

COMPANY PROFILE



MERABT TECHNOLOGIES PRIVATE LIMITED

**RNP AVENUE, RNP LANE, VELLAYAMBALAM,
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ABOUT US

Merabt Technologies is India's pioneer NextGen company whose foundation was laid in 2017 to cater to Indian and offshore clients through cutting edge and contemporary digital solutions. Merabt owes its existence to the exuberance and confidence of a group of professionals who shared the same vision and took pride in their 12+ years of insightful presence in IT and ITeS industries.

The driving force behind our stellar services is to offer clients with comprehensive and conclusive digital solutions that would turbocharge their ventures and offer them a decisive foothold in a fiercely competitive market. Our team is constituted of extensively trained, proficient, intuitive and seasoned professionals who know how to wield the innovative power of digital tools to give a definitive facelift to clients' endeavors. Customer satisfaction is our motto.

Merabt serves as the one stop destination for clients offering the entire gamut of digital services from under one roof. Based in Kerala's capital city Trivandrum, we serve a wide clientele located across India and all major international destinations. We have our goals explicitly stated before us i.e. to propel our clients' businesses on upward growth trajectory by weeding out all potential bottlenecks from the path of success with our eclectic digital services. Merabt's team builds an incomparable brand identity for client by leveraging the potential of digital technology to create compelling solutions and touting the same with state of the art digital marketing campaigns.

BOUQUET OF SERVICES

- **Website Development**

We ensure that our clients' online presence is impeccable and persuasive so that their prospective leads are thoroughly convinced of the superiority of business intent and plan and gets converted seamlessly. We deliver strikingly unique and refreshing web designs that are easy to navigate, intuitive to handle, and seamlessly takes leads to call to action pages. Right from conceptualization to deployment, we ensure that client's aspirations and ambitions are inextricably aligned with the central theme of website. Sites delivered by us are responsive and readily adapts to the size and resolution of viewing devices thus offering seamless and immersive browsing experience to audiences across cross platforms.

- **Software Development**

We leverage the potential of various platforms like Oracle, Java, PHP and other contemporary frameworks to create compelling web applications that would capture the attention of users and make them instinctively commit to clients' business propositions. Our software engineers meticulously capture clients' expectations and give adequate reflection to them through feature rich, and state of the art software products.

- **Bulk & Enterprise Messaging**

We empower you to reach out to millions of prospects within seconds by harnessing the potential of our messaging tool that makes bulk and enterprise messaging super powerful, fun and easy. Scheduling and sending personalized texts in regional languages of your choice has been rendered extremely handy which helps clients to launch SMS marketing campaigns with an intensity which assures exponential growth of revenues. Click report for all links forwarded via text is readily made available.

- **Digital Marketing Solutions**

In order to stay ahead of adversaries in the mad race that characterize the stiffly competitive marketplace and remain ensconced in the numero uno position, a Brand needs to present itself in alluring positive light for being preferred by customers over other niche players. Our digital marketing solutions are geared to optimize client's online presence through concerted efforts using latest promotional techniques. Search engine optimization, social media marketing, Pay per click, Google Ad Word and other tools are effectively used by us to propel the ranking of client's web site steadily on the SERP (Search Engine Result Page) list of all major search engines like Google and Bing. Strong analytics help clients visualize the progress of marketing campaign and suggest changes to be incorporate in the promotional tactics to add more firepower. Our forte is in driving authority and readily converting traffic to clients' sites and keep the sites appearing as top results on opening pages for all relevant niche specific search queries. We also possess the expertise of optimizing client's web pages for maximum clicks on mobile devices by carrying dedicated SEO and SMO for hot search terms. Sites are placed before active and enthusiastic audiences at strategic moment for maximum and overwhelming responses. Our team proactively plans social content to anticipate search queries, user trends, and searcher intent.

- **Enterprise Mobility**

Merabt piques itself for having best in breed and innovative mobile app developers on its ranks who can drive enterprise mobility with incredibly agile and feature rich apps built for deployment on different platforms like Android, iOS etc. Superlatively skilled UX experts, analysts and certified software engineers proficiently capture the ambitions of our clients through state of the art apps which resonate with prospective users and subtly demonstrate the business values and propositions of our clients. Our developers possess hands-on expertise on all major mobile application development frameworks which render them capable of delivering cutting edge solutions with inherent support for migration from legacy apps. Equipped with strategic tool and skill sets, our experienced and competent developers set out to realize the enterprise mobility related goals of our clients in realistic manner.

- **E-mail Marketing**

Merabt is in possession of contemporary email marketing software which can definitely give the needful edge to the email campaigns of our clients in automated mode with tangible outcomes. Addition of customer information, creation of new customer profiles at the point of sale, building of lead directories can be accomplished in cushy manner. We offer tailored email templates which facilitate crafting of cogent content and launching the e-campaigns in leads' inboxes a matter of minutes only. Clients can calculate returns on their investments easily through analytical reports readily available on interactive dashboards.

- **Interactive Voice Response (IVR)**

Merabt offers best in class IVR service that blends modulated voice and DMTF tones inputted via keypads to facilitate clients' interaction with users in seamless and expeditious manner. We empower clients to connect with multitude of leads in real time with systems that can effortlessly handle huge call loads without buckling under the mounting pressure. Other features of our services include reduction in caller waiting time, pre-recorded audio, acceptance of keypad input, and option driven menu. Our innovative 'Missed Call Marketing' technique allows global entrepreneurs to advance their corporate interests through telecom marketing. MCM doesn't require any specific app or system in the phone. Customer just places a missed call on the given number for receiving desired into in the form of a text or another incoming call. Since this amenity is free, it is a great tool for our clients to generate awareness and interest of prospects in their products and services.

- **Call Center Service**

Merabt offers call center services wherein professionally toned, extensively trained, affable and purposeful agents carry out telemarketing activities to further the business interests of our clients. Each business is thoroughly analyzed to understand the high points and USPs and based on the outcome of dissection, our call center reps intensely promote client's products or services in unobtrusive and friendly manner to prospects.

OUR MISSION

We are driven by the objective of optimally serving the business interests of our clients through cost competitive, state of the art, cutting edge, compelling, and contemporary digital tools, services and marketing campaigns which empowers and assures optimal returns on investments in realistic and time bound manner.

OUR VISION

We envision becoming the most preferred strategic partner of our clients by offering them the entire array of cutting edge and eclectic digital solutions contemporarily available which would help them assert their supremacy in niche segments without going overboard with budget.

OUR VALUES

We always engage in fair and transparent dealings with our clients. Sensitive and confidential information of clients are never shared by us with any agency or individual without the explicit written permission of our customers. We always adhere to committed deadlines and ensure that all potential kinks in the path of shortest turnaround are ironed out in time for stellar outcomes. We have no cryptic clauses or evasive terms which can appear inscrutable to our clients. We believe in adhering to ethical code of business conduct and interact with clients with full integrity. We keep our human resources motivated optimally so that they can perform with maximum efficiency and productivity to help us uphold the interests of clients conclusively.