



BEST PRACTICES

Automotive

Etisal International Group

Saudi Arabia:

- Jeddah
- Riyadh
- Dammam

Egypt:

- Cairo (Maadi / Abassia)

India:

- Gurgaon

sales@etisal-int.com
www.etisal-int.com



HISTORY & INDUSTRY CHALLENGES

In the age of the empowered consumer, it takes more than great design or an attractive price to acquire and retain customers. Automotive companies need to excel at building deeper customer relationships. The automotive industry has boomed in the last few years and the variety of available diverse cars in the market is endless.

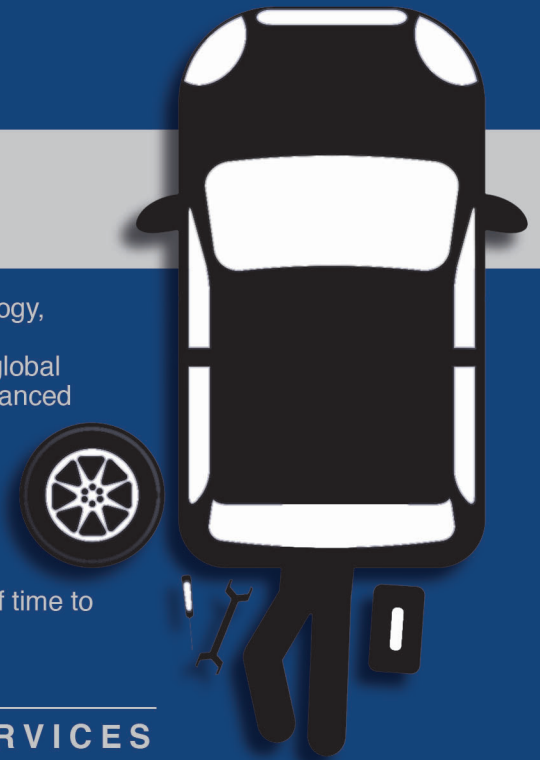
In today's automotive markets, businesses face mounting pressure to stay competitive, increase revenue and improve customer service through the support of the automotive call centers operating across all hours and providing service centers support, while meeting performance and financial objectives and maintaining cost efficiencies. In Etisal International, we understand the obstacles facing our automotive clients and understand that in the highly competitive, constantly evolving automotive market, delivering a superior customer experience is key to customer satisfaction and continued business success.

Throughout its 10 year experience in working with leading automotive companies in the EMEA region, Etisal International has brought significant operational, business and financial value add to its clients; across all customer service channels it supports, including voice, chat, e-mail, web and social media, providing a unified customer experience that also improves operational efficiencies. In addition, we act as your partner representing your company to your dealers and provide them with the ultimate service on the phone, online and via fax.

SERVICES & SOLUTIONS

Whether by wired lines, wireless technology, broadband capabilities, cables, or even satellites, Etisal International combines global services, innovative technology, and advanced analytics into a customized solution designed to help its clients meet their specific business needs; focus on their core businesses giving them the most valuable asset ever.. Time!

Here's how we can give you the luxury of time to think, to analyze, to act:



CONTACT CENTER SERVICES

CUSTOMER ACQUISITION

- New Vehicles Information Lines
- Vehicles Campaign Management
- Inbound & Outbound Lead Management
- Up-Selling & Cross-Selling Programs
- Marketing Surveys Management

CUSTOMER CARE

- Welcome Calls Programs
- Maintenance Scheduling & Reservations Management
- SMS Collaboration
- Services & Spare Parts Campaign Management
- Road Side Assistance Services
- Towing Services
- Complaints Management

CUSTOMER RETENTION

- Loyalty Programs Management
- Customer Satisfaction Measurement



SERVICES & SOLUTIONS

HRO SERVICES

HR STRATEGY

- Organization Structure Design
- PA System Implementation & Management
- HR Audit
- HR Scorecards Management

TALENT ACQUISITION

- Assessment Programs
- Sourcing Programs
- Candidates Pre-Screening & Full Evaluation
- Recruitment Management
- Hiring Management
- Retention Management
- CV Inventory Services
- Skill Sets Inventory Services
- Hiring Peaks Management

PAYROLL & ADMINISTRATION

- Attendance Management
- Leave Management
- Payroll Processing
- C&B Management
- Medical Insurance Programs Management
- Social Insurance Management
- General Employee Relations
- Special Bonus & Incentives Management
- Government Relations Management

BPO & BACK OFFICE SERVICES

DIGITIZATION

- Customer's Contract & Document Scanning
- Forms Capturing Solution
- Optical Capturing Recognition (OCR)

DIGITAL MAILROOM AUTOMATION

- Data Entry
- Data Management (Building, Profiling & Validation)
- Workflow Management
- Legacy Systems Migration

ITO SERVICES

INFRASTRUCTURE OUTSOURCING

- Parking Models
- Infrastructure Rental Models
- Overflow Services
- CRM Applications Outsourcing

TECHNICAL SUPPORT SERVICES

- IT Help Desk & Services Desk
- Technical Support (All Levels)
- Incident Management
- K-base Management

ADDED VALUE & BENEFITS

1

Professional Experience in Diversified Business Sectors with extensive 'Know-How' in operating projects of countless scopes, sizes, and nature! Etisal International, also, provides its clients with valuable, high quality insights into their customers' behavior and attitude towards their products and services!

2

State of the Art Technology That You Can Rely On ensuring and maintaining the highest achievable levels of service to our clients. Our CISCO VoIP technology enables online monitoring of several aspects of the operations and ensures geographic redundancy to keep call quality superiorly up to our clients' expectations.

3

Employed Quality Control Measures to obtain prime quality levels that guarantee the best optimization to enhance our offerings to our clients in all industries and sectors, strongly backed up with professional certifications, such as ISO 9001 and COPC.

4

Security You Can Trust committed to ensuring protection to all our clients' private and sensitive information through aggressively well-established security protocols, such as intrusion detection systems and firewalls.

5

Global Cultural Knowledge and Languages Fluency through unique technical skill and a very diverse multilingual talent pool encompassing almost 31,000 students fluent in western European languages graduating from Egyptian and international universities every year. Etisal International speaks all languages and we utilize this sacred resource to provide top caliber services around the globe!

6

Professional and Competent Recruitment/Training Services to relieve our clients from agent trainings headache through selecting skilled talents from Etisal International's HR business unit. Fine selections of agents are made and trained on the essentials by our certified recruiters to proficiently handle our clients' customer care programs.

7

Organizations' Flexibility Stretched through 24/7 operations and beat-to-the-draw response to the dynamic clients' requirements, such as peak/seasonal/overnight times, according to what business necessitates.

8

Operational Costs Saving from Etisal International compared to other outsourcing destinations, yet delivering outstanding contact center/BPO services by providing much higher quality, better control and more operational transparency. The European Outsourcing Association named Egypt 'Off-Shoring Destination of the Year 2010'!