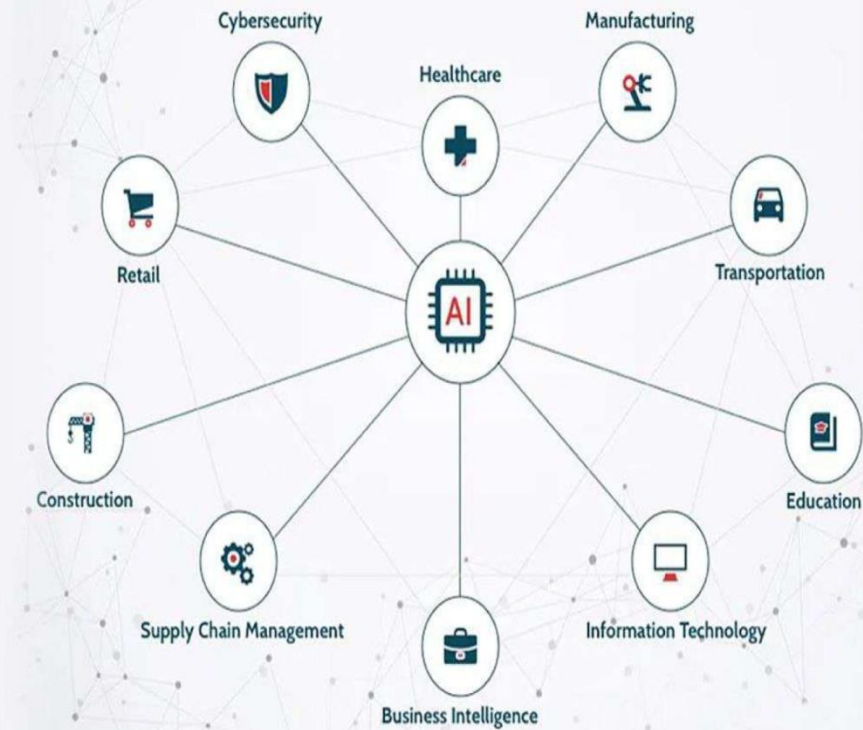


Neural Network



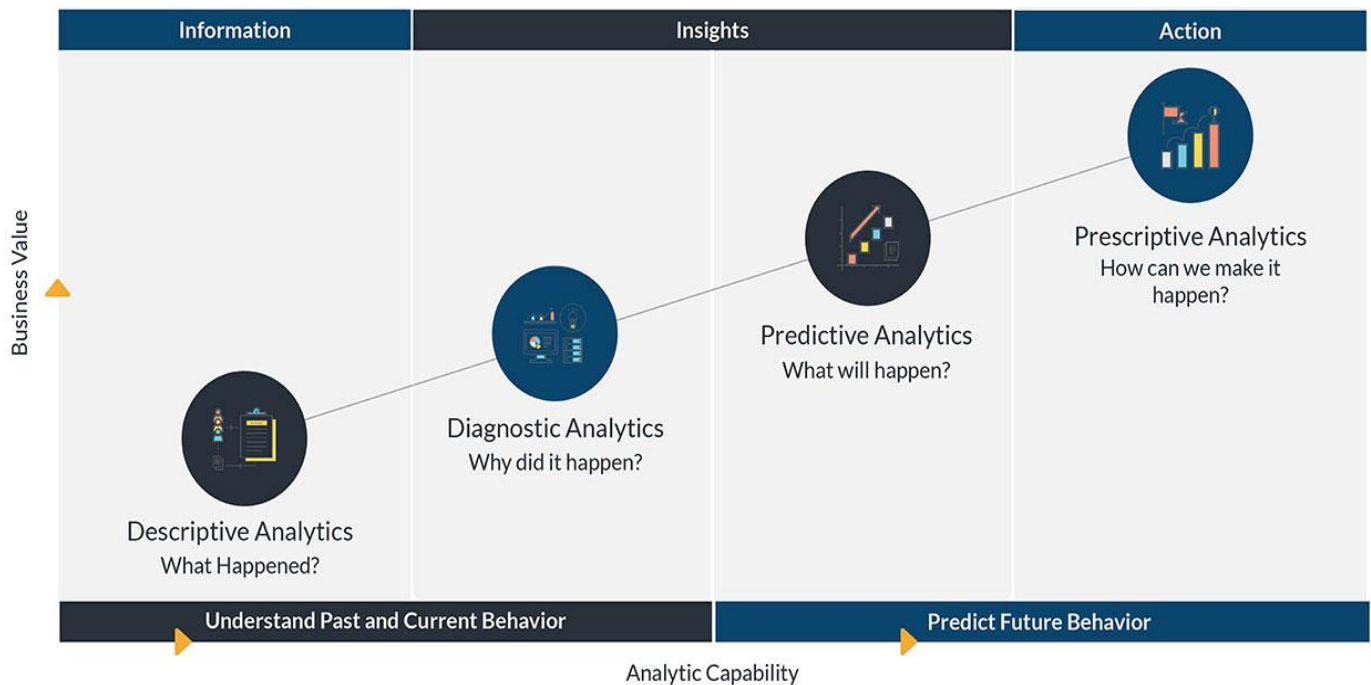
Cognitive Computing

Industries impacted by the AI revolution .

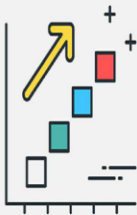


AI & Machine Learning

Analytics Maturity Journey



Data Science Capabilities



Forecasting

Decode the most complex data, cast-out uncertainty, and gather insights to prepare for a smarter tomorrow.



Predictive Modeling

Learn from existing information to Forecast & Predict Future outcomes to drive Business Strategies



NLP/U

Understand Text, context, semantics from multiple sources, get summarized feedback to improve services

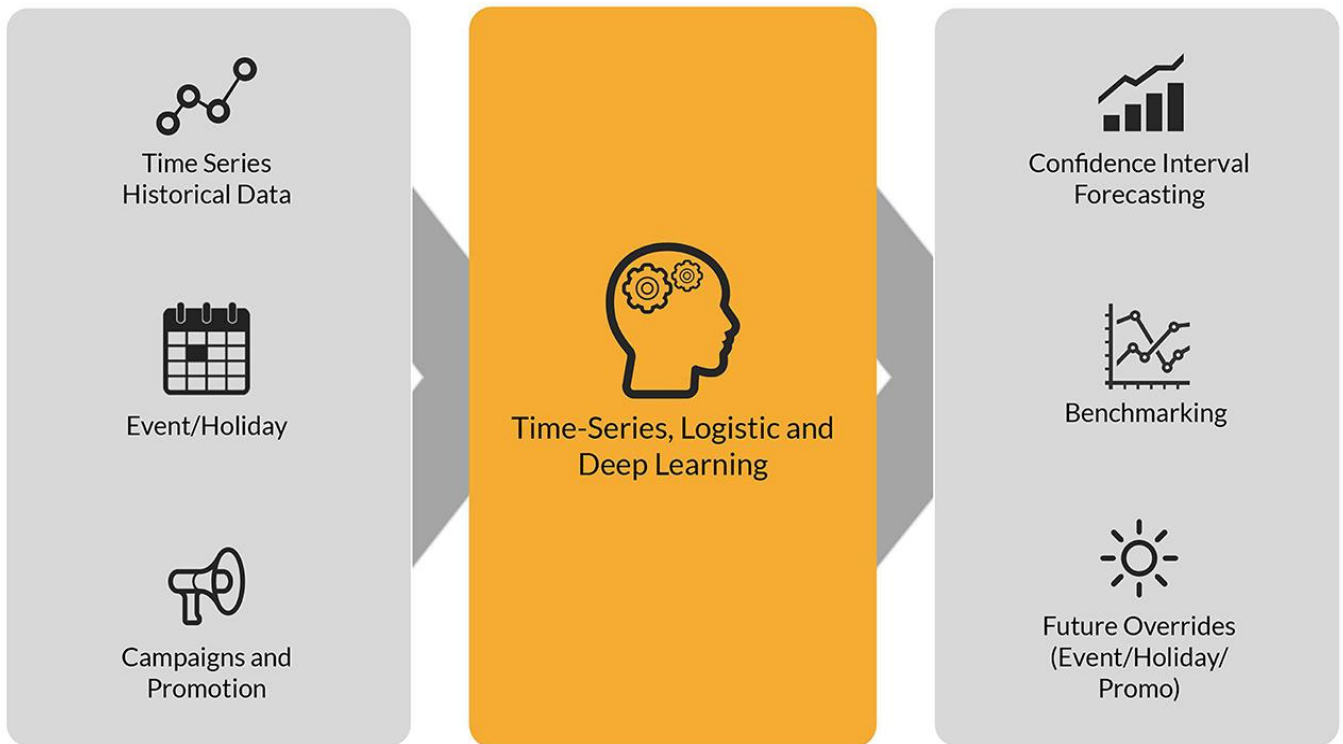


Forecasting

Time Series and LSTM Forecasting



Forecasting Framework



A woman with dark hair, wearing a yellow top, is looking at a screen. The screen displays various data science charts and graphs, including line charts, bar charts, and scatter plots. The background is dark and filled with these data visualizations, creating a high-tech, data-driven atmosphere.

Data Science Capabilities

Capability Tool: Forecasting



Forecast

Eliminate the Guess Work

Stop Speculating, Start Knowing

A powerful forecasting engine incorporating advanced statistical and machine learning techniques that leverages AI to transform the way forecasting has been ever done.



Features



Exploratory Analysis

Understand & generate data using Statistical graphs to derive deeper insights and right techniques to forecast.



Statistical Modeling

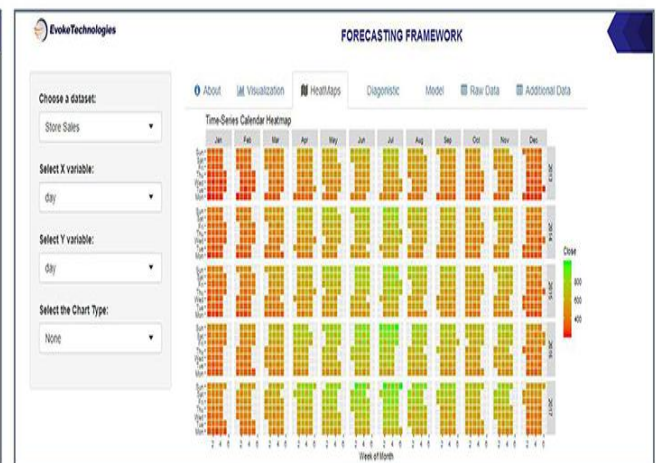
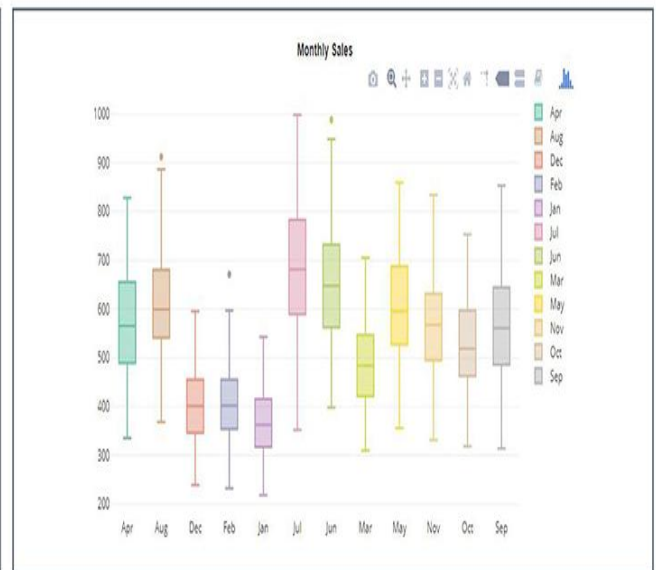
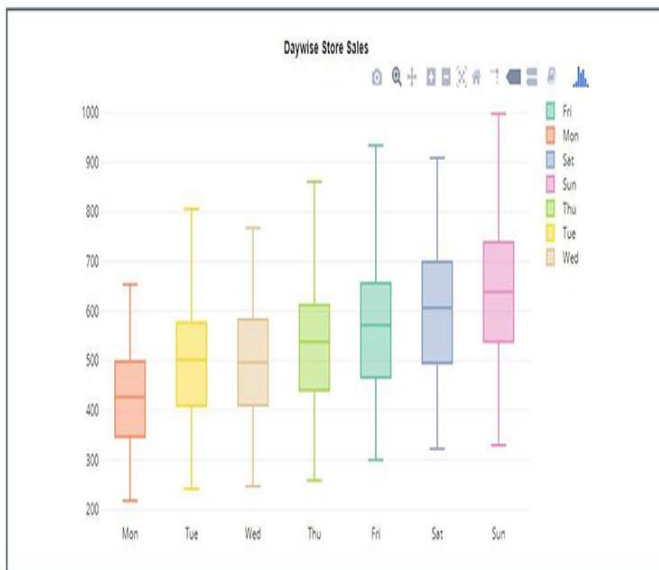
Delivering accurate forecasts with the help of advanced statistics for machine learning & deep learning time-series algorithms.



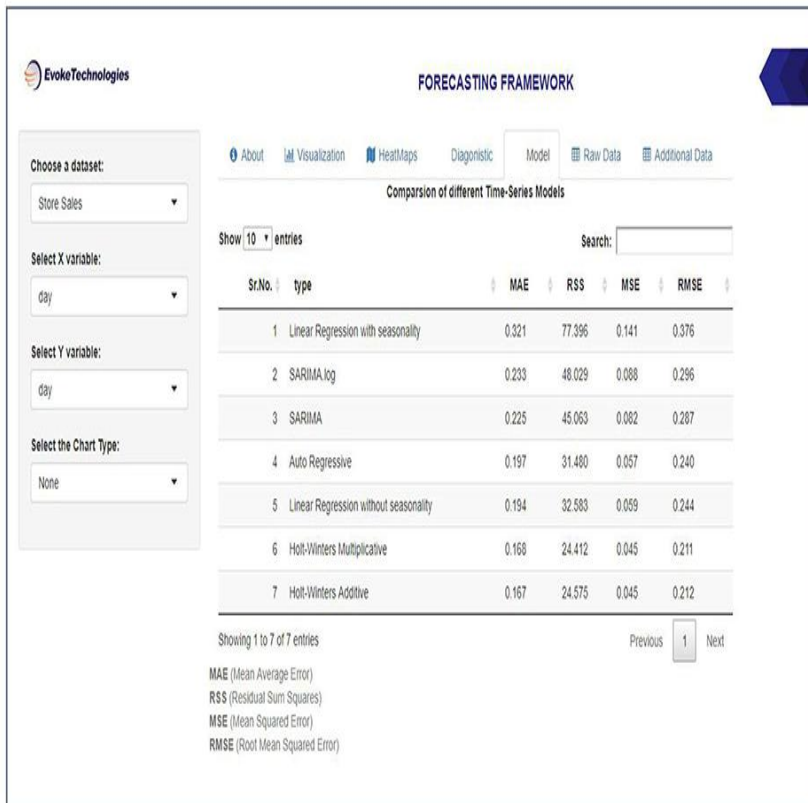
Benchmark

Benchmarking our forecasts in the past using rolling over multiphase time frame.

Forecasting Accelerator : Visualization



Forecasting Accelerator : Time Series Model

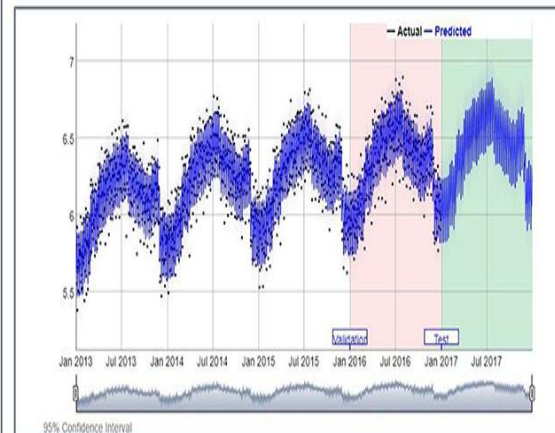


Accuracy in different Confidence Interval

Show 10 entries Search:

Sr.No.	Confidence Interval	Within Confidence	Outside Confidence
1	80	99.45	0.55
2	90	99.45	0.55
3	95	99.73	0.27
4	98	99.73	0.27

Showing 1 to 4 of 4 entries Previous 1 Next





Business Application

- ✓ Sales Forecasting
- ✓ Demand Forecasting
- ✓ Ticket Forecasting
- ✓ Call Volume Forecasting
- ✓ New Product Forecasting

Data Science Capabilities: NLP



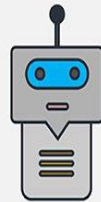
Text Mining

Explore and analyze Unstructured Text Corpus to identify topics, concepts and keywords and many more insights



Alexa Business Solutions

Voice Dashboard powered with AI and Machine Learning to showcase contextual responses.

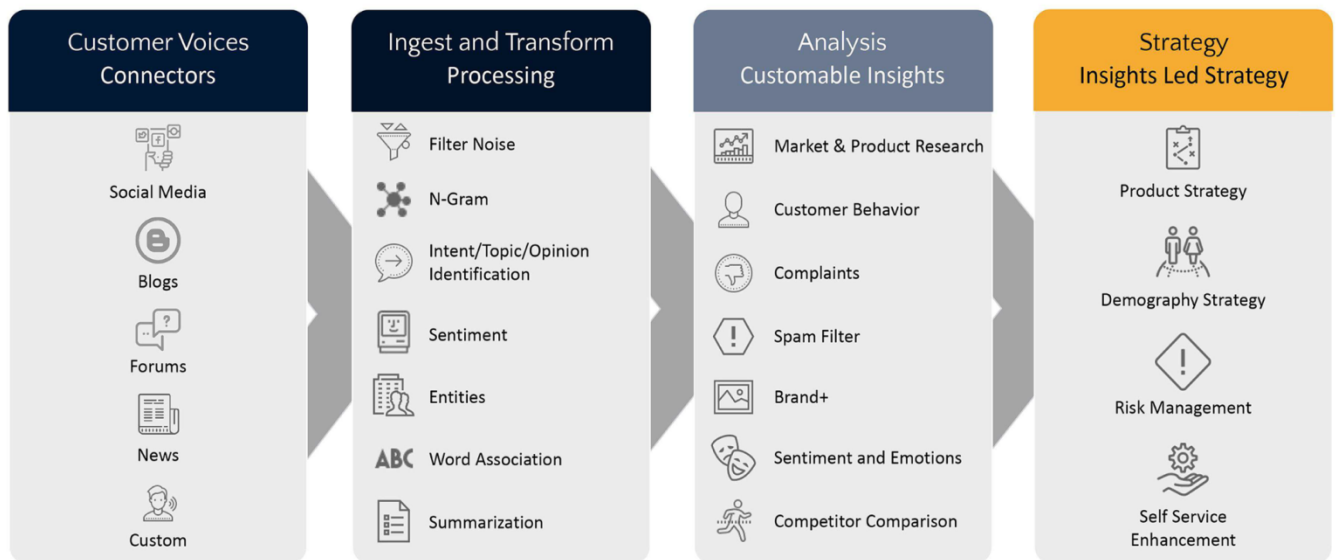


Chat Bots

Analyze Text data patterns by combining Text Mining and NLP/U to respond immediately for the user query. Customize the bot according to the requirement.



Content+ (Text Mining Engine)



Text Mining Engine-Use Cases



Customer care service

Root case analysis and trend of service request and complaints by mining rep comments



Brand Monitoring

Misuse of brand name, logo etc.



Price Monitoring

Webpage Scraping to get latest price change on the web



Social Listening

Track company mention across social media



App store/playstore feedback mining

Strategy from mobile app team on what's not working, or need improvements



VOC – Voice of customer

From internal and external data



Knowledge management

Mining huge data to get quicker answer



Recommend right content

Know the topic of interest and recommend next article



Fraud detection

Specially in insurance claim or where work is done through paper like insurance claim

Data Science Capabilities: Predictive



Marketing Analytic

Analyse the data from multiple sources and use Machine Learning to reach out to the best possible group for marketing to maximize ROI (Return on Investment)



Customer Analytics

Understand the data patterns in customer behaviour, attract new ones, stop the previous from churning



Predictive Maintenance

Machines get into troubles sooner or later. Data helps to identify them and evade damage. Using PdM (Predictive Maintenance) saves time and money

Customer Analytics: Unlocking the power



Customer Lifecycle Analytics



Acquire

- Customer Profiling
- Customer targeting
- Brand Evaluation
- Lead Scoring
- Acquisition Modelling
- Lookalike Modelling
- Response Modelling



Analyse

- Demographic Segmentation
- Customer Segmentation
- Customer Product Affinity
- Seasonality Channel
- Survey Analytics
- Interaction Time of Optimization
- Channel Optimization



Amplify

- Customer Lifetime Value
- Customer Advocacy
- Propensity to Buy
- Personalization
- Promotions
- Cross-sell/Up-sell
- Next Product Offering
- Media Mix Modelling
- RFM Modelling



Retain

- Customer retention
- Customer Attrition
- Customer Service
- Loyalty Analysis

Marketing Analytics

 Onboarding	 Win back	 Mobile App Engagement	 Price Plan Migration	 Multi-play Cross-sell	 Loyalty	 Content and OTT Upsell	 Recommitment
 Education & Guidance	 Usage and Activity Simulation	 Household Engagement	 Digital Service Adoption	 Surprise and Delight	 Handset Upgrade	 Household Shared Services	 Roaming

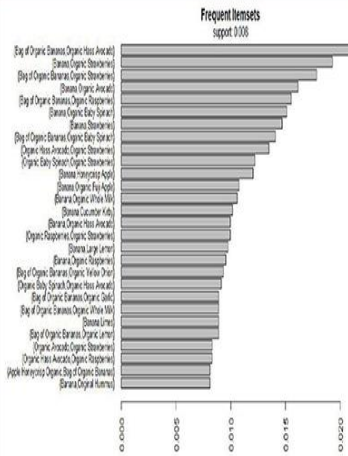


Market Basket Analysis - Retail

Data Points

- Orders
 - order_id
 - user_id
 - order_number
 - order_day_of_week
 - order_hour_of_day
 - reorders
- Products
 - product_id
 - product_name
 - aisle_id
 - department_id
- Aisles
 - aisle_id
 - Aisle
- Departments
 - department_id
 - department

Items Bought Together

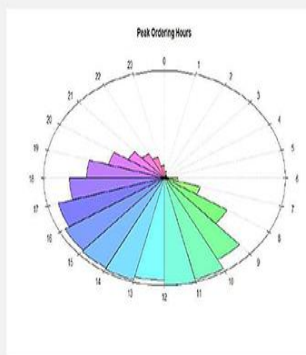


Insights

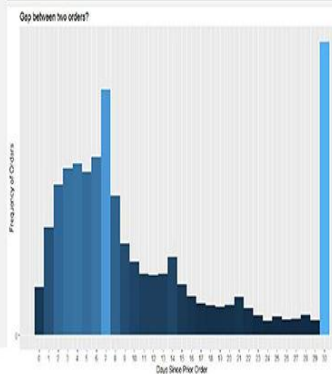
- After doing some groundwork and analysis of basket size .There are total 4823 baskets and 48406 items per basket.
- Although there is some overlap (notably bananas and milk), a lot of the high frequency re-orders are more niche products like special kinds of milk and bread.
- People tend to place a new order mostly within 7 days of the last order, predominantly exactly 7 days after. The 30 day spike seems to be a long-tail effect.
- Nearly all of the items are either fruits or vegetables. There is just one frequent pair that contains milk (of course, with bananas). An interesting combination is bananas and baby spinach.

Customer Behaviour

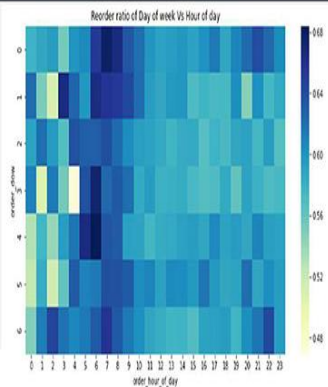
Peak Ordering Hours



Gap Between Two Orders

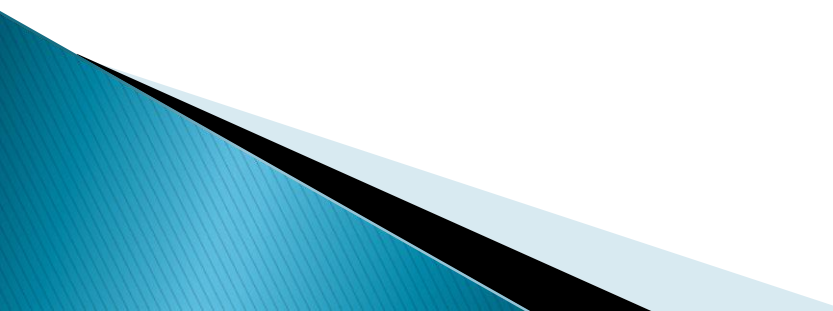
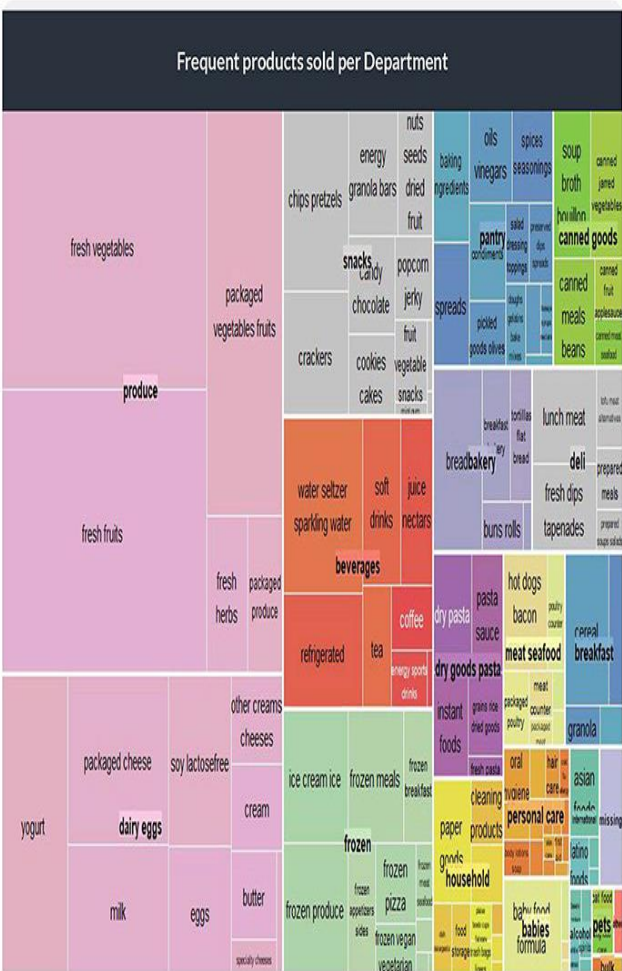


Reorder ratio of Day of Week vs Hour of day



Note: Source :Kaggle Dataset provider : Instacart Dataset Size:498688 observations







Alexa
Voice Assistance

Search based business analytics through voice experience

- Interactive Dashboard
- Instant Business Insight
- Real time updates



Alexa for Hotel industry

Putting in-room technology at the tip of the guest's tongue



Alexa for hotel industry



Demo: In- Room Experience

Customer Interactions

000

Alexa ask (hotel assistance) what is the WI-FI password

Please enter your last name in lowercase to connect



000

What time is breakfast served

Breakfast service starts from 6 in the morning and will be available till 11



000

How long is airport from here

Its 20 miles away and usually takes 40 minutes in normal hours and 55 minutes in peak hours





Helping
hoteliers
understand
their guests
better

Use cases for Alexa in hotel room

- What time the breakfast is served.
- How much time it take to go to airport or peak hour traffic
- When is Bar closed
- What are the local room around options
- Enable DND
- Total charge till now
- Send housekeeping to my room now
- Tell me the WIFI password
- Whom to contact in an emergency
- Hours of operation for various guest services
- tell restaurant menu
- Set a reminder for wake up call.
- I need a room service
- Prepare final checkout bill by mentioned time
- I need a Taxi to go to airport now
- What are the special dishes for the day

**Helping Hoteliers Understand
Their Guests better**



Demo: Customer Service

Customer Interactions

...

Alexa ask Customer Service
when is my payment due

Your payment is due on 5th of this
month



...

What is my bill amount

Your bill amount is 83 dollars



...

Why the bill is so high

You have watched 3 VOD in this
month



noxsmg

Customer Service

Voice Dashboard

Your Digital Assistant

01

INTERACTIVE DASHBOARD

Leverage the power of interactive dashboards

02

INSTANT BUSINESS INSIGHTS

Gain instant business insights across your data

03

REAL TIME UPDATES

Enable users to receive updated information




DEMO

Voice Dashboard



REAL TIME UPDATES

Enable users to receive updated information



IMPROVE PRODUCTIVITY

Focused toward workplace productivity




DEMO



INTERACTIVE DASHBOARD

Leverage the power of interactive dashboards



INSTANT BUSINESS INSIGHTS

Gain instant business insights across your data



Data Science Capabilities - Cognitive



Object Detection

Use Computer vision and deep learning to detect objects, actions, face and facial expressions and many more and provide the system with capabilities as human vision but not limited to.



Video Analytics

Surveillance of video footage to identify abnormal activities manually takes intense effort. Analyzing multiple videos in real-time using Machine Learning helps in taking required action with lesser effort



Speech

Use speech to convert to text, get tone of speech, voice modulation information and other patterns to understand the user intent, mood etc to debug person mind.

Data Science Capabilities - Cognitive

Input Image → Train Bike with person → Train presence or absence of helmet → Image Processing



135	135	129	133	130	134	137
133	133	132	132	135	127	123
132	127	129	115	121	87	96
110	104	115	109	120	103	129
105	112	136	162	173	201	219
167	187	202	223	216	231	240
221	231	240	223	214	216	218
224	217	222	214	215	217	219

Model Training



Output of a captured image



Helmet Found



ALERT !
Helmet Not Found

Vision



three girls sitting on grass field



boy and man playing Frisbee on seashore

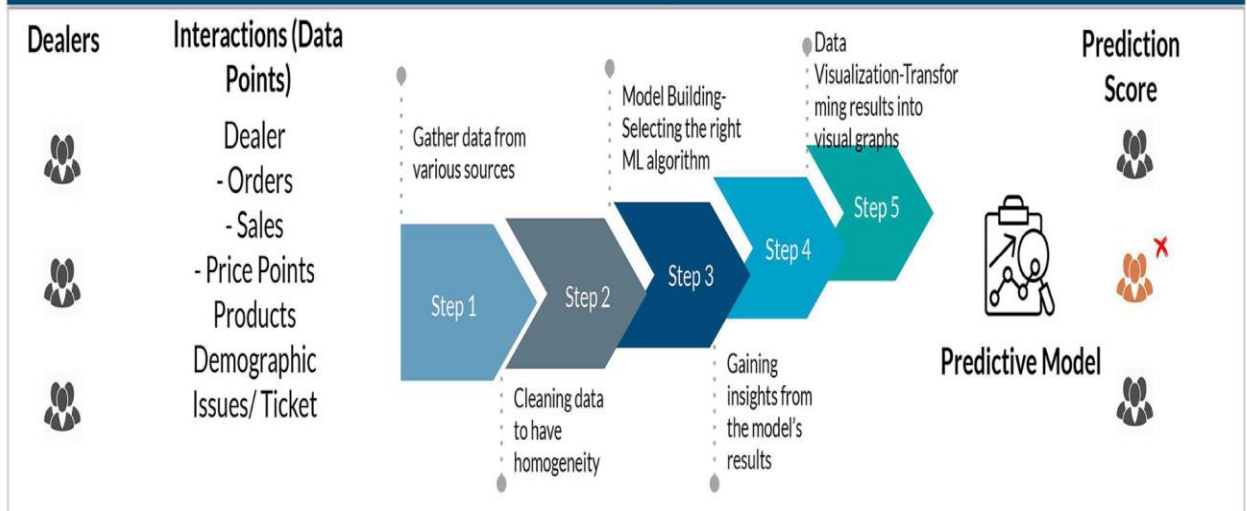


Machine Learning Capabilities : predicting dealer churn

Business Case

Develop a Machine Learning Predictive Model to score Clopay Dealers to predict the likelihood of them not continuing business with Clopay.

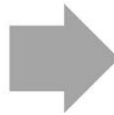
Machine Learning Process



High Level Task Breakdown

Pre-Proof of Concept (Assessment Stage)

- Define Problem Statement
- Multi Phase Data Collection
- Build Prototype



Proof of Concept

- Revisit the Problem Statement
- Data Collection to Model Building
- Expected Deliverables & Time Estimate

Predictive analytics use cases : By function

Operational Analytics

- Predictive Maintenance
- Inventory Forecasting for Planning
- Anomaly Detection
- Next Best Action
- Robotic Process Optimization (RPA)



Sales Analytics

- Sales Forecasting & Lead Generation
- Lead Scoring & Prescriptive Next Best Action
- Sales Call Analytics & Sales Attribution
- Call Intent Discovery



Marketing Analytics

- Personalized Recommendation Engine
- Product, Price & Placement Optimization
- Marketing Segmentation & Targeting
- Customer Lifetime Value
- Up-Sell & Cross-Sell Models
- Social Media Monitoring
- Click Stream Analysis



HR Analytics

- Chat Bot Interviewing
- HR Retention Analytics
- Voice of Employee Analytics
- Chat Bot Assistance



Finance Analytics

- Risk Analytics
- Fraud Analytics Engine
- Credit Scoring
- Asset Allocation
- Robo-Advisory



Supply Chain Analytics

- Demand & Supply Forecasting
- Inventory Optimization
- Monitor and Predict Vendor Risk And Performance
- Sense Demand Patterns
- Robotic Process Optimization (RPA)
- Chat Bot for Procurement



AI Use Cases

Industry	Use Cases
 Automotive	• Managing risk • Reducing revenue churn • Analyzing consumer behavior
 Manufacturing	• Predictive maintenance • Demand forecasting • Process optimization
 Retail	• Predictive inventory planning • Recommendation engines • Upsell and cross-channel marketing

Industry	Use Cases
 Telecom	• Reducing revenue churn • Tracking customer history/transaction • Forecasting
 Banking	• Risk analytics and regulation • Credit worthiness evaluation • Customer Segmentation
 Insurance	• Analyzing consumer behavior • Complying with regulations • Reducing revenue churn

Industry	Use Cases
 Media & Entertainment	• Personalization of user experience • Search optimization • Marketing and advertising
 Travel	• Recommendation engine • Flight fare and hotel price forecasting • Optimized disruption management
 E-commerce	• Segmentation, personalization & targeting • Pricing optimization • Fraud protection

Industry	Use Cases
 Infrastructure	• Generative design • Risk mitigation • Safety and efficiency
 Oil & Gas	• Enhanced oil exploration • Smarter Maintenance • Safety and environment
 Education & Training	• Customizable learning experience • Student path prediction • Better organization of the process

AI Use Cases

Industry	Use Cases
 Agriculture	• Crop and Soil health monitoring • Weather prediction and Crop sustainability • Demand forecasting
 Pharmaceutical	• Patient finder using claims databases • Improved engagement • Pricing strategy for drug portfolio
 Transport & Logistics	• Inventory management • Demand forecasting • Intelligent Sorting

Industry	Use Cases
 Energy	• Energy forecasting • Failure management • Reduce cost and human error
 Mining & Metals	• Real-time production adjustment • Discover patterns in equipment conditions • Mineral prospecting & exploration
 Chemicals	• Raw materials Load forecasting • Real-time batch quality prediction • Monitor equipment health

Data Science Engagement Model

Data Discovery

Identify & Process



Identify Stakeholder



Define & Understand Business Problem



Identify & Collate Dataset



Data Cleaning, Munching & Wrangling

Insights

Exploratory Analysis & Feature Engineering



Feature Engineering



Exploratory Data Analysis



Hypothesis Testing



Feature Importance



Decision Trees



Insight Generations

Model Development

Baseline Model & Improve Accuracy



Model Development



Baseline Model



Multi-phased Model Training & Test Validation



Improve Baseline Model Accuracy



Ensemble Models



Silent Deployment



Decile View, Lift Chart or Confusion Matrix

Deployment

Integration & Deployment



Integration



Reporting



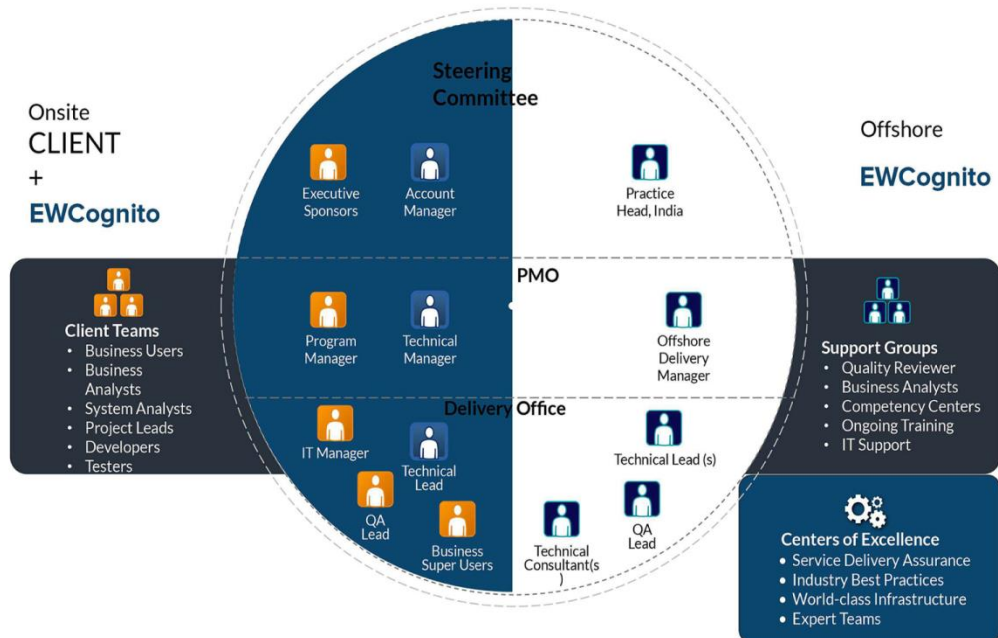
Audit & Feedback Loop



Engagement Model



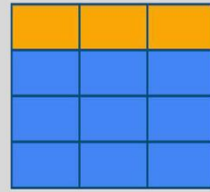
Execution Model



Deliverables



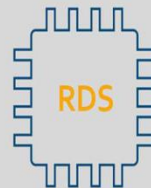
Exploratory analysis



Forecast as CSV file



Forecast as Excel file



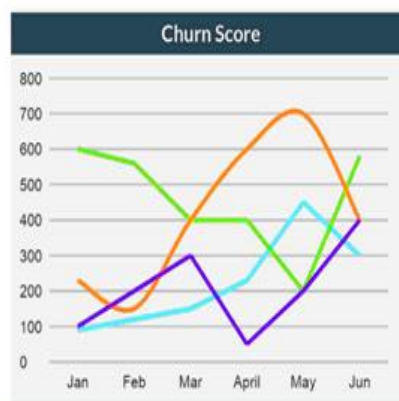
Model RDS file

Identify and avoid customer churn



Churn Model : Telecom

Data Points
- Member Data - Gender - Senior Citizen - Transactions - Payment Method - Paperless Billing - Total Charges - User Logs - Internet Service - Contract

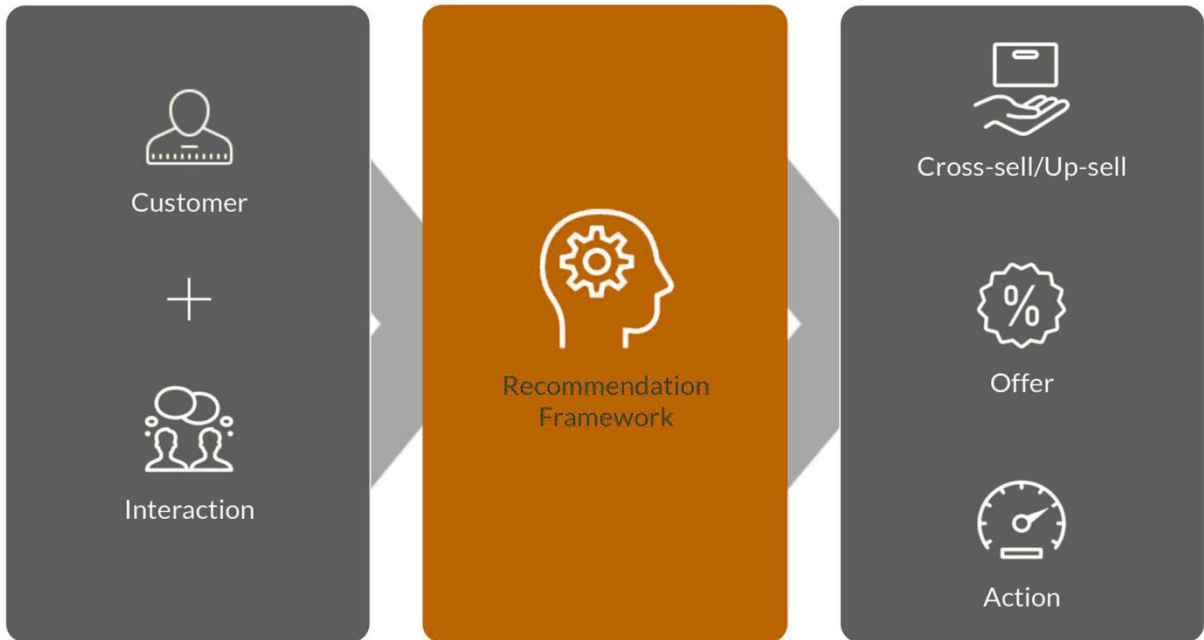


Insights

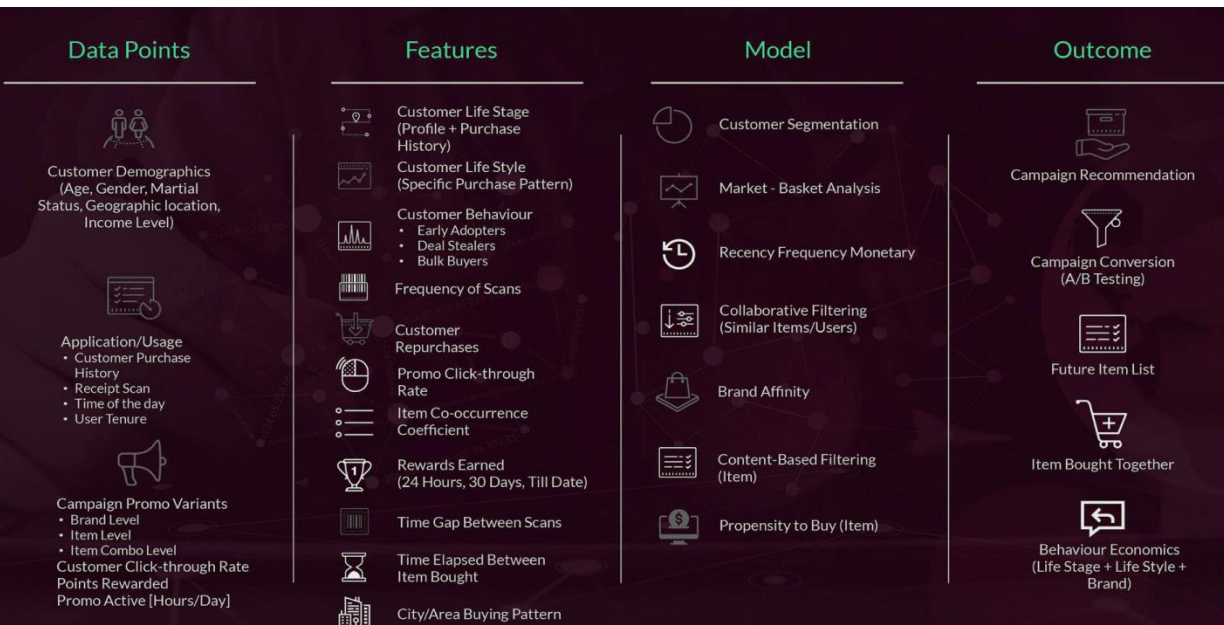
Taking a look at the results, we gain some potential insights. Based on these insights, here are some findings for customer churn and improving customer retention.

- 30% of the people have dependents, of which 15% churn. For the other 70% that don't have dependents, 31% got churned.
- A lot of people with phone service churned. Maybe these people don't really use the phone service. Moving them to a plan without phone service to save them some money on their bill might help retain them.
- Similarly to online backup and security, those without device protection tended to churn more than those that subscribed to the service. Adding device protection to their plans may be a good way to prevent churn.
- 16% of the customers are senior citizens, and roughly 42% of those senior citizens churn.

Recommendation Framework: Overview

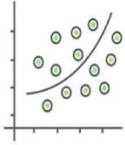


Fetch Rewards Machine Learning: Ecosystem



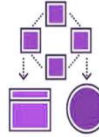
Executive Summary

Machine Learning



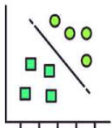
Regression

It is a statistical measure used in finance, investing etc., that attempts to determine the strength of the relationship.



Classification

Trials to evaluate the effectiveness and safety of medications by monitoring their effects on large groups of people.



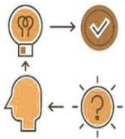
Segmentation

Segmentation recognizes that different groups will respond differently to social and behavior change.



Forecasting

Accurate sales forecasts enable companies to make informed business decisions and predict performance



Recommender Systems

Recommender Systems offer the destinations you might like for your next trip.



Text Mining

Exploring textual data to define and rate emotional and factual qualities of it.

Predictive Analytics Use Cases: By Function



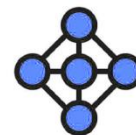
Machine Learning

We combine advanced analytics and text mining capabilities using machine learning and artificial intelligence to turn information into actionable insights.



Cognitive

Improve profits, explore new opportunities, and revenue streams. Our predictive models accomplish a variety of intelligent tasks.



Deep Learning

We enable enterprises to with data discovery, model development, and deployment to assist clients to uncover patterns in data and predict future trends using deep learning.



Reinforcement Learning

Accurate sales forecasts enable companies to make informed business decisions and predict performance

Data Science : Capabilities

Operational Analytics

- Predictive Maintenance
- Inventory Forecasting for Planning
- Anomaly Detection
- Next Best Action
- Robotic Process Optimization (RPA)

Sales Analytics

- Sales Forecasting & Lead Generation
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Marketing Analytics

- Personalized Recommendation Engine
- Product, Price & Placement Optimization
- Marketing Segmentation & Targeting
- Customer Lifetime Value
- Up-Sell & Cross-Sell Models
- Social Media Monitoring
- Click Stream Analysis

HR Analytics

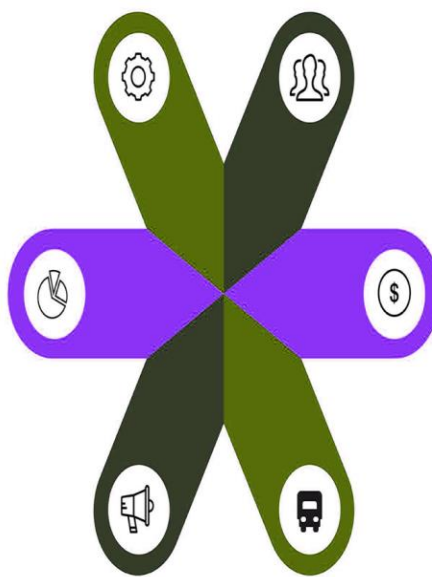
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- HR Retention Analytics
- Voice of Employee Analytics
- Chat Bot Assistance

Finance Analytics

- Risk Analytics
- Fraud Analytics Engine
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- Asset Allocation
- Robo-Advisory

Supply Chain Analytics

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- Inventory Optimization
- Monitor and Predict Vendor Risk And Performance
- Sense Demand Patterns
- Robotic Process Optimization (RPA)
- Chat Bot for Procurement



Industry Expertise

Industries	Forecasting	Churn Modelling/ Customer CLV	Predictive Analytics	Recommendation Engine/NBA	Optimization	Segmentation/ Personalization	Predictive Maintenance	Text Mining/ Sentiment Analysis
Manufacturing	High	High	High	High	High	High	High	
Retail	High	High	High	High	Medium	High		High
Telecom	High	High	High	High	Medium	High	High	High
Banking/Finance	Medium	High	Medium	High	Medium	High		Medium
Travel & Hospitality	High		Medium	High	High	High		High
Energy/Oil & Gas	Medium		Medium		High		High	
Media & Education	Medium	High	High	High	High	Medium		Medium
Automotive	Medium		Medium	Low	Medium	High	High	
Healthcare	Medium	High	High		Medium	High		High
Logistics & Transportation	Medium		High		Medium		High	High
Insurance	Medium	High	High	High	Low	High		High
Real Estate	Medium		High	High		High	Low	

Dsmatics's

Expertise

High

Medium

Low





Hotel Industry

Machine Learning Use Cases



Operations

Machine Learning Use Cases

Machine Learning Use Cases

Operations: Machine Learning Use Cases



Preventive Maintenance

Maintenance schedules are often based on statistics that predict minimum failure. We typically initiate maintenance when we reach the minimum expected time of failure



Optimized Job Execution

Optimization in field Service helps you increase your **Optimized scheduling** and **ensure first time fix rate** by assigning right technician having the right tools for the right problem. **Predictive job duration** for a given job type, weather and skills and **Job forecasting** to accurately predict future demand to ensure customer needs are always met.



Customer Service

Call centre representatives are typically the first touch point vendors interact with. Building solid customer relationships is an essential part of customer retention, brand differentiation, and a healthy bottom line.

Field Service Operations

Machine Learning Based Analytics



Ensure First Time Fix

Our AI solution can automate assignments in a way that maintains customer satisfaction and decreases the risk of missing an SLA. Assign each available technician a first-time fix rate.



Optimized Scheduling

Dsmatics's predictive field service solution can analyze what worked well in past visits, and what caused problems. It uncovers what's needed to ensure the most efficient service day possible.



Preventive Maintenance

Avoid unexpected breakdowns and resulting costs by receiving recommendations for equipment part replacements and periodical inspections



Predict Job Duration

Gain job duration predictions based on variables such as proficiency of field service professionals for a given job type, weather, and skills.



Customer Satisfaction

Boost customer satisfaction by creating Chatbots that can answer customer queries when human assistants are either busy or unavailable.





Call Center

Machine Learning Use Cases

Call Center

Machine Learning Use Cases



First Call Resolution

Predict probability that a future interaction will happen because of the current interaction, and recommend actions to prevent it



Customer Satisfaction

Predict customer's likelihood to recommend or have extreme dissatisfaction with an interaction, and take action to avoid



Customer Churn

Predict customer's likelihood to end relationship with the company following an interaction, and discover drivers and remedial action



Upsell/Revenue Collection

Predict customer's likelihood to accept and upsell (or pay a debt), and understand what drivers cause that prediction – or end the call prematurely if not save AHT



Agent Acumen

Predict agent's likelihood to score well in a generic Agent Quality metric system, and use that to drive self-assisted coaching





Multi-chain Restaurant

Machine Learning Landscape

Recommendation Framework



Customer



Interaction



Recommendation
Framework



Cross-sell/Up-sell

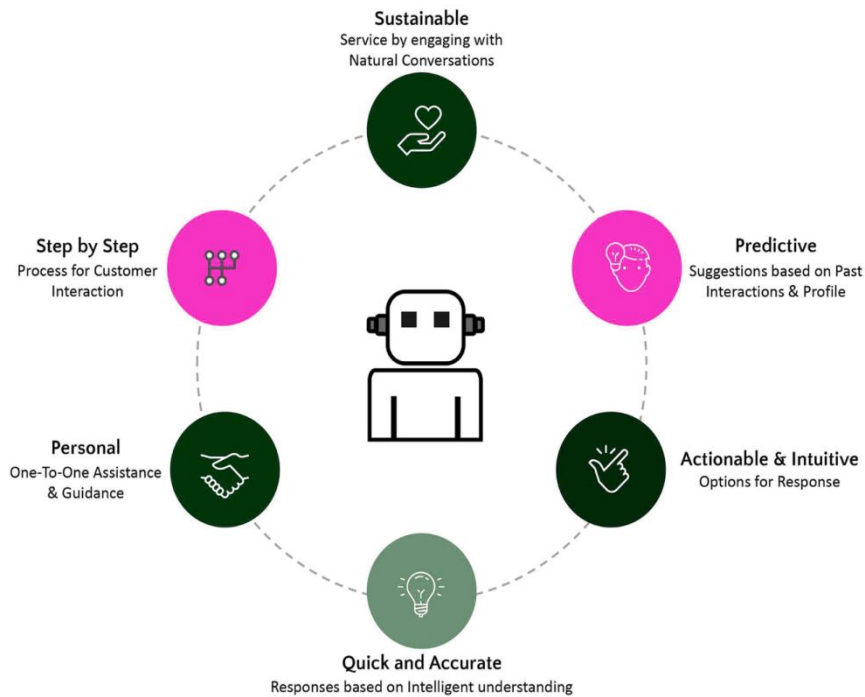


Offer



Action

Chatbot Capabilities



Chatbot Application – Business Function

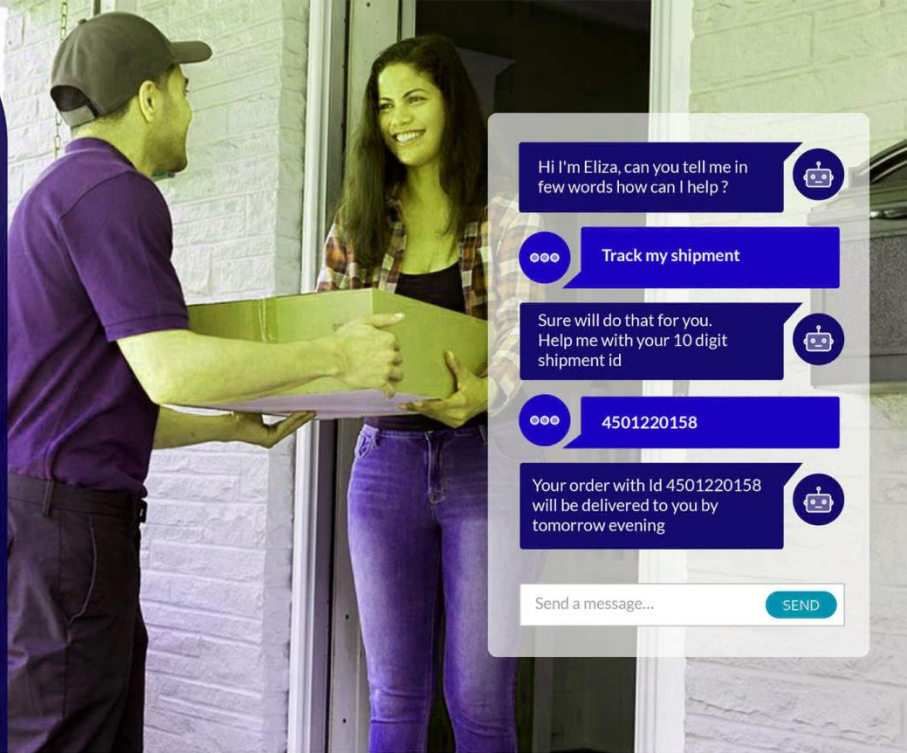


Courier Industry

The courier industry has grown in size and reach. It serves as a key enabler for business by providing time-bound logistics services to customer industry segments. With the power of AI and machine learning bots can help the users track their courier at there figure tips. Users can just ask the bot to track the shipment by providing the shipment number .

Possible Use Cases

- Shipment tracking
- Freight cost finder
- Store locators



Chatbot Characteristics

There is a big variety in Chatbot development platforms. Below are a number of characteristics that should be taken into account when choosing the suitable platform to implement with your Chatbot.



Intent Recognition

Ability to “guess” what the user is requesting, even if phrased unexpectedly. Good intent recognition is vital if you don’t want to annoy your users.



Dialog Management

Go beyond simple Q&A and enable your Chatbot to have complex and meaningful conversations with the user.



Humanization

Users get more engaged in conversation if a Chatbot acts more humanlike. Some Chatbots are able to detect and show emotions



Interaction Channels

How will users interact with your Chatbot? Choose a platform that connects easily with your webchat, app, social media platform or voice interface.



Task Automation Capability

Does your Chatbot need to perform tasks for users? Make sure it has enough dialog capabilities and that it can connect to your back-end systems



Reporting & Monitoring

Are your customers being helped? Are they happy? Does your contact center get less calls? Choose a Chatbot platform that tells you how it’s performing.



Ease of Implementation

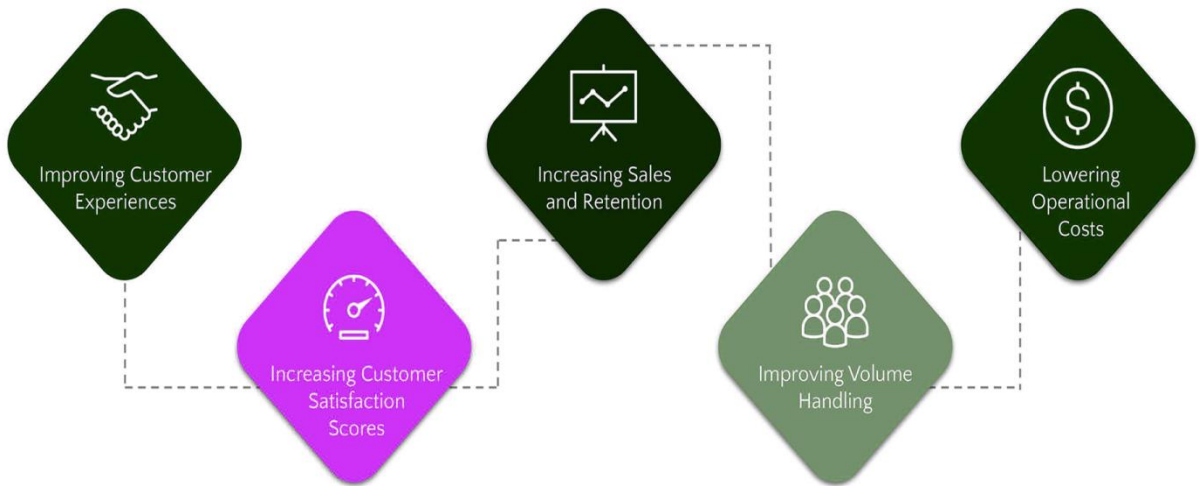
Some platforms require custom software development, while others allow business users to configure the Chatbot themselves.



Security & Compliance

Do you have extra security requirements? Or do you need to be compliant with audit regulations? Security and logging capabilities vary amongst platforms.

Chatbot Benefits

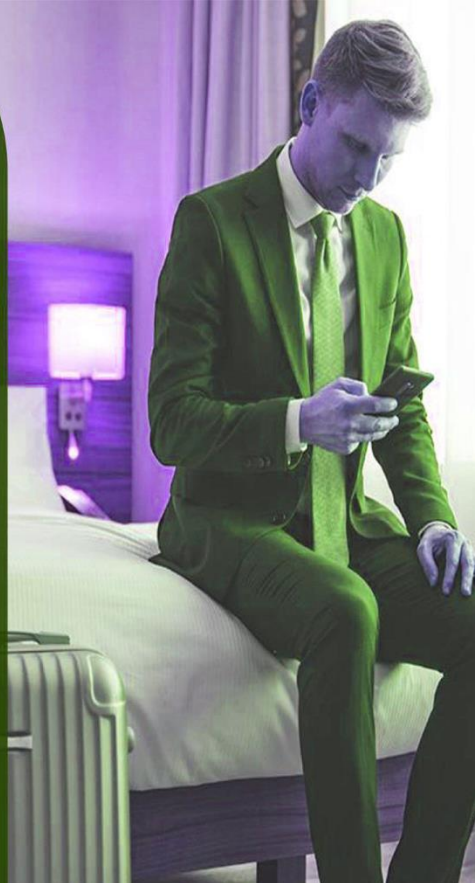


Hotel Industry

Bot can help you make a reservation in a hotel, reserve a table, and even arrange a transportation. Further, they can give you best deals around you and confirm your bookings.

Possible Use Cases

- Book travels and check-ins
- Manage bookings
- Check in and checkout



Welcome to Resto Bot I can help you with bookings, ordering, deals, and more... How can I help?



- Book a Hotel
- Book a Table
- Arrange Transportation



...

Book a hotel for 2 in Dallas

Lets book a hotel for you. Let me find the best for you



- Hyatt Regency - ****
- Hampton Inn - ****
- The Westin ****
- Hotel Woodland ****



...

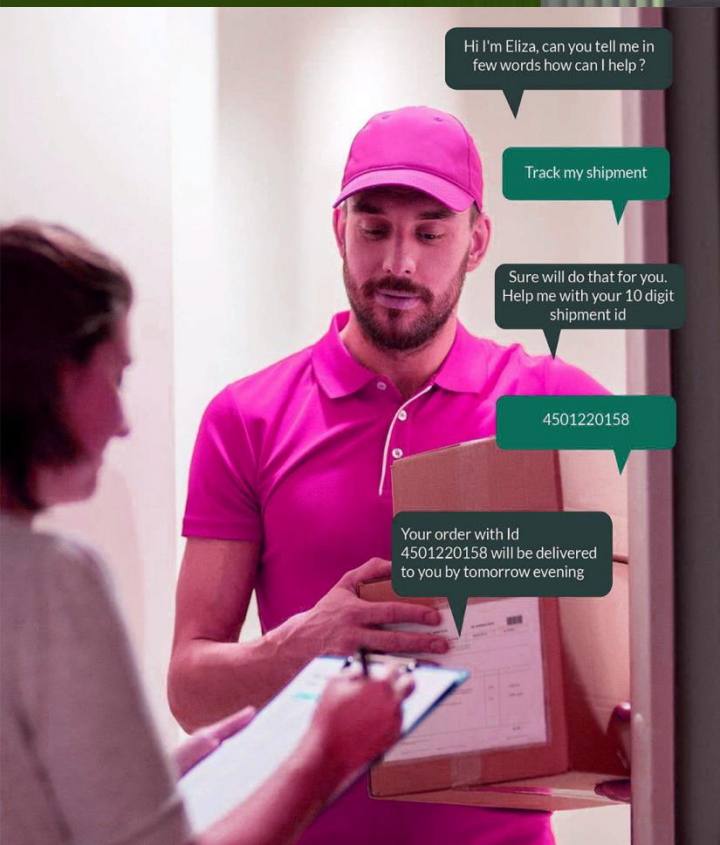
The Westin

Booking Confirmed



Send a message...

SEND



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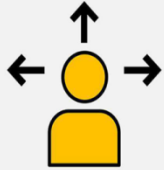
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Technology Stack



Data Science Capabilities : Advance Machine Learning



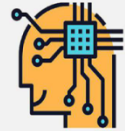
Optimization

Decode the most complex data, cast-out uncertainty, and gather insights to prepare for a smarter tomorrow.



Deep Learning

Learn from existing information to Forecast & Predict Future outcomes to drive Business Strategies



Reinforcement Learning

Turn information into advantage by mining log, rep comments, social listening and custom data sources

Our Development Process

01



Clients Requirements
Analysis

02



Project Planning

03



Budget Discussion

04



Technology
Assessment

05



Mock Up Design

06



Quality Check

07



Deployment

08



Ongoing Support



Gain Success with us

The Intelligent Choice for Every Business



Have a Project? Feel Free to Contact Us

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Thank You!

