



BEST PRACTICES

Food & Beverage

Etisal International Group

Saudi Arabia:

- Jeddah
- Riyadh
- Dammam

Egypt:

- Cairo (Maadi / Abassia)

India:

- Gurgaon

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www.etisal-int.com



HISTORY & INDUSTRY CHALLENGES

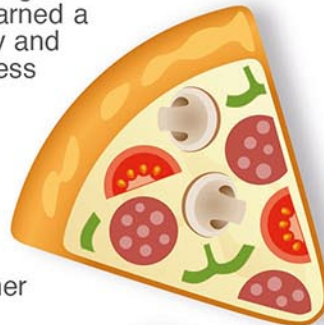
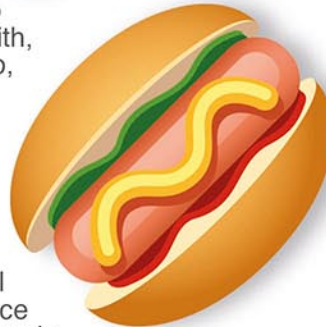
In a fiercely competitive market like the food & beverage market, consumers are mainly drawn to the best value for money and best quality served. They drive the food & beverage industry based on the quality of service and speed of delivery. When it comes to deciding which food & beverage restaurant to deal with, today's consumers have more choices than ever, and so, customers' experience and customer care mean everything!

Being fully aware of this, Etisal International offers you a wide range of services across all areas of your business, to serve as your customer interaction point. With over 10 years of experience delivering award-winning service to well-known food & beverage brands, we in Etisal International understand that outstanding customer service extends well beyond the individual transaction. By engaging in insightful conversations over popular channels, we've learned a lot about the singular significance of the customer journey and how each one presents unique opportunities for business improvement, growth and increased profitability.

While working with leading food & beverage 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 but not limited to voice, chat, e-mail, web and social media, providing a unified customer experience that also improves operational efficiencies.

Continually enhancing your client experience through excellent customer service and optimization of costs to your business, Etisal International helps you meet the industry challenges and reaching your business goals, while also leveraging your brand loyalty. Our communications expertise and global capabilities allow us to react quickly to changes in your industry, deliver cost efficiencies, and improve customer satisfaction and retention.

Let us handle your customers, through your voice, using YOUR language!



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 Product Information Lines
- Fast Food Advertising Campaigns Management
- Orders Management
- Up-Selling & Cross-Selling Programs
- Marketing Surveys Management

CUSTOMER CARE

- Welcome Calls Programs
- SMS Collaboration
- Delivery Support
- Restaurant Location Services
- Complaints Management

CUSTOMER RETENTION

- Loyalty Programs Management
- Customer Satisfaction Measurement

SERVICES & SOLUTIONS

ADDED VALUE & BENEFITS



BPO & BACK OFFICE SERVICES

- DIGITIZATION** ●●●●●
- 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
 - Order Management Applications Outsourcing

01

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!

02

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.



ADDED VALUE & BENEFITS



03

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.

04

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.

05

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!

06

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.

07

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.

08

Operational Cost 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'!